



# *OCPIM Meeting*

*December 5, 2013*



*CareSource*<sup>TM</sup>

# *Pregnancy Risk Factors*

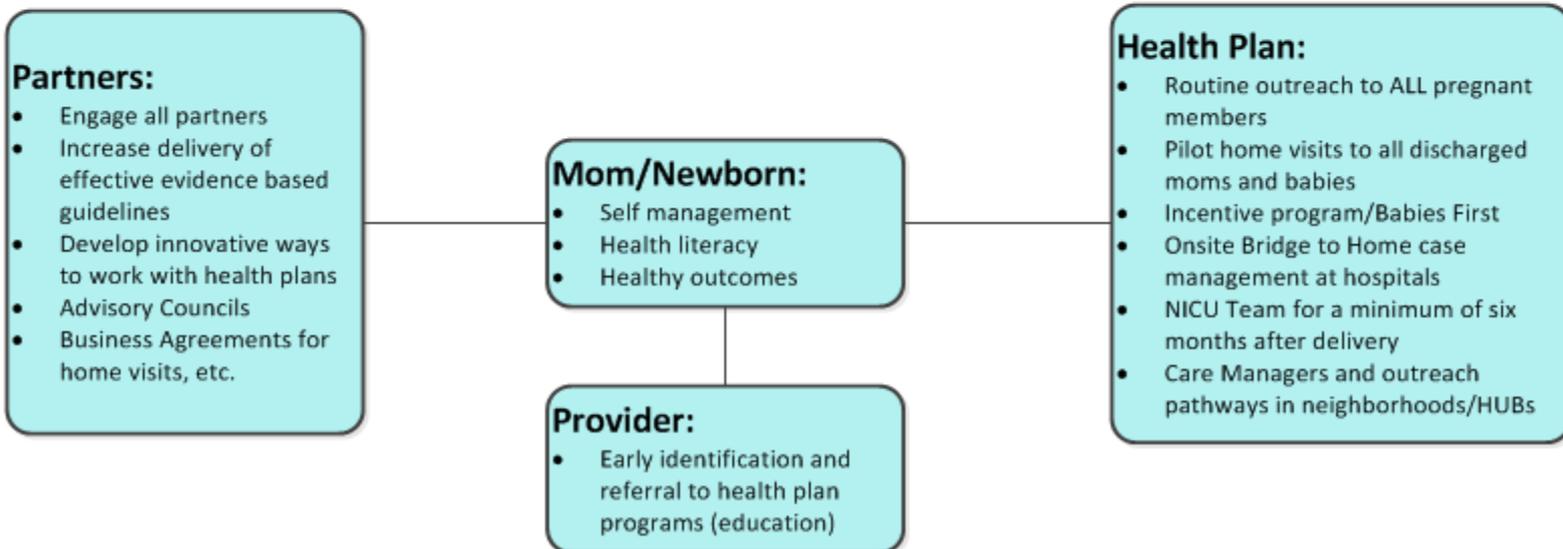
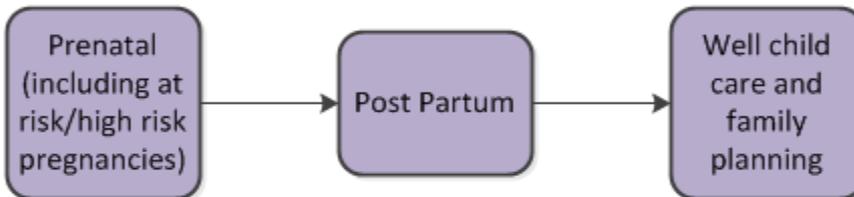
- Top mother risk factors to determine pregnancy outcomes:
  - Premature delivery
  - Tobacco use/smoking
  - 6+ chronic conditions
  - Timeliness of prenatal care
  - Frequency of ongoing prenatal care
  - Hypertension
  - History/current drug and alcohol use
  - Diabetes
  - Substance Abuse

# Maternal and Child Health Program

## Components:

- Comprehensive continuum of care and services
- Early identification of pregnancy and member engagement
- Supports risk screening for members for poor birth, development and health outcomes

## Continuum of Services:



# *Prenatal Care*

- Women who see a health care provider regularly during pregnancy have healthier babies, are less likely to deliver prematurely, and are less likely to have other serious problems related to pregnancy
- A baby born to a mother who did not receive prenatal care is 3 times more likely to be born at low birth weight and 5 times more likely to have serious complications or death, than those mothers receiving prenatal care
- Early identification and engagement of pregnant mothers is essential to the delivery of a healthy baby

# *Prenatal/Perinatal/Postpartum Programs*

- CareSource works in collaboration with key partners (such as Partners For Kids, Community Outreach/Pregnancy Pathways, Alere high risk home visiting programs, providers and community partners) to identify the top risk factors for poor perinatal outcomes
- Need to reinforce education early on (and ongoing) during the pregnancy regarding self care, infant care, safe sleep, and family planning
- CareSource has developed targeted programs, as well as care management programs, to identify pregnant members, members at risk of getting pregnant, members at risk for problematic pregnancies, newborns and children with special health care needs
- Examples of programs:
  - Community Outreach HUB/Pathways Programs
  - High Risk Care Management Nurse/SW and Navigators
  - Care Transitions/Bridge to Home
  - Healthy Start
  - Maternal/Child and NICU team
  - Alere High Risk Home Visit Program - (Includes 17P)
  - Babies First

# *Babies First Program*

- Babies First is a program for pregnant mothers and their babies
- The goal of this program is to provide incentives for pregnant mothers to keep their OB doctor appointments and for parents to keep appointments with their child's doctor

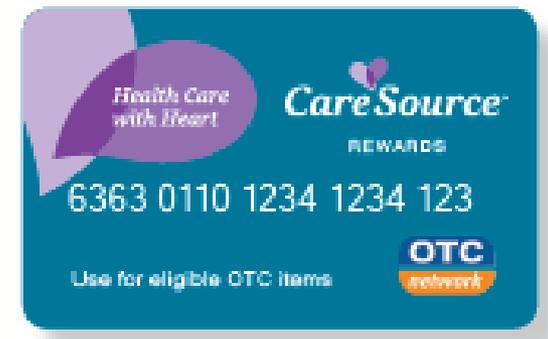
**Goal: Healthy Mom and Baby!**

# *Babies First Program*

- The program loads money onto a CareSource Rewards Card for mothers who complete OB/GYN doctor appointments
- Members also receive additional reward card money if their babies receive Healthchek exams

# How the Recently Updated Program Works

- Once the member signs up she is sent a CareSource Rewards card in the mail along with a brochure
  - The brochure explains that up to \$150 can be earned and explains how the card and incentives work
- The program is claims based, eliminating any administrative work for mothers or their doctors. Once the prenatal, post partum or well-baby visit claim is processed, money will be added to the CareSource Rewards card. Members receive letters letting them know money has been added.



# *More About the CareSource Rewards Card*

The card can be used at:

- Meijer
  - Rite Aid
  - Family Dollar
  - Dollar General
  - Discount Drug Mart
  - Fred's
- The CareSource Rewards card is restricted to certain products
  - Members cannot buy unhealthy products
  - They can buy baby toys, health related items and grooming supplies



## *The Incentive Structure Encourages Early and Timely Provider Visits*

- The member will receive \$20 for the first, fifth, and twelfth prenatal visit with her doctor
- The member receives \$20 for her post-partum visit
- The member will receive \$10 for the first, second, third, fourth, fifth, sixth, and seventh well-baby visit with the baby's doctor as long as the baby is under 18 months old
  - If all appointments are kept, the total incentives earned are \$150
  - Members have three years to use the incentives earned on their cards



# *CareSource*<sup>TM</sup>