

Provider Notice

To: Providers
Subject: *From the Start* Florida Statewide Maternal Health Initiative
Notice Date: July 01, 2026

Dear Provider,

From the Start is a statewide maternal health initiative led by the Florida Agency for Health Care Administration (AHCA) in partnership with Florida Medicaid and its managed care health plans including Community Care Plan. With Florida Medicaid covering nearly 40% of births statewide, this initiative ensures every mother regardless of ZIP code, risk level, or circumstances has access to the care and support she needs from pregnancy through the first year postpartum.

Why This Work Matters

More than 80% of pregnancy-related deaths are preventable, and 1 in 5 mothers experience a perinatal mental health condition. *From the Start* addresses these challenges head-on by unifying maternal health efforts across Florida through proactive, compassionate, and measurable solutions.

What Changes

The following represent direct changes to coverage, reimbursement, and care protocols that may affect your practice:

- Unlimited doula services coverage for all eligible members
- No elective cesarean sections before 39 weeks unless medically necessary
- Enhanced reimbursement for after-hours availability
- Postpartum visit must be scheduled prior to hospital discharge
- Reimbursement for postpartum depression screening at baby's initial pediatric visits
- Reimbursement for lactation classes virtual or in-person

Learn more about ***From the Start*** at CCPcares.org

The Five Pillars of *From The Start*

1	Pillar 1: Closing Care Gaps – Breaking Down Barriers Expand access to maternal services and reduce structural barriers to care. • Maintaining Medicaid coverage throughout the duration of pregnancy • Standard health plan incentive packages to increase prenatal visits • Elimination of transportation barriers • Expanded access to mobile OB care and telehealth services
2	Pillar 2: Holistic Support Throughout the Pregnancy Ensuring overall emotional and physical well-being and support for pregnant women. • All health plans will cover unlimited doula services
3	Pillar 3: Early Risk Identification and Intervention Provide comprehensive support for high-risk or rising-risk pregnant women to reduce adverse outcomes. • Remote patient monitoring with nurse care manager follow-up (UF partnership) • Enhanced care coordination, including multidisciplinary team meetings • Home-delivered meals for members with dietary restrictions during pregnancy
4	Pillar 4: Pay for Quality Align provider and patient incentives with improved maternal health outcomes. • No elective cesarean sections prior to 39 weeks unless medically necessary • Standard provider incentive packages across health plans • Enhanced reimbursement for after-hours availability
5	Pillar 5: Postpartum Well-being Ensuring optimal recovery outcomes post-delivery for both mom and baby. • Postpartum visit scheduled prior to hospital discharge • Reimbursement for postpartum depression screening at baby's initial pediatric visits • Standard coverage of a breast pump across all health plans • Reimbursement for lactation classes (virtual or in-person)

Partner With Us

Providers are essential to making *From the Start* a success.

We encourage you to schedule prenatal and postpartum visits, screen for perinatal mental health conditions, connect members to doula services and community resources, and participate in care coordination for high-risk pregnancies. Together, we can close gaps, improve outcomes, and help every mother thrive right *From the Start*.

If you have any questions, please contact your Provider Representative or the PO Hotline at 1-855-819-9506

Community Care Plan