

1 SENATE BILL NO. 1393
2 AMENDMENT IN THE NATURE OF A SUBSTITUTE
3 (Proposed by the Senate Committee on Education and Health
4 on)

5 (Patrons Prior to Substitute—Senators Williams Graves and Carroll Foy [SB 1457])

6 *A BILL to amend the Code of Virginia by adding a section numbered 32.1-23.02, relating to Department of*
7 *Health; pregnancy mobile application.*

8 on January 30, 2025)

9 **Be it enacted by the General Assembly of Virginia:**

10 **1. That the Code of Virginia is amended by adding a section numbered 32.1-23.02 as follows:**

11 **§ 32.1-23.02. *Pregnancy mobile application.***

12 *A. The Department shall partner with a mobile pregnancy application to promote awareness of state*
13 *government maternal and infant health programs and information available to prenatal, pregnant, and*
14 *postpartum individuals who are eligible for Medicaid.*

15 *B. The Department is authorized to contract with a mobile developer to create and operate such*
16 *application on a statewide basis following a competitive bidding process pursuant to the Virginia Public*
17 *Procurement Act (§ 2.2-4300 et seq.).*

18 *C. The Department, in consultation with the General Assembly, shall include the following application*
19 *deliverables in its request for proposal:*

20 *1. The application shall have the capability to deliver education, resources, and support to prenatal,*
21 *pregnant, and postpartum individuals and their families, including information specific to the Commonwealth*
22 *such as links to Department and other state agency programs and resources available to prenatal, pregnant,*
23 *and postpartum individuals;*

24 *2. The application shall demonstrate a consistent workflow to increase awareness of state agency*
25 *programs and resources available to users of the mobile application;*

26 *3. The platform shall be able to survey the mobile application user's specific questions as determined by*
27 *the Department or other agencies in the Commonwealth;*

28 *4. The selected vendor shall include information and resources in the mobile application that meet*
29 *acceptable clinical standards, including standards defined by:*

30 *a. The Centers for Disease Control and Prevention;*

- 31 *b. The National Institutes of Health;*
- 32 *c. The American College of Obstetricians and Gynecologists;*
- 33 *d. The American Medical Association; and*
- 34 *e. The American Academy of Pediatrics;*
- 35 *5. The application shall provide information in multiple languages;*
- 36 *6. The application shall be made available on both Android and iOS platforms; and*
- 37 *7. The selected mobile developer shall regularly provide the Department with aggregate, deidentified data*
- 38 *concerning:*
 - 39 *a. The number of users of the mobile application that are eligible for Medicaid;*
 - 40 *b. The number of users of the mobile application that are engaging with Virginia-specific content;*
 - 41 *c. The number of users of the mobile application seeking additional information about enrollment in the*
 - 42 *Medicaid program or other available resources;*
 - 43 *d. The number of monthly users of the mobile application;*
 - 44 *e. The number of daily users of the mobile application;*
 - 45 *f. The average length of time a user uses the mobile application; and*
 - 46 *g. Any other information requested by the Department or other agencies in the Commonwealth.*
- 47 **2. The Department of Health shall issue a request for proposal pursuant to this act within 180 days of**
- 48 **the effective date of this act.**
- 49 **3. Payment to the mobile application vendor shall be based on a \$10 per member per month fee for**
- 50 **each user of the application in the customized application for the Commonwealth. The total payment to**
- 51 **the mobile application vendor shall not exceed \$580,000 annually.**