

News from the Wyoming Department of Health

Friday, February 7, 2014

Wyoming Medicaid Launches Smartphone Program for Pregnancy

Pregnant Wyoming Medicaid clients can now use a first-of-its-kind smartphone application to get helpful health advice and access to healthcare services through a new program offered by the Wyoming Department of Health.

“Due Date Plus” for “WYhealth Get Plugged In” is a new program for Wyoming Medicaid members that combines smartphone-based custom tools and content with click-to-call access to nurse support, as well as access to other Wyoming resources and programs.

“The Due Date Plus smartphone-based app will allow us to support pregnant women, while also helping reduce pregnancy complications like early delivery, low birth weight and C-sections and hospital re-admissions,” said Dr. James Bush, Wyoming Medicaid medical director with the Wyoming Department of Health. “These types of outcomes are not ideal for moms and babies, and they are also costly.”

Bush noted the healthcare costs of more than 40 percent of Wyoming pregnancies are paid by Wyoming Medicaid.

Women who use the application can track their pregnancy milestones, use a weight gain calculator, get information on more than 50 risk factors for pregnancy complications, and be referred to a free 24/7 call center staffed by nurses. Women can also get in touch with their local public health offices, which offer home visits and other key health services for pregnant women.

Due Date Plus maps out important pregnancy milestones and offers personalized health advice, a weight gain calculator and custom reminders that appear right on the phone. The Medicaid version is further configured to link to state programs and benefits, Medicaid guidelines and resources such as breastfeeding support and vaccine schedules.

The Wyoming Medicaid version of Due Date Plus for WYhealth is available for Android and IOS devices. The application can be found on iTunes at <https://itunes.apple.com/us/app/wyhealth-due-date-plus-pregnancy/id785976912?ls=1&mt=8> and on Google Play at <https://play.google.com/store/apps/details?id=com.wildflowerhealth.xerox>.

Pregnant women in Wyoming who are not Medicaid clients may use the general version of Due Date Plus to track their pregnancy milestones and receive health information, but they will not have access to the nurse-staffed call line and other Medicaid-specific referral services. Due Date Plus is available on iTunes and Google Play with a keyword of “Wyoming Medicaid.”

Xerox is bringing the program to Wyoming Medicaid through a partnership with Wildflower Health, the company that produces Due Date Plus. Xerox provides healthcare management services for Wyoming Medicaid through the “WYhealth Get Plugged In” program.

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