Sentara Health Plans

PO Box 66189
Virginia Beach, VA 23466

[DATE]

[FIRST NAME] [LAST NAME]
[ADDRESS]
[CITY], [STATE] [ZIP CODE]

Welcoming Baby Initial Letter

Dear FIRST NAME or Member (if generic),

We are excited to talk to you about Welcoming Baby, our prenatal health program. It's open to all pregnant members on our plan, and it gives our pregnant moms special care and support. If you are a pregnant member, please call today. We would love to have you in this program!

When you take part in Welcoming Baby, you get a chance to earn gift cards. Here's a list of what you can receive and how you can earn it:

- gift card for participating in the Welcoming Baby program and completing your Initial Assessment.
- $150 gift card for completing your first prenatal visit with your OB doctor, within your first trimester, or within 42 days of coming on our plan.
- gift card and promotional items for completing the Welcoming Baby program
- $150 gift card for completing your postpartum checkup, between 1 and 8 weeks (7-84 days) after you deliver.

  Sentara Health Plans also pays for prenatal classes. You can jump-start your membership in Welcoming Baby by calling your doctor to make a prenatal visit.

Please call me or email me at welcomingbaby@sentara.com as soon as you can. I am your Medical Outreach Representative, and I work closely with the nurses and the Interdisciplinary Care Team. I would like to talk more with you about the program. I am available Monday through Friday, 8:00 a.m. to 5:00 p.m. at <<1-844-671-2108>> <<User_Extn>>. I hope to hear from you soon!

Sincerely,

<<User_First_Name>> <<User_Last_Name>>

<<User_Title>>

<<Notice_Date>>

Welcoming Baby Initial Letter for Prenatal Visit and Form

Dear <<Member_First_Name>> <<Member_Last_Name>>,

Sentara Health Plans wants to reward you for taking care of yourself. Having a prenatal appointment with your OB doctor within your first trimester or within the first <42> days of coming on our plan will qualify you for a <<$150.00>> gift card. A prenatal visit in the first trimester is very important because it helps you have a healthy pregnancy and a healthy baby.

In order to qualify for the <<$150.00>> gift card, please complete the following steps:

1. Schedule a prenatal appointment, with your OB doctor, within your first trimester or within 42 days of coming onto our plan.
2. Bring the attached form with you to the appointment.
3. Have your OB doctor complete the attached form and fax it back to Sentara Health Plans or you can mail it back.

As always, we are here to help you! If you have any questions, please feel free to contact me at <<1-844-671-2108>> ext. <<User_Extn>>. The best time to reach me is between 8:00 a.m. and 5:00 p.m., Monday through Friday.

Sincerely,

<<User_First_Name>> <<User_Last_Name>>

<<User_Title>>

| | |
|---|---|
| TO: Sentara Health Plans | FROM: |
| Medical Outreach | PAGES: |
| FAX: 804-799-5117 | FAX: |
| PHONE: 1-844-671-2108 | PHONE: |

<<User_First_Name>> <<User_Last_Name>> <<User_Title>>

** To be completed by Prenatal Provider Only**

Member Name: <<Member_First_Name>> <<Member_Last_Name>> Member ID: <<Member_Alternate_ID>>

Does the member plan to breastfeed? _____ Yes _____No _____ Member is Not Sure

Note: *Sentara Health Plans has a preferred breast pump provider. Call your Medical Outreach Representative for details.*

Member EDC/EDD Date:
_____

Name of Practice/Group:
_____

Date of 1st Prenatal MD visit:
_____

Name of Physician/Nurse Practitioner:
_____

Signature of Physician/Nurse Practitioner:
_____

Today's Date _____