

# Women, Infants, and Children's Program (WIC)

WIC is a nutrition education program that provides nutritional counseling, breastfeeding support, education, nutritious foods, and referrals to health care services. WIC improves the health of pregnant, breastfeeding, postpartum women, infants, and children up to age 5.

## How do I apply?

When applying for Medicaid or SNAP, you can also apply for WIC.

- ✓ Proof of Identity and Kentucky Residency
- ✓ Household incomes that are equal or less than 185% of the federal poverty level
- ✓ Pregnant woman or infant in your household receives Medicaid, SNAP or KTAP



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# Are You Expecting?

Look inside to find healthcare information and other assistance programs!

## Special Enrollment Period for Pregnancy

Beginning January 1, 2025, persons who have a **medically confirmed pregnancy** will be eligible to enroll in a **Qualified Health Plan** outside of Open Enrollment through a Special Enrollment Period.

- ☑ Individuals **must attest** that they are pregnant, and that this pregnancy has been **confirmed by a medical provider**.
- ☑ The effective date for coverage can begin the **first day of the first calendar month** in which a medical professional determines that the pregnancy began or a later date if directed by the enrollee.
- ☑ If the coverage begins in previous months, the **enrollee will be responsible** for all premiums.
- ☑ This Special Enrollment applies to the pregnant person, **and** any individual who is eligible for coverage because of their relationship to the pregnant person (spouse and/or dependents).
- ☑ The may also be eligible for **Financial Assistance** through the Advance Premium Tax Credit to reduce premiums or Cost Share Reductions to reduce out of pocket expenses, as determined by the household size.

## Did You Know?

Citizens who have Medicaid may not be aware their Managed Care Organization (MCO) may have value-added benefits! Not every MCO has the same benefits, but below are samples taken from all of the different benefits our MCO's may offer.\*



### Telehealth

24/7 access to Telehealth services



### Healthy Activities & Well-Child benefits

Money towards child well-care visits, vaccines, and gift cards for completing preventative services



### Digital Scale and Blood pressure Monitor

Health tools such as scales, blood pressure monitors, and glucose meters



### Maternal Health

Money towards cribs, car seats, Doula services, diapers, or many other offerings

\*This is not a comprehensive list of all value-added benefits, and not every MCO may provide the listed benefit.

## You Might be Surprised to Learn!

Just because you didn't qualify for Medicaid in the past doesn't mean you still don't qualify. Income limits are **higher** for **Pregnant Women!**



## For More Information on Value-Added Benefits



SCAN QR CODE