



# Statewide Advisory Committee on Eliminating Racial and Ethnic Disparities in Birth Outcomes

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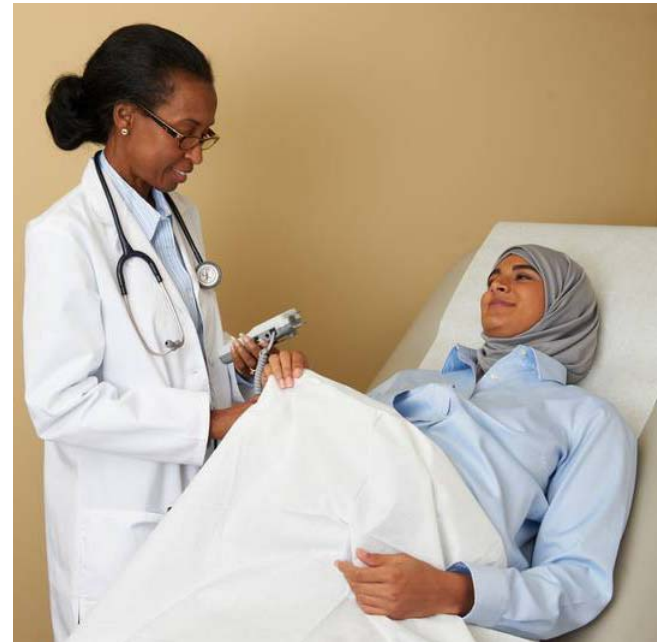
## Highest Needs of Pregnant Women

- Behavioral Health (especially stress and depression)
- Housing instability
- Tobacco dependence/AODA
- STDs



## OB Medical Home

- 16 OB Medical Home sites
- Currently serving more than 330 high risk pregnant women and teens
- Three counties:
  - Milwaukee
  - Kenosha
  - Waukesha
- OB Medical Home Registry



# OB Medical Home (continued)



- OB Medical Home Care Coordinators provide holistic assessment of medical, behavioral and socioeconomic needs and help coordinate care across systems, providers and programs
- Offer innovative programs such as *Centering Pregnancy, Healthy Eating shopping trips with the Doctor, Teen-Centered Communication*
- Home visits
- Assure that members are connected with important Health Plan services after delivery
- Provide culturally sensitive care



- **Healthy First Steps™** is a telephonic maternity care management program for moderate to high risk pregnant members to reduce incidence of premature and low birth weight births.
- **Program Objectives**
  - Utilize prenatal clinical risk assessments, Healthy Birth Outcomes reports and other tools to identify pregnancy risks and engage members with identified risks in care management.
  - Increase physician awareness of the comprehensive multidisciplinary services available for all pregnant members.
  - Collaborate with obstetrical providers on patient adherence to treatment plans, condition monitoring, and management of co-morbid conditions including behavioral health and STDs.



- **Program Objectives-continued**

- Establish meaningful member relationship with a primary program care manager to facilitate increased awareness of pregnancy management, compliance with prescribed plan of care, preventive health behaviors and the recognition and reporting of signs and symptoms of pregnancy complications.
- Case manager to coordinate with program social workers a plan to reduce environmental barriers to care related to transportation, housing, translation and phone services to assure compliance with required appointments, laboratory and prenatal testing procedures.
- Increase number of members identified who use tobacco or have history of substance abuse and are referred for intervention

## Stylin' Healthier Futures

- ***Stylin' Healthier Futures***, a program by UnitedHealthcare Community Plan in Wisconsin, is an effort to combat these negative statistics affecting African American women and their families.
  - Targeted the African American community in Milwaukee that supports the UnitedHealthcare mission to help people live healthier lives.
  - Trained and engaged Milwaukee hair stylists in the African American community
  - Increased awareness by delivering women's health message at beauty shops
  - Reached over 300 people in Milwaukee's African American community
  - Encouraged healthy behaviors—increasing preventive behaviors



# What is needed?



- Information sharing
  - Many databases exist, but there is suboptimal sharing of information and linkage of information datasets
  - Peridata
- Expedited enrollment of women on presumptive eligibility





**Thank you!**