



Introducing From the Start

Florida | Simply Healthcare Plans, Inc. (Simply) | Statewide Medicaid Managed Care (SMMC)

Better outcomes start with early access to quality care.

Simply proudly supports the Agency for Health Care Administration's (AHCA) From the Start initiative, a statewide effort to improve birth outcomes for Florida Medicaid families. This initiative aligns enhanced services across all managed care plans to make it easier to access needed care and resources from pregnancy through a baby's first year of life.



AHCA's five-part Maternal Health Initiative Framework

- 1. Reducing care gaps**
Focuses on early care and continued support through pregnancy and postpartum to increase prenatal and postpartum care to improve birth outcomes.
- 2. Enhancing access to services**
Expands access to services that support a healthy pregnancy and recovery, such as the coverage of doula visits, telehealth, nutrition support, breast pumps, mobile obstetric care, and non-emergency transportation.
- 3. Increasing care options and coordination for high-risk moms**
Helps care teams identify high-risk pregnancies early and respond quickly through prenatal risk screening, high-risk prenatal visits, maternal-fetal medicine referrals, behavioral health screening, remote patient monitoring, and targeted care management.
- 4. Focus on quality**
Targets incentives and care provider performance strategies to support evidence-based maternal care, including increasing pregnancy notification, first-trimester prenatal care, postpartum follow-up, and care provider education.
- 5. Breastfeeding support**
Supports mothers after delivery with continued care and education, including lactation support, breast pump coverage, postpartum depression screening, newborn education, and more.

Our role as a Florida Medicaid health plan

As a Florida Medicaid health plan, Simply, supports From the Start by aligning our maternal health programs, provider partnerships, and member support with AHCA's statewide goals.

This page brings together maternal health services and supports available through our plan, making it easier for members and care providers to find help during pregnancy, postpartum care, and infancy.

Maternal health resources

For members

Find pregnancy, postpartum, and newborn resources, including education, care coordination, and added support: <https://www.simplyhealthcareplans.com/florida-medicaid/get-help/health-wellness/pregnancy-womens-health.html>

For providers

Access clinical resources, program information, and tools that support coordinated maternal care: <https://provider.simplyhealthcareplans.com/florida-provider/maternal-child-services>

Learn more about From the Start

Learn more about AHCA's statewide maternal health efforts and how From the Start helps improve birth outcomes for Florida Medicaid families. <https://ahca.myflorida.com/>