

# STATE OF NEW YORK

7700--A

2023-2024 Regular Sessions

## IN SENATE

October 13, 2023

Introduced by Sens. WEBB, SALAZAR -- read twice and ordered printed, and when printed to be committed to the Committee on Rules -- recommitted to the Committee on Women's Issues in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee

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;

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

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

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

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

9 3. The selected mobile developer shall regularly provide the depart-  
10 ment with aggregate, deidentified data concerning the following:

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

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

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

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

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

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

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

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

25 § 2. This act shall take effect April 1, 2025; provided, however, that  
26 the department of health shall issue a request for proposals no later  
27 than one hundred eighty days after this act shall have become a law.