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FOR IMMEDIATE RELEASE

**CALOPTIMA AND TEXT4BABY PILOT STATE'S FIRST
CUSTOMIZED TEXT4BABY PROGRAM TO NEW MOMS**

New Service Texts Important Pre and Postnatal Information to Local Families

ORANGE, Calif. (July 29, 2015) — CalOptima in partnership with Text4baby is piloting the state's first customized program, sending important messages via text about pregnancy and caring for babies. It aligns with CalOptima's mission to provide access to quality health care and other resources, especially important for first time moms.

"There is a lot to remember when our members are pregnant or become moms for the first time," said Dr. Roberto Madrid, M.D., MBA, Medical Director, Quality and Analytics at CalOptima. "Those who opt into receiving Text4baby messages in English and Spanish benefit from facts and advice, including where she is in her pregnancy and the stages of development to improve overall birth outcomes."

Each text is catered to the member's due date and continues throughout her pregnancy and the child's first year. Content was developed through collaborations with the American Academy of Pediatrics, American College of Obstetricians and Gynecologists, Centers for Disease Control and Prevention and many others. The three weekly text topics include what to expect during labor, healthy eating for mom and baby, safe sleep and travel. Other topics include appointment reminders, CalOptima benefits or services, local community resources and more. After her child turns one, she will only receive messages on a monthly basis.

Text4baby is free service provided in partnership by the non-profit ZERO TO THREE and Voxiva. If members don't have a texting plan, cell phone carriers offer these messages for free, including Assurance Wireless, AT&T, Bluegrass Cellular, Boost Mobile, Cellcom, Cincinnati Bell, Cricket, MetroPCS, n-Telos, Nex-Tech Wireless, Sprint, T-Mobile, U.S. Cellular, Verizon Wireless and Virgin Mobile USA.

CalOptima members are encouraged to enroll by calling CalOptima's Customer Service department at 1-888-587-8000 or sign up at www.caloptima.org or <http://bit.ly/1MoNwvz>. TDD/TYY users can call 1-800-735-2929. Text4baby is also available to the public, who can subscribe directly to Text4baby by texting BABY (BEBE for Spanish) to 511411.

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About CalOptima

A county organized health system, CalOptima provides publicly funded health care coverage for low-income children, adults, seniors and people with disabilities in Orange County, Calif. CalOptima's mission is to provide members with access to quality health care services delivered in a cost-effective and compassionate manner. In total, CalOptima serves nearly 740,000 members with a network of more than 7,000 primary care doctors and specialists, as well as 30 hospitals.

About Text4baby

Tex4baby is the nation's only free mobile information service designed to promote maternal and child health through text messaging. Text4baby is provided through a public-private partnership of ZERO TO THREE, Voxiva, The Wireless Foundation and over 1,200 national, state and local health organizations include the U.S. Department of Health and Human Services. The service is completely free for the more than 900,000 mothers who have enrolled, thanks to the generous support of American's leading wireless carriers. To learn more, please visit www.text4baby.org.

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