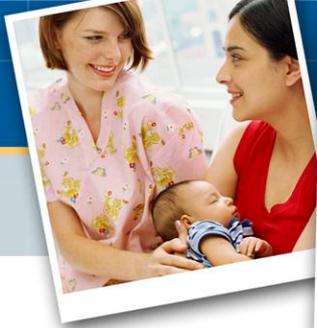




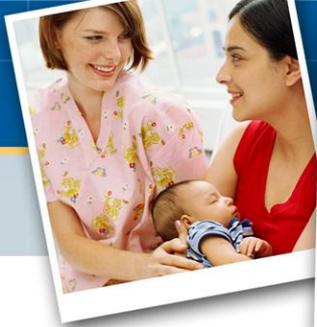
Improving Health of Women, Mothers, and Babies

**Buckeye Community Health Plan
December 5, 2013**



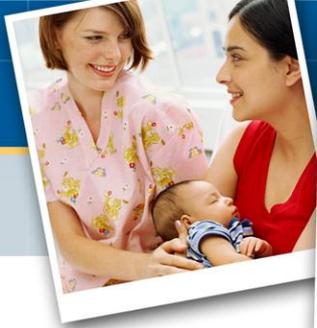
Start Smart[™] for Your Baby

- Promote education and communication between members, their case managers, and their physicians
- Empower members to make better healthcare decisions
- Help members gain access to prenatal care, educate them on their healthcare needs, assist with social and behavioral concerns



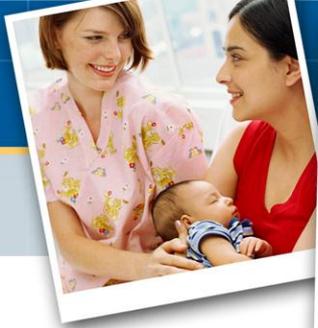
Start Smart[™] for Your Baby

- Incentives for antepartum care, post-partum care, and well-child care
- Post-partum and interconception care that touches reproductive life plans, post-partum diabetes screening, depression screening, and reinforces learned healthy antepartum behaviors
- Puff Free Pregnancy smoking cessation
- Addiction in Pregnancy Program



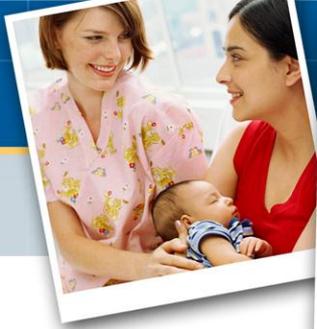
Member Incentives

- Buckeye promotes personal healthcare responsibility by offering members financial incentives for performing certain healthy behaviors
- Prenatal care- \$25 per 3 visits
- Post-partum care- \$50
- Well-child visits- \$100 for 6 completed visits in first 15 days of life
- Rewards are distributed through CentAccount cards-- some items like fast food, EtOH, and cigarettes are restricted



Inter-conception Care

- All members of child-bearing age: inter-conception education/discussion/consultation with staff
- Prior pre-term birth or poor birth outcomes: phone call annually or as needed as well as education
- Pregnant and currently in Start Smart: educated with each phone call on inter-conception care
- Post-partum period: phone calls from care management and the development of an individual, patient-centered inter-conception care plan



Education

OFF THE CHAIN[®]
TEENS & PREGNANCY

REAL ISSUES

CENTENE
Corporation

National Urban League

Don't you think it's time...
to think we're by...
Desempeñando nuestra parte...
Keep us on the case.

Start Smart for Your Baby

Your Pregnancy Guide

NEWBORN JOURNEY BOOK

Start Smart for Your Baby

See healthy. Stay healthy.

Buckeye
Community Health[™] Plans

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Are You Pregnant?
¿Está embarazada?

We at Buckeye Community Health Plans want to help you have a healthy baby!
If you are pregnant, call us and we'll send you a Start Smart for Your Baby gift.

1-866-246-4358
TTY 1-800-750-0750

¡Nosotros en Buckeye Community Health Plans queremos ayudarte para que tengas un bebé saludable!
Si está embarazada, llámanos y le enviaremos un regalo de "Start Smart for Your Baby".

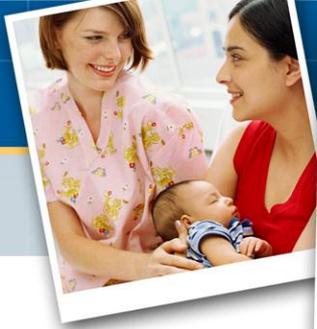
Start Smart for Your Baby

Buckeye
Community Health[™] Plans

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DAD
little word... **BIG DEAL**

YOUR GUIDE TO THE FATHER SITUATION



Connections Phones for Members Without Reliable Phone Access

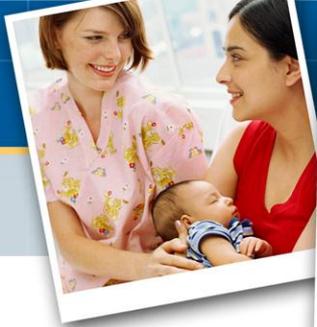


- Helps us keep in touch with members who are difficult to reach
- Phone is pre-programmed
 - Doctor's phone number
 - Case manager's phone number
 - NurseWise (24-hour tele-nurse)
 - Transportation
 - Health plan
 - Domestic abuse hotline
- Newer smart phones have additional features
 - Podcasts
 - Guides
 - Web links



Provider Outreach and Incentives

- Start Smart does not work without a good relationship with our OB providers
- Dinner presentations
- Office visits from medical leadership, care managers, and provider relations
- Incentives for Notification of Pregnancy- \$25-\$75
- Incentives for proper 17P process- iPads for selected offices who improved their processes



Notification of Pregnancy

- Identify pregnant members as early in pregnancy as possible
- Provider version and member version
- Assigns proprietary risk score
- Case management referral of high-risk members
- Everyone's responsibility at Buckeye Community Health Plan
- Better outcomes for every month earlier an NOP is received (compared to control group)

Notification of Pregnancy Form

The earliest possible completion of this form allows the Start Smart for your Baby[®] program to best use our resources and services to help you and your patient achieve a healthy pregnancy outcome. **Please complete clearly in black ink and fax to: 866-681-5125.**

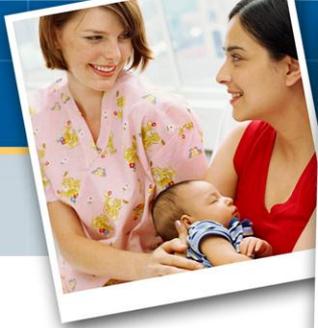
Member Info

First Name _____ Last Name _____ Mailing Address _____ Member ID# _____
 DOB _____ City _____ State _____ Zip _____
 Home Phone # _____ Email Address _____ ID# _____ Policy Holder _____
 Cell Phone # _____ EDC _____ Delivery Hospital _____
 Date of 1st visit _____
 Gravida _____ Para _____ Planning to breastfeed? Yes No
 SAB _____ EAB _____ HIV tested? Yes No Refused? Yes No
 Mother enrolled in WIC? Yes No Pediatrician chosen? Yes No Name _____

Pregnancy risk assessment (mark all that apply)

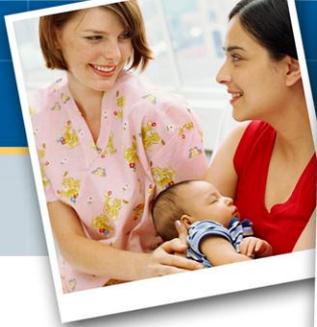
Previous Preterm Delivery (<37 weeks)
 Previous second trimester loss (14-24 weeks) or Stillborn/week
 Previous Cesarean Section
 Existing Medical Condition Hypertension Sickle cell

Personal history of clotting disorder or family history of thrombotic event
 Mental illness
 Domestic Violence (history or current)
 Smoker
 Alcohol abuse
 Drug abuse
 17 years or younger
 35 years or older
 Other significant risk factor
 No known risk factors



17P Perspective

- Between 2005 and 2009 most OB's were more concerned about tocolysis
- ACOG Committee Opinions helped
- Utilization continues to increase
- An important office process—as important as approaches to +GBBS, abnormal Paps, and abnormal mammograms
- A measure of quality care



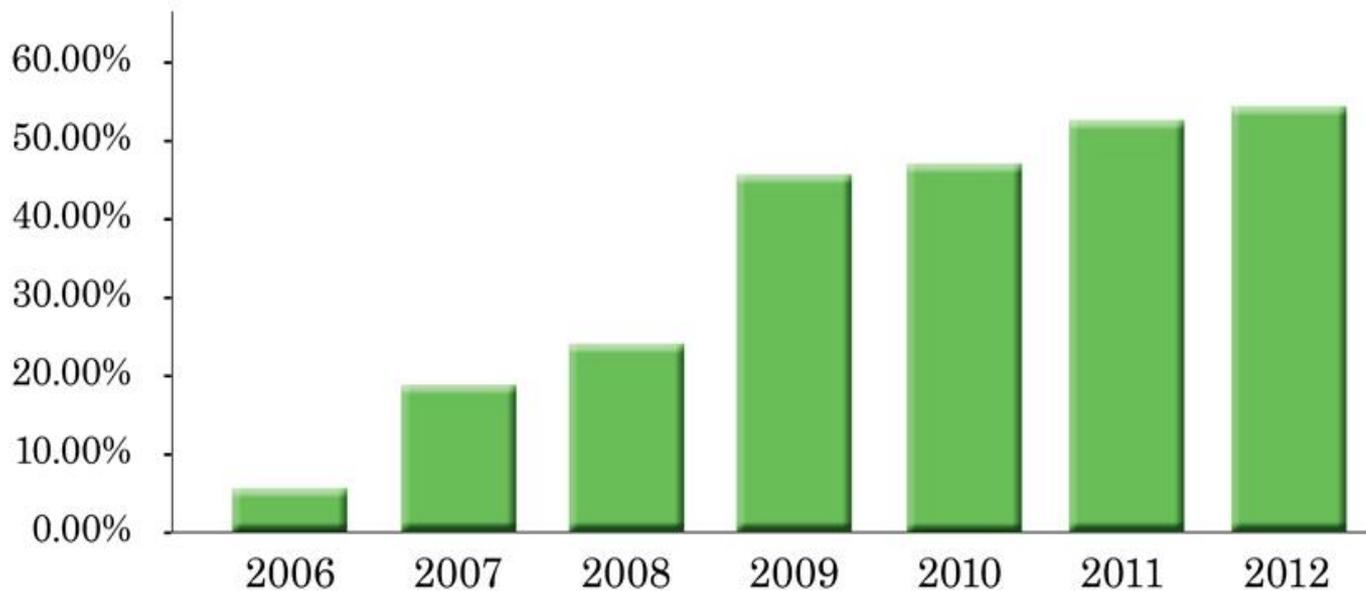
17P Program Overview

- Multiple means of identification of 17P eligible pregnancies
- Outreach to providers and members to encourage 17P program participation
- Support any use of 17P, but encourage patient and doctor to use the therapy that they expect will be best adhered to
- Intensive case management through the Start Smart for Your Baby[®] program
- 24/7 telephonic nurse access for patient questions or concerns
- Immediate authorization for Alere 17P program when criteria met
- Extend benefit to 28 weeks
- Continue to look for steps to improve



Buckeye 17P Utilization

17P Utilization
Getting therapy to pregnant patients who need it



Notification of Pregnancy as a Means for Improving Birth Outcomes in a Medicaid Population

Brad Lucas, MD, FACOG, MBA; Mary Mason, MD, MBA; Amy Poole-Yeager, MD; Kara House, MBA; Rebecca Strubberg



Study Objective

To determine if birth outcomes are positively impacted by the health plan receiving a **Notification of Pregnancy (NOP)** from the members' physician or medical office. Lack of social, behavioral, and educational resources may lead to poor healthcare decisions among Medicaid patients. When a health plan is alerted about pregnant members through NOPs, it can devote OB case management and educational resources to the pregnant patients. It can also offer targeted programs for higher risk medical problems.

Data Collection Methods

Timeframe: 2008
Sources: Claims
 NOP database

Denominators:

- Birth events with a corresponding NOP
- Birth events without a corresponding NOP

Numerators:

- Babies delivered under 2500g
- Babies delivered under 1500g
- Babies delivered under 1000g
- Babies delivered and deemed seriously ill at birth

Results

24,469 deliveries without the aid of the early Notification of Pregnancy were studied. Of these, 11.75% of babies were born with a birth weight under 2500g; 2.07% were born under 1500g; 0.85% were born under 1000g. Additionally, 10.86% of these babies were deemed seriously ill at birth.

Comparatively, the 34,558 deliveries that did utilize a Notification of Pregnancy realized much better percentages. Deliveries of babies with a birth weight under 2500g were 10.71% — a 9.7% difference. Birth weights under 1500g were 1.52% and deliveries under 1000g were 0.59% (a 36.2% and 44.1% difference, respectively). Similarly, the percentage deemed seriously ill at birth declined to 9.67% — a 12.3% difference.

Results demonstrate **statistically significant improvement across all categories** when comparing birth outcomes in patients with NOPs to those without.

low birth weight: **under 2500g**
9.7 percent fewer with use of NOP

deemed seriously ill at birth
12 percent fewer with use of NOP

very low birth weight: **under 1500g**
36 percent fewer with use of NOP

Conclusion
 The Notification of Pregnancy process enables a health plan to statistically and significantly improve birth outcomes through proactive support and education for pregnant members.

extremely low birth weight: **under 1000g**
44 percent fewer with use of NOP

Buckeye NOP Efforts

Percentage of births with a Notification of Pregnancy (NOP) within 8 months prior to delivery

