STATE OF NEW YORK

1341

2025-2026 Regular Sessions

IN ASSEMBLY

January 9, 2025

Introduced by M. of A. PAULIN, REYES, SHIMSKY, LEVENBERG, SIMONE, BURDICK, SEAWRIGHT, TAPIA, BICHOTTE HERMELYN, EPSTEIN, SAYEGH -- read once and referred to the Committee on Health

AN ACT to amend the public health law, in relation to authorizing a prenatal and postpartum informational mobile application

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. The public health law is amended by adding a new section 2504-c to read as follows:

§ 2504-c. Prenatal and postpartum informational mobile application. 1. The department shall create and operate a New York-tailored, membership-based mobile application for prenatal, pregnant and postpartum individuals who are eligible for Medicaid.

2. (a) The commissioner is authorized to contract with a mobile developer to create and operate such application on a statewide basis following a competitive bidding process as set forth in the state finance law.

(b) The commissioner, in consultation with the commissioner of mental health, shall include the following application platform deliverables in the request for proposals:

(i) The platform shall have the capability to deliver education, resources and support to prenatal, pregnant and postpartum individuals and their families, including New York-specific information such as links to department and other state agency programs and resources available to prenatal, pregnant and postpartum individuals;

(ii) The platform shall demonstrate a consistent workflow to increase awareness of state agency programs and resources available to users of the mobile application;

(iii) The platform shall allow the department and other state agencies to directly interface with users of the mobile application;

EXPLANATION--Matter in *italics* (underscored) is new; matter in brackets [-] is old law to be omitted.

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(iv) The platform shall have the capability to allow the department to share specific content and resources with users of the mobile application;

(v) The platform shall include information and resources in the mobile application that meet the standards set forth in subdivision one of section three hundred sixty-five-k of the social services law; and

(vi) The platform shall be available in multiple languages in accordance with section two hundred two-a of the executive law.

3. The selected mobile developer shall regularly provide the department, the temporary president of the senate, the minority leader of the senate, the speaker of the assembly, and the minority leader of the assembly with aggregate, deidentified data concerning the following:

(a) the number of users of the mobile application that are eligible for Medicaid;

(b) the number of users of the mobile application that are engaging with New York-specific content;

(c) the number of users of the mobile application seeking additional information about enrollment in the Medicaid program or other available resources;

(d) the number of monthly users of the mobile application;

(e) the number of daily users of the mobile application;

(f) the average length of time a user uses the mobile application; and

(g) any other information requested by the department or other state agencies.

4. The mobile application shall be available on multiple mobile platforms.

5. The selected mobile developer shall not share, sell, or otherwise process users' personal information except as strictly necessary for the operation of the mobile application and shall not provide personally identifiable information about any user to the department, the office of children and family services, or any other governmental entity.

§ 2. This act shall take effect on the first of April next succeeding the date on which it shall have become a law; provided, however, that the department of health shall issue a request for proposals no later than one hundred eighty days after this act shall have become a law.