

ForwardHealth **UPDATE**

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NEW REQUIREMENTS AND POLICY CLARIFICATIONS FOR PRENATAL CARE COORDINATION

Effective June 1, 2026, the Wisconsin Department of Health Services (DHS) is changing prenatal care coordination (PNCC) policy to align with changes to Wis. Admin. Code §§ DHS [105.52](#) and [107.34](#). These changes ensure integrity and high-quality care for pregnant and postpartum members receiving PNCC services.

This ForwardHealth Update outlines these policy changes. Refer to the [Prenatal Care Coordination](#) service area of the ForwardHealth Online Handbook for complete information about PNCC policies and procedures.

Provider Enrollment Changes

ForwardHealth has made changes to requirements PNCC providers must meet in order to provide PNCC services. These changes are

AFFECTED PROGRAMS

BadgerCare Plus, Medicaid

TO

Prenatal Care Coordination Providers, HMOs and Other Managed Care Programs

QUICK LINKS

- [Prenatal Care Coordination service area](#)
- [Forms page](#)
- [Resources for Prenatal Care Coordination Providers page](#)

The information provided in this ForwardHealth Update is published in accordance with Wis. Admin. Code §§ DHS 105.52 and 107.34.

effective on and after June 1, 2026, and apply to:

- Initial enrollment for newly enrolling providers.
- Revalidation for currently enrolled PNCC providers.

For more information on provider enrollment requirements, refer to the Online Handbook Provider Enrollment Requirements topic [#927](#).

Home Visiting Programs Now Eligible to Provide Prenatal Care Coordination Services

Home visiting programs that meet all other enrollment criteria are now eligible to enroll with Wisconsin Medicaid and provide PNCC services to Medicaid-enrolled members.

Removed Qualifying Provider Categories

These provider types are no longer eligible to provide PNCC services to members:

- HMOs
- Private case management agencies
- Individual nurses (nurse practitioners or registered nurses)

Additional Ownership Requirements

To promote integrity, ForwardHealth has added new checks for owners of PNCC provider agencies. During enrollment or re-enrollment, applicants or principals must attest that they are “fit and qualified” to provide PNCC services. DHS will verify that these individuals have no relevant criminal convictions or findings of abuse or neglect, are in good financial standing, and have experience in child health and family services.

DID YOU KNOW?

An applicant is the person seeking Medicaid certification as a PNCC services provider.

A principal is an administrator or a person with management responsibility for the agency who owns directly or indirectly 5% or more of the shares or other evidences of ownership of a corporate applicant, a partner in a partnership which is an applicant, or the owner of a sole proprietorship which is an applicant.

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Additional Staff Requirements

Medicaid provider enrollment includes new checks for all PNCC provider staff to ensure safe, high-quality care. Providers must:

- Complete and document criminal history and caregiver background checks for all staff with member contact at the time of hire.
- Repeat these background checks at least every three years in accordance with Wis. Stat. § [50.065](#) and Wis. Admin. Code ch. [DHS 12](#).
- Report the hiring or termination of any qualified professional through the [demographic maintenance tool](#) within 10 business days of the change.

Expanded Qualified Professional Qualifications

PNCC providers are currently required to employ or contract with at least one “qualified professional” to maintain enrollment as a PNCC provider.

ForwardHealth now recognizes these individuals as PNCC qualified professionals:

- Doulas
- Health educators with either:
 - Certified Health Education Specialist credentials
 - A Master’s degree in health education and at least two years of experience in community health services
- Licensed clinical social workers
- Non-nurse midwives

ForwardHealth also clarified that qualified professionals must have:

- At least two years of experience in coordinating services for at-risk or low-income women.
- The necessary skills to supervise assessment and ongoing care coordination and monitoring.
- Education on providing health education and nutrition counseling or at least one year of work experience providing health education and nutrition counseling.

New Care Coordinator Qualifications

Care coordinators must now be at least 18 years old and receive specific training in PNCC services. Providers must document this training in their personnel records.

The information provided in this ForwardHealth Update is published in accordance with Wis. Admin. Code §§ DHS 105.52 and 107.34.

Expanded Plan Requirements

PNCC providers are currently required to submit a plan of operation and a training plan. ForwardHealth has expanded the information required in these plans and has updated the Prenatal Care Coordination Plan of Operation form, F-03188 (06/2026), and the Prenatal Care Coordination Personnel Management and Training Plan form, F-03184 (06/2026). These forms can be found on the [Forms](#) page of the ForwardHealth Portal (the Portal).

Note: The Prenatal Care Coordination Training Plan has been renamed the Prenatal Care Coordination Personnel Management and Training Plan.

In the Prenatal Care Coordination Plan of Operation, providers must now include:

- The name, location, and phone number of food and housing programs in the area.
- Information already required such as documentation that demonstrates coordination with other health and social service agencies and documentation demonstrating how the provider has the ability and willingness to deliver services in a manner sensitive to the racial or ethnic groups with which it intends to support.
- Confirmation that the provider has knowledge of and can arrange supportive services such as transportation, interpreter services, child care services, and housing.
- The provider's personnel management and training plan.
- The provider's quality assurance procedures and documentation requirements.
- Documentation that the provider has adequate resources to maintain sustainable cash flow.

In the Prenatal Care Coordination Personnel Management and Training Plan, providers must now include:

- Detailed procedures describing staff orientation and ongoing training, including how providers meet new orientation and annual training requirements as specified in the Provider Enrollment Requirements topic [#927](#).
- Standards for qualified professional supervision of PNCC services.
- A process for evaluating staff on job duties, including procedures explaining when and how additional instruction and support is required.

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- Documentation of the care coordination services provided, including timesheets.

Refer to the Provider Enrollment Requirements topic [#927](#) for the complete list of requirements for the plan of operation and personnel management and training plan.

Clarified Ongoing Documentation Requirements

To maintain enrollment as a PNCC provider, providers must continue to document certain information for review and audit. When documenting PNCC monitoring activities in a member's records, providers must also include the signature and date of the signature of the staff person who is doing the monitoring. Refer to the Ongoing Documentation Requirements topic [#929](#) and the Policy Requirements for Use of Electronic Signatures on Electronic Health Records topic [#16157](#) for more information.

Expanded Provider Closure Responsibilities

ForwardHealth has expanded provider responsibilities when a member is discharged due to provider closure. The provider must report a planned agency closure in writing within 30 days before the closure to:

- Members.
- The members' legal representatives (if any).
- The members' attending physicians.
- DHS.

As a reminder, providers are already responsible for assisting members in arranging for continuity of necessary services, which may include coordinating with other PNCC providers. Refer to the Reducing or Ending Services Early topic [#22879](#) for more information.

Additional Noncovered Services

Effective June 1, 2026, ForwardHealth has added these items and services to the list of noncovered PNCC services:

- Goods and supplies
- Personal care services
- Home health services
- Supportive home care
- Respite services

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- Collateral contacts about non-member-specific or general program issues
- Any services related to the direct delivery of underlying medical, educational, social, or other services that a member has been referred to, including foster care programs

Refer to the Service Limitations topic [#22882](#) for a complete list of noncovered PNCC services.

Additional Resources

For more information about PNCC, providers can access:

- The [Resources for Prenatal Care Coordination Providers](#) page of the Portal (includes PNCC trainings, presentations, and frequently asked questions).
- The [Prenatal Care Coordination](#) service area of the Online Handbook.
- Update [2026-08](#), “For Prenatal Care Coordination Providers: Milwaukee County Transition and Statewide Changes to Memoranda of Understanding Requirement.”

REMINDER

Beginning January 1, 2027, providers will receive reimbursement from a member’s Wisconsin Medicaid HMO or Partnership managed care organization for PNCC services for members enrolled in Milwaukee County. Refer to Update [2026-08](#) for more information.

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The ForwardHealth Update is the first source of program policy and billing information for providers.

Wisconsin Medicaid, BadgerCare Plus, SeniorCare, and Wisconsin Chronic Disease Program are administered by the Division of Medicaid Services within the Wisconsin Department of Health Services (DHS). The Wisconsin HIV Drug Assistance Program and the Wisconsin Well Woman Program are administered by the Division of Public Health within DHS.

For questions, call Provider Services at 800-947-9627 or visit our website at www.forwardhealth.wi.gov/.