

2 State of Arkansas

3 94th General Assembly

4 Third Extraordinary Session, 2024

A Bill

JMB/JMB

HOUSE BILL

5
6 By: Representative Pilkington

7 Filed with: House Committee on Public Health, Welfare, and Labor

8 pursuant to A.C.A. §10-3-217.

9 For An Act To Be Entitled

10 AN ACT TO REQUIRE THE ARKANSAS MEDICAID PROGRAM AND
11 THE DEPARTMENT OF HUMAN SERVICES TO CREATE A MOBILE
12 APPLICATION FOR PREGNANT AND POSTPARTUM WOMEN WHO ARE
13 ELIGIBLE FOR THE ARKANSAS MEDICAID PROGRAM; TO SET
14 CERTAIN REQUIREMENTS FOR A VENDOR TO INTEGRATE AND
15 CREATE A MOBILE APPLICATION FOR PREGNANT AND
16 POSTPARTUM WOMEN; AND FOR OTHER PURPOSES.

17 18 19 Subtitle

20 TO REQUIRE THE ARKANSAS MEDICAID PROGRAM
21 AND THE DEPARTMENT OF HUMAN SERVICES TO
22 CREATE A MOBILE APPLICATION FOR PREGNANT
23 AND POSTPARTUM WOMEN WHO ARE ELIGIBLE FOR
24 THE ARKANSAS MEDICAID PROGRAM.

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27 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

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29 SECTION 1. Arkansas Code Title 20, Chapter 77, Subchapter 1, is
30 amended to add an additional section to read as follows:

31 20-77-153. Pregnant and postpartum women mobile application.

32 (a) The Arkansas Medicaid Program shall create a tailored, membership-
33 based mobile application available to pregnant and postpartum women who are
34 eligible to enroll in a category of the program.

1 (b) The Department of Human Services shall issue a request for
2 proposals for a vendor to be selected to integrate and create the mobile
3 application described in subsection (a) of this section.

4 (c) The department shall ensure that the selected vendor:

5 (1) Delivers education, resources, and support to pregnant women
6 and their families;

7 (2) Provides state-specific information on the mobile
8 application created under this section, including links to state programs and
9 resources available to pregnant and postpartum women;

10 (3) Demonstrates a consistent workflow to increase awareness of
11 state programs and resources available to users of the mobile application;

12 (4) Enables the department to:

13 (A) Ask specific questions to users of the mobile
14 application; and

15 (B) Share specific content and resources with the users of
16 the mobile application;

17 (5) Includes information and resources in the mobile application
18 that meet acceptable clinical standards in the United States, including
19 standards defined by:

20 (A) The Centers for Disease Control and Prevention;

21 (B) The National Institutes of Health;

22 (C) The American College of Obstetricians and
23 Gynecologists;

24 (D) The American Medical Association; and

25 (E) The American Academy of Pediatrics;

26 (6) Makes the mobile application available in multiple languages
27 to provide access to as many users in this state as possible;

28 (7) Provides the department with aggregate de-identified data
29 concerning:

30 (A) The number of users of the mobile application that
31 are:

32 (i) Eligible for the Arkansas Medicaid Program;

33 (ii) Engaging with state-specific content; or

34 (iii) Seeking additional information about
35 enrollment in the program or other available resources;

36 (B) The number of monthly users of the mobile application;

- 1 (C) The number of daily users of the mobile application;
- 2 (D) The average length of time that a user uses the mobile
- 3 application; and
- 4 (E) Any other information requested by the department;
- 5 (8) Makes the mobile application available and usable on Android
- 6 and iOS platforms; and
- 7 (9) Meets any other deliverables set by the department.

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10 Referred by Representative Pilkington

11 Prepared by: JMB/JMB

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