

Molina Community Engagement

06-03-25

Molina Communication

We Bring More to Medicaid!

Member Retention Campaign

- Postcard
- Text Messages
- Emails
- Social Media Posts



The April Postcard targeted our highest cohort of renewals, focusing on primary health and diabetes based on quality HEDIS data.



Sent to our April, May, and June Renewals.

Molina's Medicaid plan is here for you.
As a Molina Medicaid member, you'll keep all your current Medicaid-covered benefits, plus you get extra benefits like:

- Expert care from home with Teladoc and Molina's 24-hour Nurse Advice Line
- Transportation to food banks, grocery stores, job training, appointments and much more
- Free smartphone with unlimited talk and text
- Local support from the largest network of low- or no-cost social services, for job training, food resources and more with MolinaHelpFinder.com
- Earn up to \$275 in Healthy Rewards for managing your diabetes
- \$0 copay for health visits - including urgent and mental health care
- No-cost WeightWatchers® online
- Earn up to \$100 in Healthy Rewards for well-child checkups, immunizations and more
- Home-delivered meals for members with a high-risk pregnancy
- Free voucher to take the high school equivalency test (HSET) and rewards if you pass
- Get up to \$120 to purchase over-the-counter wellness items not covered by your Medicaid plan
- Molina's Community Connectors help you find resources for transportation, housing, job training, education and more
- A free YMCA membership for completing an annual adult physical or well-child exam

Learn more about our benefits at MolinaHealthcare.com/IA.

MOLINA HEALTHCARE

Molina Healthcare of Iowa (Molina) complies with all Federal civil rights laws that relate to healthcare services. Molina offers healthcare services to all members without regard to race, color, national origin, age, disability, or sex. Molina Healthcare of Iowa Member Services: (844) 236-0894 (TTY: 711). English Language assistance services, auxiliary aids and services, larger font, oral translation and other alternative formats are available to you at no cost. To obtain this, please call the number above. Español (Spanish) Servicios de asistencia de idiomas, ayudas y servicios auxiliares, traducción oral y escrita en letra más grande y otros formatos alternativos están disponibles para usted sin ningún costo. Para obtener esto, llame al número de arriba.

Inside

We bring more to Medicaid

- ✓ Large network
- ✓ Prescription coverage
- ✓ Specialty care
- ✓ Transportation
- ✓ Healthy Rewards
- ✓ Caregiver support
- ✓ WeightWatchers®

Choose Molina

MOLINA HEALTHCARE

Front

Have you been to the doctor this year?
To make sure you're healthy and feeling your best, see your doctor every year for a checkup.

Molina has a large network of providers to choose from. Scan the QR code or visit MolinaProviderDirectory.com/IA to find a provider near you and schedule a checkup.

If you need a ride, don't worry - we can help with that! Get a ride to your doctor by calling (866) 849-2062 (TTY: 711).

Call **at least 48 hours** before your scheduled visit.

Questions?
Call Member Services at (844) 236-0894 (TTY: 711) Monday through Friday, from 7:30 a.m. - 6 p.m. CT.

We're making good health easier.

Back

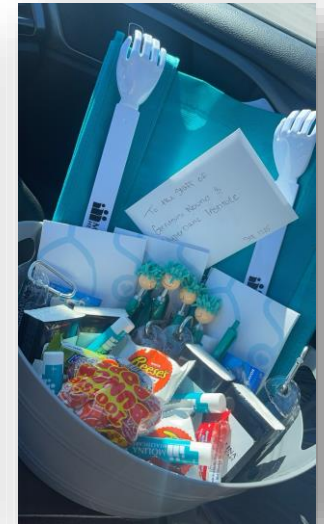
Lunch and Learns with Providers



Swag and presentations tailored to meet the needs of the provider.



Lunch & Learns are scheduled with ALL FQHC's.



Meet Molina Tour

To increase member education and awareness during annual choice period through a strategically targeted statewide tour.

Eastern	Western	Central
<p>FQHC's</p> <ul style="list-style-type: none"> • People's Community Clinic (Blackhawk County) • Community Health Care (Scott County, Clinton County, Muscatine County) • Eastern Iowa Health Center (Linn County) <p>WIC</p> <ul style="list-style-type: none"> • HaCap Urban WIC Office (Linn) • Northwest Resource Center (Linn) • Operation Threshold WIC Office (Black Hawk) • Community Health Care WIC Office (Scott County) 	<p>FQHC's</p> <ul style="list-style-type: none"> • All-Care, Community Health Center (Fort Dodge, Spencer, Mason City) • Promise, United Health Care • Siouxland Community Health Center • Together Omaha <p>WIC</p> <ul style="list-style-type: none"> • WIC offices: Council Bluffs, Sioux City, Pottawattamie 	<ul style="list-style-type: none"> • Broadlawns • PHC University • PHC Marshalltown • Broadlawns City Ville • Community Health Center Mason City • YMCA Supportive Housing • CFUM Meal Site/ After School Program • Central Iowa Shelter Services • Des Moines Public Library • Hope Ministries • The Beacon Village



 **NUMBERS**
BY THE

- The total tour stops is over **70** throughout the state. We have conducted 51 tours.
- Molina has participated in **150 events**. from Feb-March '25.

Maternal Health Overview

Strategic Goal: Improve maternal health outcomes.

Activities

Doula Services



Member Incentives

- Pregnancy Notification
- Prenatal Visit
- Postpartum Visit
- Baby Shower Attendance

Community-Based Partnerships



Improving access in the community

- Gap filling prenatal care
- Health screenings
- Maternal and child development screenings with a travel nurse



Value-Added Benefits

- Transportation
- Meals
- HelpFinder
- YMCA Membership

Baby Shower Update

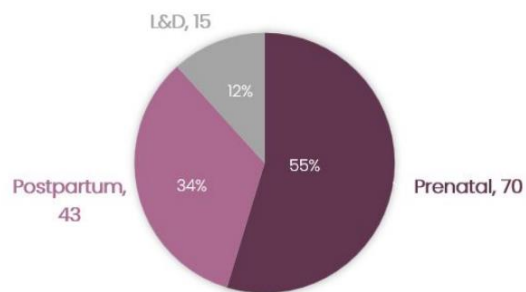


- Maternal health programming has included presentations to maternal health coalitions with providers and social services workers, as well as collaborations with providers to create member facing material for Molina baby showers.
- The next Molina baby shower will take place on Saturday, June 21st at 9:30 am, virtually on Webex.
- We hope to address member scheduling needs by offering evening and weekend events which include information about labor and delivery, doula care, newborn care and development, member benefits, and postpartum recovery.

Health Equity Data

Mae Doula and Platform Impact: April 2024 – April 2025

SESSION UTILIZATION BREAKDOWN



148

Enrolled members

- ✓ **84%** continuous engagement with doula and/or platform
- ✓ **3** voluntary roll offs/eligibility loss due to moving
- ✓ **1** pregnancy loss



15

Doula Supported Births

- ✓ **13%** c-section rate among influenceable* births (**61%** reduction compared to 33% baseline** for IA black births)
- ✓ **0%** preterm birth rate among influenceable* births
- ✓ **106** days on platform before delivery on avg.



58

Members matched with doula

- ✓ **128** doula sessions occurred
- ✓ **35** members completed sessions
- ✓ **59** consults completed



1,147

Total Care Flags

- ✓ **89** members completed quizzes and generated care flags
- ✓ **468** weekly quizzes and open responses completed

* Influenceable members defined as members enrolled on platform for 60+ days before L&D, singleton births, with no known history of prior c-section and/or previous preterm delivery

** Baseline is IA average of 33% (C-sections) and 12.4% (preterm births) among Black births: National Center for Health Statistics, final natality data. Retrieved October 24, 2024, from www.marchofdimess.org/peristats

Maternal Health Goals & Activities

