

Kentucky Medicaid Maternal Health & Wellness Resource Guide

2026



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Are you pregnant? Have you recently given birth? Are you supporting someone who is pregnant or has recently given birth? This guide is for you! The purpose of this guide is to help Medicaid members, care coordinators, and community partners understand the maternal health services covered by Kentucky Medicaid.

Below is a quick overview of the benefits, programs, and resources available to support your health and wellness during and after pregnancy. For more information on services and available resources for pregnant and postpartum individuals, visit [the Cabinet for Health and Family Services Website](https://www.chfs.ky.gov/agencies/dms/member/pages/pregnantwomen.aspx) (<https://www.chfs.ky.gov/agencies/dms/member/pages/pregnantwomen.aspx>).

To receive the correct coverage and access to benefits, you must notify the Department of Community Based Services (DCBS) of your pregnancy. To report your pregnancy, contact DCBS at 1-855-306-8959.

Resources and services available to Medicaid members include:

- Free access to birth control and contraceptive options
- Regular check-ups during pregnancy (Prenatal visits)
- Imaging to monitor pregnancy (ultrasounds)
- Assistance with rides to medical appointments through non-emergency medical transportation to medical appointments. View the list of [transportation](http://www.transportation.ky.gov/TransportationDelivery/Pages/Human-Services-Transportation.aspx) agencies by region online. (www.transportation.ky.gov/TransportationDelivery/Pages/Human-Services-Transportation.aspx)
- Fully covered vaginal and c-section births
- Midwife-assisted births
- Breastfeeding support, including one free breast pump per pregnancy
- Dental and Vision benefits
- Vaccines during pregnancy
- Programs to support weight management
- Medical Nutrition therapy
- Support with managing diabetes and gestational diabetes
- Screening, testing, and treatment for Sexually Transmitted Infections (STIs)
- Treatment for Substance Use Disorder (SUD)
- Medication to quit smoking
- HIV/AIDS care and medication
- Follow-up care after delivery (Postpartum visits)
- 12 Month Coverage- eligible for Medicaid benefits after birth.
- Mental health checks before and after birth
- Eligible for the Women’s Infant and Children’s (WIC) Special Supplemental Nutrition Program: For information on how to enroll visit [the Women’s Infant and Children’s \(WIC\) site](http://www.chfs.ky.gov/agencies/doh/dmch/nsb/Pages/wic.aspx) (www.chfs.ky.gov/agencies/doh/dmch/nsb/Pages/wic.aspx)

Medicaid Managed Care Organization Maternal Health Resources

If you are enrolled with a managed care organization (MCO) you have access to additional services listed below. This table shows a side-by-side summary of the MCOs Maternal Health programs, services, and their related value-added benefits. You can view all MCO Value Added Benefits on the [Medicaid Member webpage](http://www.chfs.ky.gov/agencies/dms/member/Pages/default.aspx) (<http://www.chfs.ky.gov/agencies/dms/member/Pages/default.aspx>).

Program or Service	Aetna	Humana	Passport by Molina Healthcare	United Health Care	WellCare
MCO Contact Information	<p>Call 1-855-300-5528 to speak with a representative, or visit the Aetna Better Health of Kentucky member website (https://www.aetna.com/betterhealthofkentucky/index.html) for information about Medicaid benefits, provider directories, member services, coverage details, and wellness programs.</p>	<p>Call Go365 Customer Service at 1-888-225-4669 for assistance with eligible activities, and account questions. You may also visit the Humana Healthy Horizons in Kentucky Medicaid member website (www.humana.com/Medicaid) for information about Medicaid benefits, member resources, and coverage details.</p>	<p>Call Passport by Molina Healthcare Member Services at 1-800-578-0603 for help with your Medicaid benefits, or visit the Passport Health Plan by Molina Healthcare member website (www.passporthealthplan.com) for information about coverage, providers, and member resources.</p>	<p>Call UnitedHealthcare Community Plan Member Services at 1-866-293-1796 for help with your Medicaid benefits, or visit the UnitedHealthcare Community Plan of Kentucky member website (www.uhccp.com/ky) for information about coverage, providers, and member resources.</p>	<p>Call Member Services for WellCare of Kentucky at 1-877-389-9457 for help with your Medicaid benefits, or visit the WellCare of Kentucky Medicaid member website (www.wellcare.ky.com) for information about coverage, providers, benefits, and member resources.</p>

<p>VAB rewards</p>	<p>Earn rewards in gift cards for certain health screenings and visits.</p>	<p>Earn rewards for completing healthy activities like annual wellness visits, preventive screenings and well-child visits.</p> <p>Download the Go365 for Humana Healthy Horizons app to view rewardable activities and participate in the wellness and rewards program.</p>	<p>Earn rewards for healthy activities like Health Risk Assessments and preventive exams & more.</p> <p>Plus: Heads of Household can earn up to \$30 in rewards for opting into email notifications, text messaging and portal registration.</p> <p>Rewards are provided on a reloadable gift card.</p>	<p>Earn rewards for completing preventative dental and health screenings, well-care visits and immunizations</p> <p>Gift card rewards can be used at: Kroger, Publix, Meijer Save-A-Lot, Food Lion, Walgreens, Food City, Dollar General, CVS, Sam’s Club, Walmart, and more!</p>	<p>My Health Pays rewards in gift cards, and a wide variety of merchandise for well visits and health screenings.</p>
<p>Maternal Care Program</p>	<p>Aetna Maternity Matters program help you on your motherhood journey. Complete activities to help improve the health of yourself and your baby and earn rewards via a reloadable card used for healthy foods, maternity supplies, and diapers at local and online stores.</p>	<p>Join Humana Beginning Care Management program to help guide you through your pre-natal and post-partum maternal health needs and earn rewards for completing certain activities that can lead to a healthy pregnancy outcome.</p>	<p>Passport’s Motherhood Matters Pregnancy Program provides personalized support, education, and care coordination to help pregnant women achieve healthy pregnancies and positive birth outcomes.</p>	<p>Earn up to \$175 in gift cards for completing timely prenatal and postpartum visits and required assessments. Additional benefits include diapers and wipes as well as choice of car seat, stroller, or pack ‘n play.</p>	<p>Join Baby Steps Maternal Health program – a maternity health program providing education, care coordination, and resources to improve pregnancy and birth outcomes.</p>

Health Risk Assessment (HRA)	Newly enrolled and/or pregnant will receive a \$25 gift card for completing the HRA. SKY members are eligible to receive an HRA incentive every year upon completion of the assessment.	Earn \$20 in rewards for completing the HRA, once per year.	Receive a \$25 reward for completing an HRA.	N/A	N/A
Prenatal Visit	Earn a \$25 Gift card for completing initial prenatal visit. Earn \$10 gift card for each additional prenatal visit completed (\$100 max).	Complete up to 10 prenatal visits and earn \$5 per visit, max \$50 per pregnancy.	Earn up to \$100 in rewards by having a prenatal visit during the first trimester or within 42 days of enrollment.	Earn up to \$35 in gift cards for program enrollment and completing a prenatal visit.	Complete 1st trimester visit + 2 more to earn baby items like a stroller, pack 'n play, car seat, or diapers.
Postpartum Visits	Earn a \$25 gift card for completing postpartum visit 7-84 days after birth.	Earn \$25 for completing a postpartum visit within 7–84 days after delivery.	Earn a \$50 reward by attending one postpartum visit 7–84 days after the birth of a baby.	Earn up to \$65 in gift cards, a case of diapers/wipes, and a choice of a car seat, pack n play or stroller for completing a postpartum visit within 7-84 days from delivery.	Earn rewards for select items by completing one postpartum visit 7 to 84 days after birth.
Maternal Health visits	Earn up to \$90 in gift cards to purchase a portable crib or car seat at 37 weeks for attending at least 7 prenatal visits.	Pregnant members who enroll and actively participate in HumanaBeginnings Care Management	Earn up to \$150 in maternity rewards for completing timely prenatal and postpartum visits.	Earn up to \$75 in gift cards for completing prenatal visits and assessments/goals through	N/A

		<p>program and complete a comprehensive assessment and at least 1 follow-up call with a HumanaBeginnings Care Manager can select one convertible car seat or portable crib per infant, per pregnancy.</p>		<p>case management.</p>	
<p>Women's Health</p>	<p>\$50 gift card for completing a Pap test ages 21-64.</p>	<p>Members earn \$25 for completing a mammogram annually. And earn \$15 for completing a pap smear annually.</p>	<p>Members can earn up to \$100 in rewards for Women's Health screenings.</p> <p>Ages 40 – 49 earn a \$50 reward for a yearly mammogram.</p> <p>Ages 50-74 earn a \$25 reward for a yearly mammogram.</p> <p>Ages 21 – 64 earn a \$25 reward for a pap test.</p> <p>Ages 16 – 24 earn a \$25 reward for yearly chlamydia screening.</p>	<p>\$25 gift card for members ages 50-74 years old who complete a routine mammogram to screen for breast cancer.</p>	<p>N/A</p>

Doulas	Aetna has partnered with Pacify to provide High risk pregnant members video, chat, and phone access to virtual doulas.	Per pregnancy, a doula can be provided for emotional and physical support for laboring mother and her family, 5 prenatal visits, 3 postpartum visits, and 1 visit for delivery assistance.	Access Mae for limited app-based support and doula services for expectant members meeting specific qualifications in 2026.	N/A	N/A
Feeding Support	Pacify App- 24/7 virtual perinatal and infant feeding support.	Education for breastfeeding. Community hotlines and free clinics for lactation supports.	Provides nutrition and infant care education. Referrals to resources for breastfeeding support.	Support from Certified Lactation Educators.	Provides nutrition and infant care education. Referrals to resources for breastfeeding support.
Telehealth	24-Hour Nurse line 1-855-620-3924	24/7 Telehealth Access	24/7 Telehealth Access	24/7 Telehealth Access	24/7 Telehealth Access
Well Child Benefits	\$25 gift card for completing 2 flu vaccines by second birthday. \$50 in gift cards for child well-care visits before 15 months. \$25 gift card for completing annual well child visit ages 2-21. \$25 gift card for completing HPV series by 13 th birthday.	Complete healthy activities including an Annual Wellness visit (\$30 in rewards for 3+), flu shot (\$20 in rewards), and well-child visits for infants and children (up to \$80 in rewards).	Earn up to \$80 rewards for well-child visits (birth–30 months). Earn up to \$230 in rewards for completion of recommended vaccine series by age 2. Earn up to \$100 in rewards for completing the HPV vaccine series for ages 9–13.	\$25 gift card for completing well-child visit. \$25 gift card for completing all recommended vaccines before age 2. \$25 gift card for completing annual dental visit. \$25 gift card for completing all recommended vaccines before age 13	Earn rewards for select items for Infant dental visit between ages 1 and 2. Earn rewards for select items when your child completes five well-child visits by 12 months of age.

			Earn \$50 in rewards for annual dental exam.	(including HPV series).	
Smartphones	Smartphone with data, talk, and unlimited text through Lifeline Assistance Program.	Smartphone with data, talk & unlimited text.	Smartphone with unlimited talk, text, and data: Members 18 and older. Members 16-17 years old with special circumstances.	Unlimited text, talk and 10 GB of data in the bring your own phone program or an option to purchase a low-cost smartphone.	Smartphone with talk, text, data, and hot spotting.
Home-Delivered meals	May qualify for home delivered meals after delivery.	Enroll in Humana Healthy Beginnings to receive 10 weeks of meals for high-risk pregnancies (e.g., diabetes, hypertension, preterm labor).	Home delivered meals for qualifying members living in targeted areas who have specific conditions, as identified by the health plan.	14 home-delivered meals for members who have been discharged from the hospital with a diagnosis of diabetes or pre-diabetes or has delivered a baby.	May qualify for home delivered meals after delivery.
Digital scale and blood pressure monitor	May qualify for Health tools like blood pressure cuffs.	May qualify for health tools like Digital scale and Blood pressure monitor.	Blood pressure cuff; other health tools available via rewards.	May qualify for Blood pressure cuff, scale and additional health tools available.	May qualify for health tools like Blood pressure cuff and scale.
Diabetes	May qualify for at home programs and rewards for diabetic related health exams.	Earn up to \$50 in rewards for a full diabetic screening and retinal eye exam. Download the Go365 for Humana	Earn up to \$125 in rewards for Diabetic related health exams.	May Qualify for At-home diabetes & weight management resources, gym membership, home delivered	May Qualify for at home programs.

		Healthy Horizons app for more information.		meals and nutrition counseling.	
Transportation	Up to 10 round trips (60 miles each) per year for groceries, food pantries, interviews, interview attire, or community health services not otherwise covered.	May qualify a Pilot programs: Granny's Birth Initiative's Doula Dash program to provide transportation for Maternal Health related needs.	Free rides available for children's preventive visits, immunizations, and more.	24 free, annual one-way trips for community trips to the grocery store, job interviews, medical services and more.	N/A
Health, Wellness, Hygiene benefits	\$180 annually for over-the-counter health & hygiene items. \$240 annually for feminine hygiene products.	Healthy Activity Rewards can be used to purchase health and hygiene items at Walmart, CVS, Walgreens, Kroger and other retailers	Rewards earned through healthy rewards can be used to purchase health and hygiene items.	\$100 annually for healthy foods, health, and hygiene items.	\$15 per member every month—up to \$45 per family—for health and hygiene items. Available in CVS stores or shipped free to home.
Tobacco Cessation Benefits	Referral to Tobacco Cessation Program.	Access to 1-800-Quit-Now for assistance with smoking cessation.	Quit Tobacco Health Management program.	Smoking cessation program.	Smoking cessation program and earn \$25 gift card for completion.
Weight Management	Access the MyActiveHealth SM program and is a tool that makes it easy to take charge of your health through healthy lifestyle	Weight management resources available, free health and well-being library with education on diet and	Membership to Weight Watchers for up to 13 weeks of digital program free for members 18 years and older.	Gym membership, including YMCA for members 18+ with a diabetes or hypertension diagnosis.	Free Weight Watchers six month membership, Free health coaching to help you lose weight or manage a

	programs and healthy living tips.	nutrition, weight management, men's and women's health and more. KidsHealth library with nutrition and fitness content tailored to children's needs as they grow.	Rewards can be redeemed towards gym memberships, including at YMCA.		health condition.
Mobile App	Manage your health on the go with the Aetna Better Health® mobile app. Access all the benefits of your Member Portal anytime, anywhere. 24/7 access to virtual companion app.	N/A	Access to Mae App for limited app-based support.	Access to Calm Health app to help reduce anxiety and depression.	N/A
Mental and Behavioral Health	Behavioral Health Hotline 1-888-604-6106. Pyx Health- Pregnant and postpartum members have access to Pyx health. Program support individuals who experience loneliness.	8Envue virtual care system- provides Behavioral Health including Perinatal Mood Disorders. 8MOMS MATR- community support for Maternal Substance use disorder.	Special care management programs focused on mental and behavioral health care available. Members under 21 can earn a \$25 reward for completing at least 90 days of Passport care-management for	Connect with a case manager for additional support and resources.	WellCare Behavioral Health Hotline is available 24/7): 855-661-6973 Access to Teledoc digital self-guided behavioral health support (1-800-TELEDOC to register)

			behavioral health needs.		
Health Related Social Needs	\$50 gift card for completing well-child visits, redeemable for 4-H, Scouts, Big Brothers Big Sisters, afterschool & team programs. Access to community resources and services. From food and housing to wellness and mental health support and more.	\$350 in housing assistance that can be used for utilities, rent and more.	<p>Supporting Healthy Moms and Babies follows eligible members and their babies through 12 weeks postpartum to address social determinants of health and healthcare needs to improve both delivery and newborn health outcomes.</p> <p>Community Connectors and Housing Specialists work with case managers to provide members with support, health education, resource solutions needs like transportation, food, housing, and more.</p> <p>Additional support may be available for members in shelters.</p>	<p>Free Boys & Girls Club Membership</p> <p>After-school care support</p> <p>Free Boys & Girl Scouts Memberships.</p> <p>Instacart voucher for groceries with referral from care manager.</p>	N/A

			Financial assistance may be provided on a case by case basis.		
Miscellaneous	<p>Period Promise provides \$20 a month for CVS period product benefit for women 15–55 in select regions.</p> <p>\$1,000 scholarship gift card for completing Aetna’s GED & Job Skills program.</p> <p>Back to school assistance provides backpacks with school supplies for ages 5-18.</p>	<p>Download the Go365 for Humana Healthy Horizons app from the Apple App Store (for iPhone users) or Google Play (for Android users) to view all rewardable activities. In the app, you can also find a variety of resources to help you keep up with your personal health and well-being goals, and our Population Health team can help members navigate available resources for food, transportation, housing, and more.</p>	<p>One Stop Help Centers in Bowling Green, Covington, Hazard, Lexington, Louisville, and Owensboro - provide access to computers, free Wi-Fi, private telehealth rooms, and health education.</p>	<p>24 free music therapy and equine therapy visits.</p> <p>Respiratory kit including hypoallergenic pillowcases, peak flow meter, and air purifier for members with asthma or COPD.</p>	N/A

N/A= Not applicable

NOTE: All MCO Value-Added Benefits program offerings and services are subject to change. Contact the MCO directly for additional details and requirements.

