STATE OF NEW YORK

8230

2023-2024 Regular Sessions

IN ASSEMBLY

November 6, 2023

Introduced by M. of A. PAULIN -- read once and referred to the Committee on Health

AN ACT to amend the social services 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. Section 365-k of the social services law is amended by adding a new subdivision 3 to read as follows:

3. (a) The commissioner is authorized to contract with a platform provider to provide a New York-tailored, membership-based mobile application available to prenatal, pregnant and postpartum individuals who are eligible for Medicaid following a competitive bidding process as set forth in the state finance law. The department shall issue a request for proposals no later than one hundred eighty days after the effective date of this subdivision.

(b) The request for proposals shall include the following deliverables and additional requirements as determined by the commissioner, in consultation with the commissioner of mental health:

(i) the selected vendor shall deliver education, resources and support to prenatal, pregnant and postpartum women and their families;

(ii) the selected vendor shall provide New York-specific information on its mobile application, including links to the department of health and other state agency programs and resources available to prenatal, pregnant and postpartum women;

(iii) the selected vendor shall demonstrate a consistent workflow to increase awareness of state agency programs and resources available to users of the mobile application;

(iv) the selected vendor shall enable the department of health and other state agencies to ask specific questions to 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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(v) the selected vendor shall enable the department of health to share specific content and resources, as determined by the department, with users of the mobile application;

(vi) the selected vendor shall include information and resources in the mobile application that meet acceptable United States clinical standards, including standards defined by all of the following:

(A) The United States Centers for Disease Control and Prevention;

(B) The United States National Institutes of Health;

(C) The American College of Obstetricians and Gynecologists;

(D) The American Medical Association; and

(E) The American Academy of Pediatrics;

(vii) the selected vendor shall make its mobile application available in multiple languages to provide access to as many users in the state as possible;

(viii) the selected vendor shall regularly provide the department of health 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 of health or other state agencies; and

(ix) the selected vendor shall make its mobile application available on multiple mobile platforms.

§ 2. This act shall take effect immediately.