

# STATE OF NEW YORK

6232

2025-2026 Regular Sessions

## IN SENATE

March 7, 2025

Introduced by Sen. WEBB -- read twice and ordered printed, and when printed to be committed to the Committee on Women's Issues

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:

1 Section 1. The public health law is amended by adding a new section  
2 2504-c to read as follows:

3 § 2504-c. Prenatal and postpartum informational mobile application. 1.  
4 The department shall create and operate a New York-tailored, member-  
5 ship-based mobile application for prenatal, pregnant and postpartum  
6 individuals who are eligible for Medicaid.

7 2. (a) The commissioner is authorized to contract with a mobile devel-  
8 oper to create and operate such application on a statewide basis follow-  
9 ing a competitive bidding process as set forth in the state finance law.

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

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

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

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

23 (iv) The platform shall have the capability to allow the department to  
24 share specific content and resources with users of the mobile applica-  
25 tion;

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

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

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

6 3. The selected mobile developer shall regularly provide the depart-  
7 ment, the temporary president of the senate, the minority leader of the  
8 senate, the speaker of the assembly, and the minority leader of the  
9 assembly with aggregate, deidentified data concerning the following:

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

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

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

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

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

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

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

22 4. The mobile application shall be available on multiple mobile plat-  
23 forms.

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

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