

VIRGINIA ACTS OF ASSEMBLY — CHAPTER

An Act 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.

[S 1393]

Approved

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 enrolled in Medicaid. The Department shall be authorized to contract for 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 application shall include information and resources 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 vendor for the mobile application 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 Medical Assistance Services shall issue a request for proposals pursuant to this act within 180 days of the effective date of this act.

3. That the Department of Medical Assistance Services is authorized to contract for a mobile pregnancy application pursuant to the first enactment of this act with an implementation date no later than October 1, 2026, from a vendor selected from the request for proposals issued pursuant to the second enactment of this act that best meets the requirements pursuant to the first enactment of this act and that such contract is limited to the appropriation provided through a general appropriation act.

4. That the Department of Medical Assistance Services shall submit a request for funding for the future costs of the mobile pregnancy application pursuant to the first enactment of this act to be considered as part of the process for the submission of the Budget Bill pursuant to § 2.2-1509 of the Code of Virginia.

5. That the Department of Medical Assistance Services (the Department) shall seek the necessary authority from the Centers for Medicare and Medicaid Services to develop an in lieu of service or setting that expands access to nutritious food for pregnant and postpartum Medicaid managed care members. The in lieu of service or setting shall be provided at the option of the managed care

57 organizations, with the consent of the managed care members, and shall meet the federal requirements
58 to demonstrate cost-effectiveness. The Medicaid services or settings in lieu of which such access to
59 nutritious food services shall be provided shall include inpatient hospital services, including neonatal
60 intensive care unit care, outpatient services, emergency department services, emergency medical
61 transportation, and home health services. The Department shall amend managed care contracts as
62 appropriate to include the approved access to nutritious food services. The access to nutritious food
63 services shall include (i) healthy food boxes for up to nine months from the date of eligibility
64 determined by the Department, which shall be available at community sites, clinical sites, or delivered
65 to homes, and (ii) nutritional counseling and referral services to other local, state, and federal food
66 programs. Providers for such food services shall include nonprofit and community-based organizations
67 that focus on services such as access to health care and nutritious food.