



Revised Provider Bulletin No 214

AETNA BETTER HEALTH® OF MICHIGAN

TO: Providers
FROM: Provider Experience Team
DATE: September 25, 2023
SUBJECT: Addressing Maternal Health with MAE



Aetna and Mae

A partnership to reduce maternal health disparities for Black women

Dear Providers,

To address and improve the poor maternal health outcomes impacting Black pregnancies in our State, Aetna Better Health of Michigan has partnered with **Mae**.

Mae is a digital health platform offering complete, continuous, culturally resonant digital pregnancy support combined with an on-the-ground community doula-led model of care to redefine the pregnancy experience for our most underserved.

What does Mae do?

- Supports risk assessment and early symptom awareness
- Curates a culturally competent network of pregnancy experts, including doulas and lactation consultants
- Guides pregnant women through perinatal care and plan benefits
- Connects women to services across physical, emotional, and social needs
- Provides access to preventative care education
- Bolsters physical and emotional support
- Prioritizes early and continuous engagement
- Delivers culturally competent resources for expectant and new moms
- Improves health literacy



How does Mae support mothers?

- Weekly quizzes help track health progress of baby and self
- Educational content helps improve health literacy
- Symptom awareness and risk assessment helps improve pregnancy experience
- Videos, articles, and events support her mind *and* body
- Local doula match for in-person pregnancy, delivery, and postpartum support

Eligible Aetna Better Health of Michigan members may enroll at <https://meetmae.com/signup>

Provider FAQs:

Who is eligible?

Mae's platform and existing content and expert network is built to support Black expectant and new moms in particular, though all pregnant individuals are eligible to participate.

How do mothers enroll?

Visit <https://meetmae.com/signup> for more information and to get started.

What is the timing of the program?

Enrollment period begins on April 1, 2023

How do I best explain the role of the doula to a member?

A doula is a trained birth expert whose role is to support and advocate for the mother. She works in partnership with the mother's OB/GYN, midwife, or primary care provider and provides general education, guidance, birth support, birth planning advocacy and postpartum support for mother, baby and family. Doulas are known to positively impact birth outcomes for at-risk populations. A doula is not a clinical provider and is not equipped to provide medical care or administer clinical advice.

What is the scope of doula support?

The Mae program includes a local doula match option(s). Members will receive up to four (4) in-person pregnancy-related visits, in-person labor and delivery doula support and up to four (4) in-person postpartum visits.

Aetna Better Health® of Michigan
28588 Northwestern Hwy, Suite 380B
Southfield, MI 48034
1-866-316-3784



What is my role as provider?

Please share this program with your eligible Aetna members and make them aware of the partnership and covered doula services available to them through their Aetna Better Health of Michigan Medicaid plan coverage.