



## Prenatal Assessment and Education Program

Pregnancy outcomes can be positively influenced by early access to prenatal care, compliance with scheduled office visits and prompt recognition and intervention for potentially high risk situations. Community First Health Plans (CFHP) is committed to addressing these issues at large through our *Healthy Expectations* prenatal program. The *Healthy Expectations* program provides outreach, risk assessment, education and community referrals for our pregnant members.

CFHP staff outreach to 100% of newly enrolled pregnant Medicaid members. An introductory packet that consists of a member survey; Planning a Healthy Pregnancy booklet; information about the signs of preterm labor; a list of community resources for women experiencing depression during pregnancy and a list of resources for childbirth classes is sent to each woman over eighteen years of age. Members eighteen and younger are sent a post card requesting they call the health plan. Upon completion and return of the survey, the member is stratified into either high-risk or low-risk categories.

**Low Risk:** A Community First Health Educator contacts low-risk members again at 20-24 weeks and 28 weeks gestation. The purpose of these calls is to re-assess risk level, insure that the member is compliant with prenatal care and provide additional prenatal health education and referrals to community resources. The Health Educator also makes several attempts, by phone and post card, to contact members who do not return the initial survey.

**High Risk:** A registered nurse with maternity, growth and development and public health expertise contacts women stratified as high-risk. The frequency of contacts is tailored to the needs and acuity of the member. Each telephonic contact includes a brief assessment, education, referral to community resources and anticipatory guidance. Contacts continue at least monthly throughout the pregnancy. A post partum call is made by an RN to both high and low risk participants. The RNs are available at times convenient to the members, including evenings and weekends.

The original survey, as well as the documentation from all member contacts, is forwarded to the member's OB provider to supplement the provider's treatment documentation.

Currently, 30-35% of the women return the initial surveys and participate in the *Healthy Expectations* program. CFHP is requesting your assistance in facilitating the enrollment and encouraging participation of eligible CFHP\* members into our *Healthy Expectations* prenatal program by completing a survey on any CFHP member you determine to be experiencing a high-risk pregnancy. For each eligible CFHP enrolled woman in your practice who participates in the Healthy Expectations program, you will receive:

**\$15** for each unduplicated member survey faxed to **(210) 358-6308 Attention: Mindy Garcia**

**\$15** for each woman assigned to your panel that remains in the program until delivery

**\*NOTE:** This incentive payment program applies only to our members in the Medicaid and fully funded HMO and PPO products. Members who participate in an Administrative Services Only (ASO) health plan, which does not provide funding for the prenatal incentive program, are not eligible. Although incentive reimbursement is not available, most of the women enrolled in ASO plans are eligible for the education and support provided by the program. CFHP encourages you to submit a member survey on those women.

ASO health plans that **may** join Healthy Expectations: University Health System.

If you have any questions about the Healthy Expectations prenatal program or incentive plan eligibility, contact Mindy Garcia (210) 358-6308.