October 2, 2015

Dear Provider:

UniCare Health Plan of West Virginia, Inc. (UniCare) shares your commitment to your patients’ health and well-being. That’s why we’re working with Altegra Health, a company that provides the My Advocate™ program of innovative health communications, to help improve health outcomes for our pregnant members.

**Why My Advocate**

Through our comprehensive Case Management program, Taking Care of Baby and Me®, we offer the My Advocate service to UniCare members.

Members have the option to participate in the program as an automated phone call, a text message or by downloading the My Advocate smartphone application. Each automated My Advocate communication gives the member specific health care education in a warm, easy-to-understand fashion. Eligible members receive twice weekly messages with tailored content from a voice personality – Mary Beth – in English or Spanish. The topics include:

- Obstetric high-risk screening
- Maternal and child health support
  - Prenatal care
  - Postpartum care
  - Well-baby care

**What we want to achieve with this new program**

- Give members the information to participate in the management of their own health
- Provide UniCare with a practical tool to identify members’ conditions and concerns
- Encourage members to communicate more effectively with their care providers (e.g., health concerns that may otherwise have gone unreported or uncontrolled)

Don’t be surprised if your patients tell you Mary Beth reminded them to make their appointment. Take it as a sign that the My Advocate program is doing its job. Encourage your patients to participate in the My Advocate program and help us nurture a better-educated, more communicative patient population.

If you would like more information on the My Advocate educational program or our high-risk obstetric case management program, Taking Care of Baby and Me, please call our Customer Care Center at 1-800-782-0095 or visit [www.myadvocatehelps.com](http://www.myadvocatehelps.com) to learn more about My Advocate.

Sincerely,

UniCare Health Plan of West Virginia, Inc.