Healthy Babies & Moms: Addressing Disparities and Identifying Change

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ROADMAP

- Introductions
- Framing the Issue
- Addressing the Issue
- Q&A
All numbers are as of June 30, 2019

*Includes states where the company receives Medicaid and Medicare revenues associated with Dual Eligible Special Needs Plans (D-SNPs)

† Anticipated beginning Nov. 1, 2019, WellCare of North Carolina will administer the state’s Medicaid Prepaid Health Plans (PHPs).
FRAMING THE ISSUE
In the United States, the preterm birth rate among black women is 49% higher than the rate among all other women.
Infant mortality rates by race and ethnicity (CDC)
A NATIONAL CRISIS

49 Countries that have lower maternal mortality rates than the US

#1 Care for child-bearing women and newborns is #1 reason for hospitalization in the US

34,000 Number of women each year who nearly die from pregnancy-related complications – one every 15 minutes

32.9% US cesarean rate in 2009 – an all-time high following a 13 consecutive year rise

2x The risk of maternal death in high-poverty areas is 2x that in low-poverty areas

3-4 Black women are 3-4 times more likely to die from pregnancy-related causes than white women

2-3 Black infants in the US are 2-3 times more likely to die as white infants
PUTTING IT INTO CONTEXT

Social Determinants of Health

- Economic Stability
- Education
- Environment
- Health Care
ADDRESSING THE ISSUE:
ONE STATE’S POLICY SOLUTIONS
NEW JERSEY LEGISLATIVE EFFORTS

Maternal Mortality Review Committee

Perinatal Risk Assessment enhanced requirements

Medicaid coverage for doula care

Non-coverage non-medically indicated early elective deliveries

Perinatal episode of care pilot
ADDRESSING THE ISSUE: WELLCARE SOLUTIONS
### ILLINOIS

The Harmony Hugs program supports and educates pregnant women.

Nurse case managers educate pregnant members on fetal development, breastfeeding, substance abuse and pregnancy, child development and nutrition.

NCMs also arrange transportation and make appointments for prenatal visits.

### GEORGIA

Our prenatal outreach program focuses on communication with members and coordination with their OB/GYN to ensure appointments are maintained throughout pregnancy.

In addition to regular communication with NCMs, we hold monthly prenatal education events to educate pregnant members on how to maintain a healthy pregnancy.

### NEBRASKA

Our Baby’s First Program is a 15-month postpartum text message program offered to any resident to provide information on breastfeeding, wellness visits, birth spacing, and postpartum depression education/screening.
MCM PROGRAM AT-A-GLANCE

Member Incentives to Promote Early Access

Phone Programs to promote engagement and education
- Safe Link / Assurion & additional minutes
- Text4Baby

Healthy Rewards to improve outcomes
- Choice of a stroller, portable playpen, car seat or diaper supply
- Annual Wellness Visit $25;
- Up to $60 for Well-Child Visits –Birth through 15 months
- Lead Screening- $25
- Pre-natal visit $25
- Postpartum visit- $25

Over The Counter (OTC) Rewards to promote wellness
- Cough and cold medicines
- Toothbrushes, toothpaste and floss
- First aid items
- Sunblock
- Vitamins
MATERNITY CARE MANAGEMENT

- Members who are pregnant and eligible for Medicaid, regardless of risk level

- Care management services, education, and supports
  - Minimum 60 days postpartum
  - Up to 90 days postpartum

- Assistance with appointment scheduling
- Provider coordination
- Care planning
- Pregnancy education
- In-home maternity services
- Community-based resource engagement

Emphasis on linkage with community resources, timely prenatal and postpartum care, and interventions that prevent adverse birth outcomes
Key Elements and Services

- Member Engagement
- Provider Engagement
- Measurement & Evaluation

Baby Steps
Goals and Objectives

Goal #1: Improve Birth Outcomes

Goal #2: Increase appropriate use of maternity-related services

Goal #3: Improve maternal health outcomes
BABY STEPS – PROGRAM DELIVERY

Program Delivery

- Member Identification
- Members Engagement, Outreach and Assessment
- Communications
BABY STEPS – KPIs

Key Performance Indicators

**Cost Measures**
- Pre-Term Birth Rate %
- NICU Birth Rate %

**Quality Measures**
- Timeliness of Prenatal Care
- Postpartum Care

**Population Health Measures**
- C-Section Delivery Rate
FUTURE INNOVATIONS

- Maternal Substance Abuse Program
- Strategic Partnerships
- Technology
- Pre-Pregnancy Planning
California Dignity in Pregnancy and Childbirth Act (SB 464)

Signed into law 10/07/19

- Primary provisions:
  - Requires hospitals & clinics to implement implicit bias training for all healthcare providers working in perinatal services.
  - Requires state health dept to track/publish add’l data re pregnancy-related deaths.
Q&A