

Improving Maternal-Child Health Outcomes in Iowa

Iowa Medicaid Member Town Hall

Amerigroup Iowa

October 5, 2023

OB Case Management



Description of the Program

- Our OB Case Management program focuses on women who are pregnant and considered high-risk. Women can remain enrolled in the program from pregnancy through 6 to 12 weeks postpartum. Care coordination services can be offered to low-risk pregnant women, and postpartum women if services are needed.
- The **Taking Care of Baby and Me**® program is a comprehensive proactive case management and care coordination program for all expectant mothers and their newborns. This program helps identify pregnant women as early in their pregnancies as possible. Once pregnant members are identified, we act quickly to assess obstetrical risk and ensure appropriate levels of care and case management services to mitigate risk.

OB Case Management Services

The program goal is to ensure pregnant women and their infants have access to appropriate medical and behavioral health care services.

- Individualized, **one-on-one case management** support for women at the highest risk.
- **Care coordination** for moms who may need a little extra support.
- **Educational materials** and information on community resources.
- **Incentives** to keep up with prenatal and postpartum checkups and well-child visits after the baby is born.
- **Encouragement** for pregnant women to take action to optimize the outcome of their pregnancy, to prepare for the delivery and homecoming of their infant, and to participate in their infant's care should a NICU stay be required.

Concierge Care Pilot



Personalized Support App for High-Risk Pregnancies

- Smartphone app that provides personalized support and tools to help members take an active role in their health, with our members experiencing high-risk pregnancies.
- High-risk members will receive support throughout all stages of their pregnancy, including (but not limited to): Weekly guides and videos about baby's growth, nutrition and stress management tips, kick counter and scheduled reminders, smart devices to keep track of vital signs, local resources for planning delivery, postpartum support for 8 weeks, and on-demand chat with a Care Navigator.
 - Our maternal/OBGYN case management team staffs this on-demand chat, offering members 24/7 support when they need it.

Mom's Meals Pilot

Nutrition for a Healthy Baby

Working with Iowa HHS, the Iowa Stops Hunger project, Mom's Meals, and Iowa's other MCOs, we are launching a pilot program to provide 30 days of meals (2x/day) to pregnant Medicaid members living in Polk, Clinton, Black Hawk, Pottawattamie, Des Moines, Woodbury, or Linn Counties, who have indicated they are or are at risk of being food-insecure on HRA.

Amerigroup Iowa is supporting this project by:

- Making outbound calls to those eligible
- Having maternal health case management team identify and refer members



Rural Doula Pilot Project



Partner: Doula What You Love

Amerigroup and Doula What Your Love LLC partnered together for a grant pilot project to recruit and train/certify doulas and provide no-cost doula services to pregnant moms living in SW Iowa.



Counties served:
Mills, Montgomery,
Fremont, and Page



Since the start of the pilot earlier this year, 10 doulas have achieved certification to serve these rural counties.

Value-Added Benefits



Focused on Maternal-Child Health Members

Baby Essentials: Up to \$200 in baby items (examples are: car seat, diapers, monitors, crib etc.)

Nursing Support Package: Free breast pump accessory kit & microwave sterilizer

Community Resource Link: [Community Support & Resources | Amerigroup](#)

Transportation Essentials: 10 free round-trip community rides AND ability to select one of the following to help reduce transportation barriers:

Uber gift card, gas card, oil change gift card, car repair funds, or bus pass



Questions?

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