



# 2026 Value-Added Services (VAS) Lunch & Learn

June 2026



Confidential and Proprietary Information

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# Health Plan Update



- Carolina Complete Health and WellCare of North Carolina joined together as one plan on April 1, 2026.
- The new combined health plan is called **Carolina Complete Health**.
- Carolina Complete Health is the largest Medicaid plan in North Carolina with over 750,000 members.
- Former WellCare of North Carolina members were sent a new member welcome packet with information about their health plan, including a member handbook. All members were also sent a new member ID card.

# Updates to Value-Added Services

- As a result of the merger, extra Value-Added Services have been combined and updated.
- A notification of the changes will be included in the mailing with your new member ID card.
- For more information on Value-Added Services, please visit our website at <https://www.carolinacompletehealth.com/members/medicaid/vas.html> .



# The Process Members Use to Request Value-Added Services

Members have three options to request Value-Added Services (VAS):

- Using the web form on the member website.
- Through direct links provided by vendors.
- By contacting our Customer Service Team for assistance.

## Request Type 1: Member Website Online Webform

VAS requests can be made via a web form available on the member website, allowing members to input information themselves or get help from staff who can submit on their behalf.

## Request Type 2: Direct Vendor Portal













Members have the ability to access VAS directly through authorized vendor portals using approved direct links, enabling smooth enrollment and prompt initiation of services for certain VAS benefit options.





## Request 3: Customer Service Phone Support

Members can request VAS by contacting Customer Service, where representatives help review eligibility and process the request.

# Updated Value-Added Services



-  **\$75 My Heath Pays Visa Rewards Card\***
-  **\$150 Household Grocery Allowance**
-  **Active & Fit Gym Membership** for Members Aged 18+
-  **Doula and Breastfeeding Support** Including Breast Pump
-  New Parent's Package with **Choice of Car Seat, Portable Crib, or Stroller**
-  **12 Hours of Tutoring** for Members Enrolled in K-12
-  **\$50 Backpack with School Supplies** for Members Enrolled in K-12
-  **GED** Prep and Exam Voucher
-  **\$175 Youth Program Voucher** to YMCA, Scouts and Other Programs
-  **\$150 Room to Breathe Asthma Supplies** for Children and Adults
-  **\$250 Housing and Utility** Assistance
-  **\$120 CVS®** Over the Counter Retail Pharmacy Allowance

-  **\$125 Retail Vision Allowance** for Members Age 21+ for Glasses, Frames, Lenses
-  **Weight Watchers** Program
-  Quit for Life **Smoking Cessation Program**
-  **Mental Health App** through Teladoc
-  **Hearing Aids** as an Extra Benefit for Members Age 21+
-  **Expungement Certification** Assistance
-  **Supplemental Transportation** to value-added services locations
-  **\$100 Tribal Talking Circles**
-  **Cell Phone with Free Minutes** to Stay in Contact with Doctors
-  **Baby Bottles** at Carolina Complete Health Welcome Centers
-  **Community Baby Showers** for New or Expecting Parents
-  **Sensory and Alzheimer's/Dementia Kits**
-  **Home Delivered Meals** to Support Members Home from the Hospital

# Support for Infants and Mothers



## Direct Doula Support: In-Person Option

- Members must have filled out a **Notification of Pregnancy (NOP) Form (PDF)**, be expecting a new baby, attended a prenatal appointment and/or have delivered a new baby **within 12 months of the request**.
- Expectant members may select one-on-one doula support from a doula within the CCH network..
- Doulas provide prenatal education, emotional and physical support during labor and delivery, and postpartum services for both parent and baby



## Direct Doula Support: Virtual Group Option

- Eligibility for doula services will be confirmed by the **Carolina Complete Care Management Team**.
- The virtual childbirth and postpartum education option includes live birth and baby preparation sessions and additional educational resources designed to support a healthy pregnancy and postpartum recovery.
- Virtual services are available during pregnancy and up to one year after childbirth.



## New Parents Package:

- Members must be a current Carolina Complete Health member to receive this Value-added Service. Members must have filled out a **Notification of Pregnancy (NOP) Form (PDF)**, be expecting a new baby, and/or have delivered a new baby within 12 months of the request. Eligibility for New Parent's Package supplies will be confirmed by the **Carolina Complete Care Management Team**.



## Community Baby Showers:

- Host in-person and virtual **Member Baby Showers**, where we will bring together plan and community resources.
- Health education for prenatal care, breast feeding, and newborn care
- Resources to support members' nutrition and food needs, including help signing up for WIC (Special Supplemental Nutrition Program for Women, Infants, and Children), and more!

# Food Insecurity Support

## Grocery Allowance for Healthy Foods

- Eligible Carolina Complete Health Members (18+), identified through a Care Needs Screening (CNS) to qualify for this annual household benefit.
- A \$150 reward is loaded onto a Mastercard over a period of 3 months, at \$50 each month.
- This value-added service (VAS) benefit is distributed across three consecutive months on the reward card and can be used to buy nutritious foods at participating grocery stores.
- The benefit on the card is restricted to purchasing healthy foods and groceries at retail locations. The card is programmed to block transactions for items such as alcohol, tobacco, firearms, or ammunition.

*This benefit is limited to one per household per benefit year.*

## Post-Hospitalization Home Delivered Meals

- Medically Tailored Meals - Provides ten (10) home delivered meals (with pre-approval) to eligible members released from an in-patient hospitalization (to include rehabilitation and skilled nursing).
- Eligible members must have a completed Care Needs Screening (CNS) on file to qualify and must request within 14 days post hospitalization.
- Maximum two (2) post-hospitalization meal services per member per health plan year.



# SDoH (Social Determinants of Health) Support

## Housing/Utility Support

- Each household is eligible for \$250 per health plan benefit year for the following:
  - Rental deposit or rental assistance
  - Mortgage Assistance
  - Utility deposit or utility assistance
- Eligible members must have a completed Care Needs Screening (CNS) on file to qualify. Eligible members must attach a bill in the members name, dated in the last 30 days, showing the past due balance to qualify. This benefit is for members 18 years and older.

*Limited to one benefit per household per plan year (starting 4/1-3/31) The recipient must be listed under the member's legal name.*

## Expungement Certification Fee

- Expungement – Provides a per health plan benefit of \$175 to cover the cost of the Expungement Certification Fee.
- This benefit is available to eligible members with a non-violent misdemeanor offense that negatively impacts their chances of securing employment or housing.
- Members must submit proof of an approved expungement petition, which has been granted by the court.



# My Health Pays<sup>®</sup> Visa<sup>\*</sup> Rewards Card



Schedule your annual visit today and take a proactive step toward a healthier future.

Annual wellness visits and preventive care are essential to maintaining long-term health. These routine checkups help identify potential issues early, support disease prevention, and keep overall well-being on track—often before symptoms appear. Don't wait—schedule your annual wellness visit today and take control of your health!

All members can earn up to \$75 in rewards each year for doing healthy activities. Act now and get rewarded for prioritizing your health!



| Healthy Activity |                                      |
|------------------|--------------------------------------|
| \$25             | Care needs screening                 |
| \$25             | Child well-visit                     |
| \$50             | Infant well-care visits              |
| \$25             | Child lead screening                 |
| \$25             | Adult well-care visit                |
| \$25             | Flu vaccine                          |
| \$25             | Comprehensive diabetes care          |
| \$25             | Annual mammogram                     |
| \$25             | Colonoscopy                          |
| \$25             | Notification of Pregnancy (NOP) form |
| \$25             | Postpartum doctor visit              |

Use My Health Pays<sup>®</sup> Visa<sup>\*</sup> rewards to help pay for utilities, transportation, telecommunications, childcare services, education, rent, and “everyday items” at Walmart.

# Member Benefit Card

## Nations Benefit (NB) Mastercard®

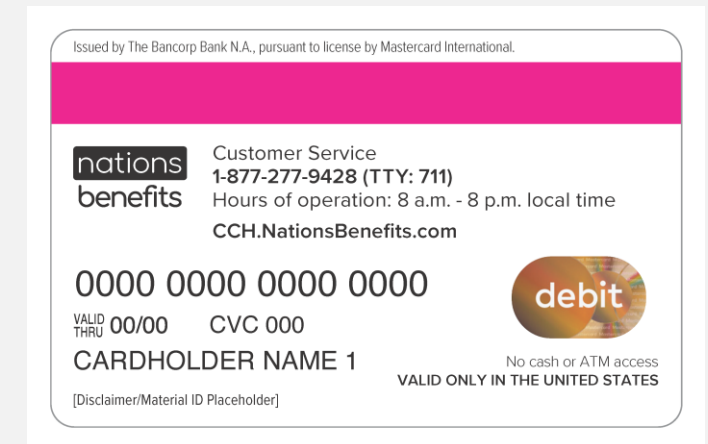
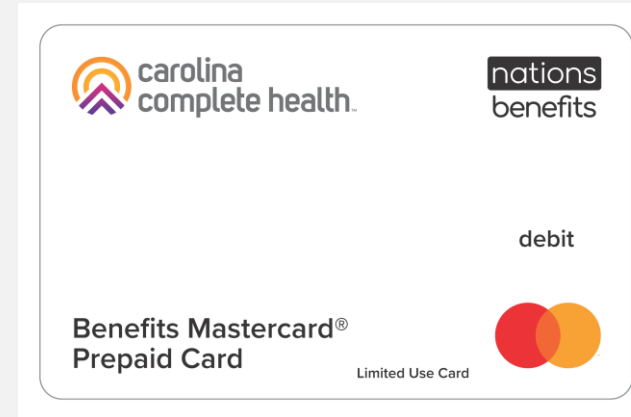
- A single card containing five distinct accounts.
- Members can access the balance for each eligible purse through an online account.
- Nations Benefit customer service team is available to support member inquiries or to troubleshoot card issues.

## The Four Purses Cover:

- Food
- Housing/Utilities
- Tribal Talking Circles
- Expungement
- Carpet Cleaning

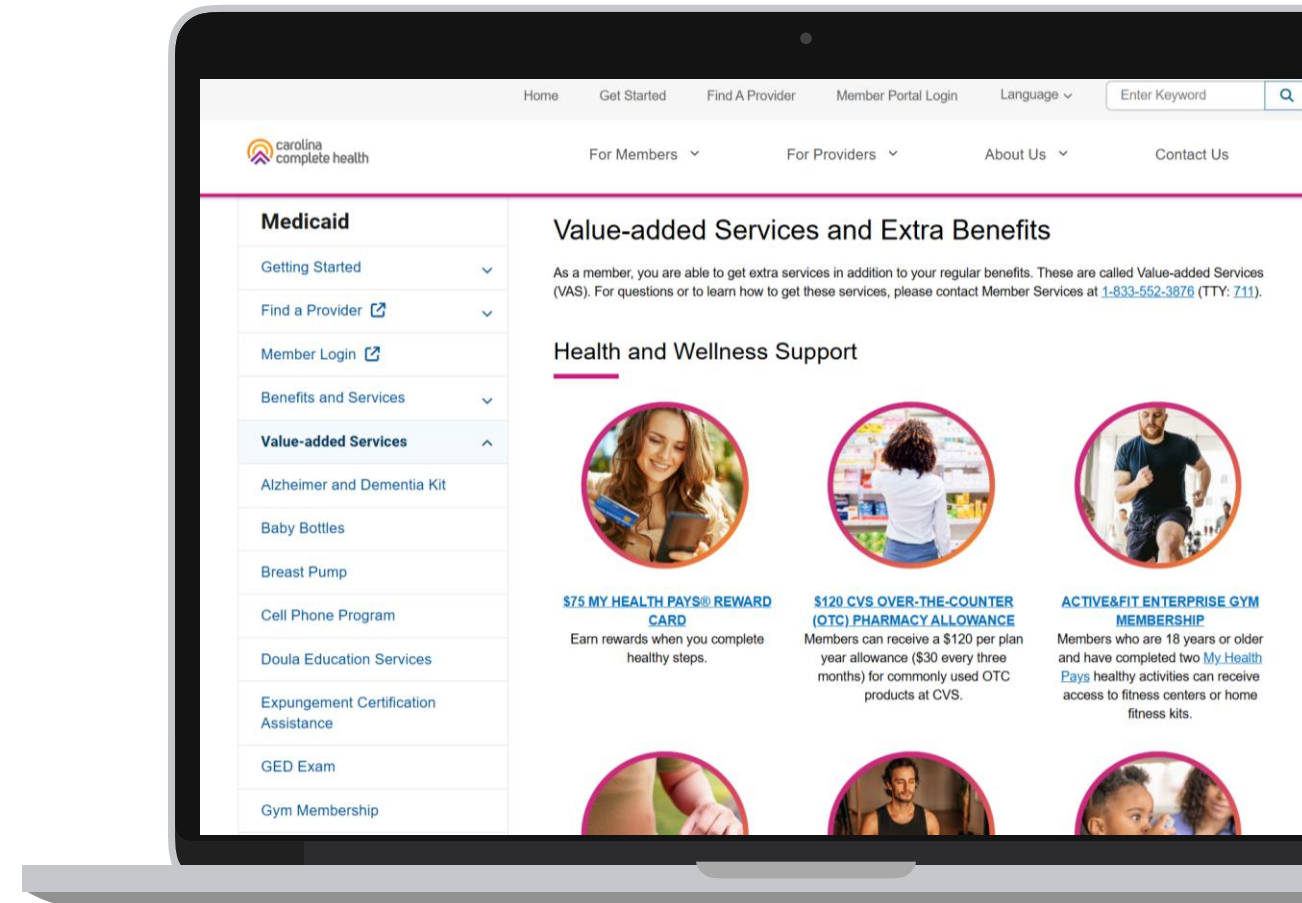
## Food/Grocery Benefit

- Restricted to purchase of healthy food on vendor portal or at local grocery retailers.
- Members purchases from ‘vendor market’ have no delivery fee.
- Shopping other retailers on vendor portal are subject to shopping fees associated with those retail partners.



# Making it Easier to Access Value-Added Services

- Visit our [website](#) to learn about Value-Added Services.
- Simply fill out a quick webform and submit to request most Value-Added Services.



# Centene Vision Services

- **\$125 Retail Vision Allowance** for Members Age 21+ for Glasses, Frames, Lenses
- All vision services are submitted to **Centene Vision**
- Eye Health Manager (available 24/7) [centenevision.com/logon](https://centenevision.com/logon)
  - Verify member eligibility and benefits
  - File claims and review claim status
  - Use audit tools
  - Download, research, and reprint EOPs
- Nash Optical Plant continues to fabricate Medicaid eyeglasses, therefore continue obtaining PA through NCTracks for eyeglasses.
- After the glasses are dispensed to the member, submit the claim for dispensing fee to CNC Vision.
- [Program Specific Clinical Coverage Policies](#)
- Medical eye services are submitted to Carolina Complete Health

## 7.2 Provision of Service

Optical providers shall extend the services of routine eye exams and visual aid fitting and dispensing for a Medicaid beneficiary if these same services are extended to a private patient in the same practice or business.

- a. If both routine eye exams and visual aids are not available in the provider's office for all patients, the provider shall inform the beneficiary prior to services being offered or scheduled. The beneficiary shall be given the option to select a provider who will provide both services.
- b. If the beneficiary elects to have the exam, a written prescription for the lenses must be given or offered to the beneficiary at the time of the exam. The prescribing provider shall not withhold the prescription pending payment for the routine eye exam or previously unpaid Medicaid or private bills.

# Web Form Online

Members can submit VAS requests through a web form on the member website, where they have the option to enter the details themselves or request assistance from staff to complete the submission for them.

New Parents Package Form:  
<https://www.carolinacompletehealth.com/members/medicaid/resources/vas/new-mothers.html>

## NEW PARENTS PACKAGE FORM

Do you have a current Notice of Pregnancy (NOP) Form on file with Carolina Complete Health?

Yes  
 No

Member Name (As it appears on your Member ID card if Member) \*

Please enter the member name as it's displayed on your Carolina Complete Health Member ID card. Member entered must have a valid Notice of Pregnancy form on-file with Carolina Complete Health.

Member ID Number \*

As it appears on your Carolina Complete Health Member ID card

Member Date of Birth \*

Please enter the date of birth as it's displayed on your Carolina Complete Health Member ID card.

Member Address (Must match address on file with Carolina Complete Health) \*

New Parent's Package items cannot be sent to a Post Office (P.O.) box. Please enter a physical mailing address. Any requests submitted with a P.O. Box listed will not be processed.

City \*

State \*

Zip Code \*

Name of Person filling out this form (If different from Member)

Phone Number \*

Email Address \*

Choose the New Parents Package you would like to receive. \*

- Car Seat  
 Portable Crib

We will make every attempt to fulfill your order with the branded item you selected. In the event we cannot, we will replace it with an equal brand and value for fulfillment.

This Value-Added Service requires the recipient or a responsible party to sign for the delivery of their package. \*

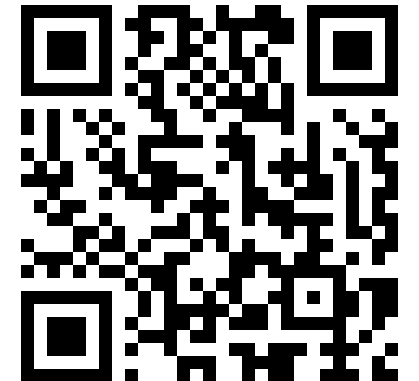
I agree

Submit Form

# Resources

- [Carolina Complete Health's Value-Added Services](#)
- [Value-Added Services and My Health Pays \(PDF\)](#)
- [Welcome Rooms and Locations](#)
- Provider Engagement, [ProviderEngagement@cch-network.com](mailto:ProviderEngagement@cch-network.com).
- Call [1-833-552-3876](tel:1-833-552-3876) for Provider Services & Member Services

We value your feedback, please fill out our brief survey,  
<https://www.surveymonkey.com/r/2B8SQGG>



# Thank You! Questions?

