



# TennCare *Diaper* Benefit

July 26, 2024

# Governor Lee's Strong Families Initiative

## TennCare *Diaper* Benefit

- TennCare currently covers diapers and other incontinence products for individuals with illnesses or conditions that impact their ability to control their bladder or bowels, TennCare has not historically covered these products for children younger than age 2.
- As part of Governor Bill Lee's Tennessee Strong Families initiative, TennCare has been and remains committed to supporting our children and families to achieve the best health outcomes possible.



# Strong Families Initiative

- The investments for the Strong Families Initiative TennCare has made are directly resulting from our TennCare III Medicaid 1115 waiver.
- TennCare's efficient fiscal management allows the state to be rewarded through "shared savings" as our state manages high-quality, cost-effective care.
- In the first two years of our TennCare III waiver, Tennessee received over \$600 million in shared savings which we have invested back into the TennCare program. We are using a part of these "shared savings" to fund the new diaper initiative.



# TennCare Diaper Benefit



TN

## Why Diapers?

- ◆ Up to 50% of families report diaper needs.
- ◆ A lack of an adequate supply of diapers is linked to multiple adverse infant and caregiver outcomes.
- ◆ A study of one diaper assistance program found that among children receiving diaper assistance, the incidence of diaper rash decreased by one-third, and utilization of related medical services decreased by more than three-quarters.
- ◆ Not having an adequate supply of diapers can impact a child's ability to participate in Early Childhood Education programs and can disrupt parents' attendance at work and school.
- ◆ 25% of parents and caregivers with diaper needs reported having to miss work or school because they did not have enough diapers to drop their child off at childcare.

# TennCare Diaper Benefit

**Who** Any TennCare or CoverKids member under age 2 is eligible for the benefit

**What** Up to 100 diapers per month from the list of approved brands/types of diapers

**When** Members will be able to access the diapers beginning **August 7, 2024**, at participating pharmacies across TN

**Where** Members will obtain the diapers from the pharmacy counter at participating pharmacy locations. A list of participating pharmacies will be available



# Additional Diaper Details

- Diaper package sizes vary based on brand and size. Therefore, the count of diapers will be treated like a prescription.
  - For example, if a member obtains a pack of 72 diapers, that package will be for 21 days and the member can return after that time to receive their next allotment of diapers.
  - Packages will not be broken to meet “100”
  - A 60-day supply of up to 200 diapers is the max amount that will be dispensed by the pharmacy.
- Disposable diapers, including training pants/diapers, will be included. TennCare expects to include major brands and will provide a final list of brands covered by the benefit by the end of July.
  - The covered list will be posted the TennCare Diaper webpage.
  - Pharmacies can choose which products they carry.
- A list of participating pharmacies will also be posted on the TennCare Diaper webpage.

## TennCare Diaper Benefit

for TennCare and CoverKids  
members under age two

Learn more at  
[TN.gov/TennCare/diapers](https://TN.gov/TennCare/diapers)



# Additional Diaper Detail Continued

TennCare  
**Diaper**  
Benefit 

for TennCare and CoverKids  
members under age two



- A prescription is NOT required.
- There will be no co-pay on the diapers.
- For newborns without an Optum Rx ID or Social Security Number, the claim can be processed using the mother's or father's Optum Rx ID or Social Security Number until the newborn receives their own ID.
- There will be no refunds or returns allowed.



# Resources & Communications Toolkit

- TennCare has created materials to assist our partners in sharing information about the diaper benefit with eligible TennCare and CoverKids families
  - Flyer for Members
  - Social Media Messages
  - Content for Newsletters and Emails
  - Videos



**TennCare Diaper Benefit**  
for TennCare and CoverKids members under age two

**TennCare and CoverKids members under the age of two qualify for up to 100 diapers a month.**

**Key information about the benefit:**

- Diapers are available at participating pharmacies across the state. You can find a participating pharmacy at [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers).
- You don't need a prescription. Simply present your child's pharmacy ID card at the counter. If your child is a newborn without a card, the pharmacy can use the mother's pharmacy ID card or Social Security number.
- TennCare will cover popular diaper brands and offer a variety of diaper types to meet your family's needs. For more information on diaper brands and types, visit [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers).
- Your pharmacy may not stock all the brands covered or have a stocked supply of your preferred brand. You may want to call your pharmacy ahead of time.
- There is no cost or copay.

**Learn more about the benefit:** [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers)

Have you scheduled your child's well-child visit? Well-child visits are free for TennCare and CoverKids members. These checkups help find and prevent health issues, provide developmental and behavioral screenings, and offer parenting support. Learn more at [TN.gov/TennCare/tennnecare](http://TN.gov/TennCare/tennnecare).

TN Division of TennCare



**TennCare Diaper Benefit**



TN Division of TennCare for TennCare and CoverKids members under age two



## SMS Template

TennCare and CoverKids members under age two can get up to 100 diapers a month at participating pharmacies with their pharmacy ID. Learn more, [TennCare Diapers](http://TennCare Diapers).

## Website Banner

Find out more about TennCare's new diaper benefit. Go to [TennCare Diapers](http://TennCare Diapers).

## Link to a Downloadable Flyer

- [A general diaper benefit flyer](#)

## Social media

### Post 1

TennCare has added a new benefit! Children under two who are covered by TennCare or CoverKids can now receive up to 100 diapers per month at no cost! Here's how to use the benefit:

1. Visit a participating pharmacy.
2. Show your child's pharmacy card at the pharmacy counter. For newborns, your pharmacy can use your pharmacy card or Social Security Number until the newborn receives their own ID.

TennCare will cover a variety of popular diaper brands to meet your family's needs. You can find more information and a list of participating pharmacies at [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers).

### Post 2

NEW TennCare Benefit! Children under 2 with TennCare or CoverKids can receive up to 100 diapers per month at participating pharmacies. Just show your child's pharmacy card to the pharmacist. For newborns, you can use the mother's pharmacy card or Social Security number. For more information, visit [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers).

### Post 3

Introducing TennCare's Diaper Benefit! TennCare now provides up to 100 diapers per month for TennCare and CoverKids children under age two. Simply visit a participating pharmacy and present your child's pharmacy card. If your newborn doesn't have a card yet, you can use the mother's pharmacy card or Social Security number.

TennCare will cover a variety of popular diaper brands. For more details and a list of participating pharmacies, please visit [TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers).

## TennCare Diaper Benefit

for TennCare and CoverKids members under age two



[www.tn.gov/tenncare/diapers](http://www.tn.gov/tenncare/diapers)



## How you can help those eligible for the benefit:

- Share the benefit details and resources with local offices and programs.
- **Please wait to share with families until August 7<sup>th</sup>.**
- Share these main points with families and caregivers beginning August 7<sup>th</sup>:
  - The benefit will begin August 7<sup>th</sup> at participating pharmacies
  - Members under age 2 with TennCare or CoverKids are eligible to receive up to 100 diaper per month.
  - To receive the diapers, visit a participating pharmacy and speak to the pharmacist (list will be available at [www.tn.gov/tenncare/diapers](http://www.tn.gov/tenncare/diapers)).
  - A list of approved brands will be available on the TennCare Diaper site.

TN

# TennCare Diaper Benefit

for TennCare and CoverKids  
members under age two

Learn more at  
[TN.gov/TennCare/diapers](http://TN.gov/TennCare/diapers)

