



Network Notification

Date: October 28, 2014

Number: OH-P-2014-20

To: Ohio Providers

From: CareSource®

Subject: Text4Baby service launches for Ohio Medicaid members

CareSource, in partnership with the Ohio Department of Medicaid (ODM), has launched a new service for Ohio Medicaid members who are pregnant.

Text4Baby is a free service to members. When they sign up for the service on our website, pregnant women will receive approximately three (3) text messages per week to their cell phone covering important topics related to pregnancy such as:

- prenatal care
- smoking cessation
- baby's developmental milestones
- breastfeeding
- nutrition
- safe sleep
- exercise
- and more.

Text4Baby is a national program that began in 2010. CareSource and ODM have worked with Voxiva, which offers Text4Baby nationally, to bring this program to our members. The goal is to reduce low-weight births and encourage proper care during pregnancy and during the first year after the baby is born.

Learn more about the Text4Baby program at www.text4baby.org. CareSource members can register for the Text4Baby program at www.CareSource.com/ohtext4baby.

OH-P-911