



NJFamilyCare Maternity Programs to Support Moms-to-Be

Our goal is to make sure that every woman has a healthy and safe pregnancy and delivery, leading to the best start for newborns. Each program we offer focuses on pregnant women and infants in New Jersey having the healthiest outcomes.

In January 2021

Coverage for Group Prenatal Care: Centering group prenatal care will cover up to 10 prenatal visits. Each visit is 90 minutes to 2 hours. Medicaid will reimburse for expenses incurred for providing group prenatal care services if the provider/site is accredited and utilizes the CenteringPregnancy model. Benefits include increased birth weights, increased rates of breastfeeding, reduced risk of pre-term pregnancies, reduced risk of gestational diabetes.

Coverage for Doulas: Doula care, by a trained professional, will be included as part of the comprehensive maternity benefits covered by NJFamilyCare. A doula bridges the gap between women and their medical providers. Doulas help women advocate for themselves and encourage parent-child interaction, attachment, bonding, and breastfeeding. Up to 8 visits will be paid for across the prenatal, delivery, and post-partum period.

Use of the Perinatal Risk Assessment (PRA): The PRA is the uniform document for all providers that improves prenatal services by increasing referrals and enrollment in home visitation programs and community based social services. The form is completed during first prenatal visit and updated by the provider in the third trimester. Providers are required to submit the PRA for reimbursement for prenatal services will. After completion, it is routed to Family Health Initiatives, who sends it to the MCO and the appropriate Central Intake office for community referrals to be made. All PRA data collected is aggregated to allow for statewide trends and tracking.

Health Benefits Coverage for Non-Medically Indicated Early Elective Deliveries: NJFamilyCare will no longer provide reimbursement for scheduled deliveries before 39 weeks gestation if not medically indicated. Indications for delivery before 39 weeks of gestation should be documented clearly and discussed with the patient. Eliminating payment for early elective deliveries can help ensure that babies have a longer gestation and higher birth weight, leading to a healthy start at life.

New Programs Coming Soon

Medicaid Perinatal Episode of Care (EOC) Pilot: The perinatal EOC will work to enroll providers to help improve perinatal health care outcomes and neutralize or reduce the cost of perinatal care. Using an established framework, the episode will use shared savings to align payments to participating providers based on quality metrics and targets.

Expanded Breast Feeding Support: The expanded coverage will feature more access to lactation support professionals and enhanced breast feeding equipment coverage.



For additional details , please visit the Provider Newsletter for each program: Centering - Newsletter Vol. 30, No.15; Doula - Newsletter Vol. 30, No.23; PRA -- Newsletter Vol. 30, No.24; EED - Newsletter Vol. 30, No.21