

VIRGINIA ACTS OF ASSEMBLY - 2025 RECONVENED SESSION

CHAPTER 696

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.

[H 1929]

Approved May 2, 2025

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.**