

# Maternal Child Services



# OB high-risk case management

## *Taking Care of Baby and Me<sup>®</sup>*

**Goal:** The goal of the OB Case Management Program is to provide one-on-one support to ensure that pregnant women have access to appropriate obstetrical, medical and behavioral healthcare, and substance use disorder services.

**Target Population:** The OB Case Management program focuses on women who are pregnant and considered high-risk. Women can remain enrolled in the program from pregnancy through postpartum. Brief care coordination services can be offered to low-risk pregnant women, and postpartum women if services are needed.



# High-risk pregnancy indicators for case management

- History of preterm labor or delivery before 37 weeks gestation
- Chronic hypertension or history of preeclampsia or eclampsia
- Diabetes (pre-existing or gestational)
- Multiple gestation pregnancy (twins or more)
- Teen or advanced maternal age pregnancy
- Severe hyperemesis
- History of or current intrauterine growth restriction or fetal demise
- Uterine or cervical abnormalities
- Psychosocial issues (abuse, history of postpartum depression or other mental health diagnosis)
- Substance use (smoking, drug abuse, alcohol)
- Other high-risk medical conditions (asthma, cardiac, renal, thyroid, obesity, infection or specified)



# OB case management services

Collaborate with providers to ensure the member is getting appropriate care, medications, medical supplies and needed consultations to have a healthy pregnancy

Diabetes education, resources and referrals to a diabetes educator if needed

Assistance with medical supplies and medications (blood pressure monitors, diabetes supplies, maternity belts, etc.)

Prenatal, postpartum and newborn education

Concierge Care

Referrals to community resources (WIC, housing, food, utilities, employment, education, local pregnancy programs, etc.)

Transportation to and from appointments and pharmacy

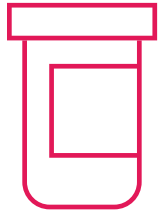
Smoking Cessation Program

Connections to free cellphone services

Translator services



# High-risk OB case management



## Behavioral health in pregnancy:

- Screening for behavioral health conditions and referral to treatment
- Telehealth visits with behavioral health counselors and/or psychiatrists
- Perinatal depression, substance use, and intimate partner violence education/support



## Diabetes in pregnancy

- Registered Dietician/Certified Diabetes Educator consultation
- Co-management of pregnant members
- Guidelines for management of gestational diabetes



## Substance use in pregnancy

- Early identification and management of SUD during pregnancy to decrease Neonatal Abstinence Syndrome (NAS) in the baby
- Education on substance use and NAS
- Referrals to substance abuse treatment facilities and community support programs



## Women at risk for preeclampsia in pregnancy

- Early identification of women at high risk for developing preeclampsia and intervene with aspirin therapy, better blood pressure monitoring and better blood sugar control



# Member incentive program

## Healthy Rewards

Our Healthy Rewards program rewards you for doing things that are good for your health. Members can redeem rewards for gift cards from a variety of retailers such as Amazon, Uber, Home Depot, Subway, Kohl's and more!

\$25 — attending a prenatal visit in the first trimester or within 42 days of enrollment.

\$50 — attending a postpartum visit 7 to 84 days after delivery.

\$50 — completing 6 well-child visits by 15 months

\$25 — completing all recommended childhood vaccines by their 2nd birthday

Members can enroll in Healthy Rewards by calling **888-990-8681** or visiting the Benefit Reward Hub on the Health Plan website.

## Value Added Benefits

### Baby Essentials - Iowa

Eligible members receive a \$200 gift card to purchase essential items for the baby, such as a convertible car seat, portable crib, diapers for babies (two packs = 400 diapers), Safe Sleep Kit - halo sleep sack, soothe pacifier, baby monitor, highchair, and more.

### Nursing Support Package

Eligible members receive a \$100 gift card to purchase nursing supplies such as a breast pump accessory kit, disposable nursing pads, extra milk storage bags and bottles or a microwave sterilizer



# Member health education collaterals

## Pregnancy and beyond resource guide:

- Includes education about having a healthy pregnancy and taking care of a newborn

## Topics covered:

- Importance of prenatal, postpartum and well baby visits
- Understanding birth options – avoiding early elective delivery
- Incentive Program
- Many more!



# OB Case Management Referrals

## E-mail Referrals

- E-mail member information/details to [lwaOBHighRisk@wellpoint.com](mailto:lwaOBHighRisk@wellpoint.com)





