

1 SENATE BILL NO. 1393
2 AMENDMENT IN THE NATURE OF A SUBSTITUTE
3 (Proposed by the House Committee on Health and Human Services
4 on _____)
5 (Patrons Prior to Substitute—Senators Williams Graves and Carroll Foy [SB 1457])

6 *A BILL to direct the Department of Medical Assistance Services to partner with a mobile pregnancy*
7 *application to promote awareness of state government maternal and infant health programs and*
8 *information available to prenatal, pregnant, and postpartum individuals who are eligible for Medicaid.*

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

10 **1. § 1.** *That the Department of Medical Assistance Services (the Department) shall partner with a mobile*
11 *pregnancy application to promote awareness of state government maternal and infant health programs and*
12 *information available to prenatal, pregnant, and postpartum individuals who are eligible for Medicaid. The*
13 *Department shall be authorized to contract with a mobile developer to create and operate such application*
14 *on a statewide basis following a competitive bidding process pursuant to the Virginia Public Procurement*
15 *Act (§ 2.2-4300 et seq. of the Code of Virginia). The Department, in consultation with the General*
16 *Assembly, shall include the following application deliverables in its request for proposal:*

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

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

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

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

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

28 *b. The National Institutes of Health;*

29 *c. The American College of Obstetricians and Gynecologists;*

30 *d. The American Medical Association; and*

- 31 *e. The American Academy of Pediatrics;*
- 32 *5. The application shall provide information in multiple languages;*
- 33 *6. The application shall be made available on both Android and iOS platforms; and*
- 34 *7. The selected mobile developer shall regularly provide the Department with aggregate, deidentified data*
- 35 *concerning:*
 - 36 *a. The number of users of the mobile application that are eligible for Medicaid;*
 - 37 *b. The number of users of the mobile application that are engaging with Virginia-specific content;*
 - 38 *c. The number of users of the mobile application seeking additional information about enrollment in the*
 - 39 *Medicaid program or other available resources;*
 - 40 *d. The number of monthly users of the mobile application;*
 - 41 *e. The number of daily users of the mobile application;*
 - 42 *f. The average length of time a user uses the mobile application; and*
 - 43 *g. Any other information requested by the Department or other agencies in the Commonwealth.*
- 44 **2. That the Department of Health shall issue a request for proposal pursuant to this act within 180 days**
- 45 **of the effective date of this act.**
- 46 **3. That the total payment to the mobile application developer shall be \$580,000 annually.**