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SENATE BILL NO. 1393

AMENDMENT IN THE NATURE OF A SUBSTITUTE

(Proposed by the House Committee on Health and Human Services
on February 11, 2025)

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

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

Be it enacted by the General Assembly of Virginia:

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

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

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

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

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

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

b. *The National Institutes of Health;*

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

d. *The American Medical Association; and*

e. *The American Academy of Pediatrics;*

5. *The application shall provide information in multiple languages;*

6. *The application shall be made available on both Android and iOS platforms; and*

7. *The selected mobile developer shall regularly provide the Department with aggregate, deidentified data concerning:*

a. *The number of users of the mobile application that are eligible for Medicaid;*

b. *The number of users of the mobile application that are engaging with Virginia-specific content;*

c. *The number of users of the mobile application seeking additional information about enrollment in the Medicaid program or other available resources;*

d. *The number of monthly users of the mobile application;*

e. *The number of daily users of the mobile application;*

f. *The average length of time a user uses the mobile application; and*

g. *Any other information requested by the Department or other agencies in the Commonwealth.*

2. **That the Department of Health shall issue a request for proposal pursuant to this act within 180 days of the effective date of this act.**

3. **That the total payment to the mobile application developer shall be \$580,000 annually.**