

	DEPARTMENT:	Case Management
	SUBJECT:	Pregnancy Program
	PRODUCT LINE:	All
	POLICY NUMBER:	HM117
	ORIGINAL POLICY EFFECTIVE DATE:	3/1/2021
	LAST REVISED DATE:	11/3/2024
	LAST REVIEWED DATE:	11/3/2025

SCOPE:

The pregnancy program helps members through their pregnancy, during the postpartum period, and through the first year of life for the baby. The goals of the program are to:

1. Increase access to prenatal and perinatal care
2. Improve postpartum visit rates
3. Provide education on pregnancy health to improve birth outcomes
4. Educate on importance of well child visits and immunizations
5. Coordinate pregnancy services including healthcare providers, non-traditional maternity providers, and community resources.
6. Identify high risk pregnancies.
7. Reduce disparities in birth outcomes.

Target Population:

All pregnant members in all product lines are eligible to participate.

Methods of Identification:

1. Monthly Medicaid enrollment file identifies pregnant woman by a specific group number.
2. Claims data that identifies diagnosis or CPT code used for pregnancy or an ultrasound code.
3. Software program helps identify members eligible for the PPC, prenatal and postpartum care, HEDIS measure.

Program Components:

The Pregnancy Program is an opt in educational, telephonic outreach program that consists of the following components:

1. Telephone outreach with a Health Education Specialist.
2. Welcome Baby Packet providing various resources as outlined below:
 - a. Recommended Immunization schedule for children 0-6 years of age.
 - b. Postpartum depression educational resource
 - c. A children’s book
 - d. A Group Health Cooperative of Eau Claire bib
 - e. An infant thermometer
 - f. My Baby & Me brochure – This is a Wisconsin Women’s Health Foundation to help woman be alcohol-free during pregnancy.
 - g. First Breath information – This is a Wisconsin Women’s Health Foundation program to help pregnant woman quit smoking.
 - h. WIC brochure
 - i. Well Badger Resource Center flier – connects people with resources for children and youth with special needs, mental health and substance abuse help, pregnancy and parenting help, health care coverage and services, nutrition services, and financial assistance program.

	DEPARTMENT:	Case Management
	SUBJECT:	Pregnancy Program
	PRODUCT LINE:	All
	POLICY NUMBER:	HM117
	ORIGINAL POLICY EFFECTIVE DATE:	3/1/2021
	LAST REVISED DATE:	11/3/2024
	LAST REVIEWED DATE:	11/3/2025

3. Emmi, a digital platform, provides interactive content for members to help them better understand their healthcare journey, increase participation in their care and inform decision making. Specifically, for prenatal and postpartum content areas include:
 - a. Breastfeeding, childbirth, C-section, gestational diabetes, newborn care basics, nutrition and exercise during pregnancy, pregnancy symptoms 1st trimester, pregnancy symptoms 2nd trimester, pregnancy symptoms 3rd trimester, postpartum care (emotional), postpartum care (physical), and postpartum depression.

Outreach Process:

1. Member outreach consisting of 3 phone calls and a letter within 2 weeks of identification.
2. If member agrees to enroll:
 - a. A case is opened under the pregnancy program in electronic care management system.
 - b. The pregnancy assessment is completed.
 - c. Telephonic outreach will occur based on the member’s needs but not less frequently than every month to assess the member, address any concerns and answer questions.
 - d. For members with concomitant depression or anxiety, the PHQ-9 or GAD-7 respectively may be used to self-manage symptoms.
 - e. The Health Education Specialist will work with the member to ensure they attend prenatal and postpartum visits within the recommended timeframes.
 - f. Members will be monitored in the pregnancy program until the member has received the appropriate postpartum care.
3. All eligible members are mailed the Welcome Baby packet after delivery.
4. Program satisfaction survey will be completed during the postpartum call.

Coordination of Programs:

Pregnancy members may receive additional program coordination in the following ways:

1. Members that meet case management criteria may be referred to case management
2. Members who have needs related to wellness such as nutrition, exercise, and healthy living, will be referred to a Health Promotion coach.
3. Pregnant moms who use nicotine are referred to the WI tobacco Quitline, Fax to Quit, and the Wisconsin Women’s Health Foundation First Breath Program.
4. Women who use alcohol are referred to the Wisconsin Women’s Health Foundation My Baby and Me program.
5. Members with other needs are referred to resources to address their specific needs and include but are not limited to providers, community resources, county resources, and non-traditional resources if requested.

Program Outcome Measure:

HEDIS Postpartum Care Rates for Commercial and Medicaid populations.

