
UnitedHealthcare Community Plan of Ohio

**OB Program Overview
December 2013**

About Us

UnitedHealthcare Community Plan

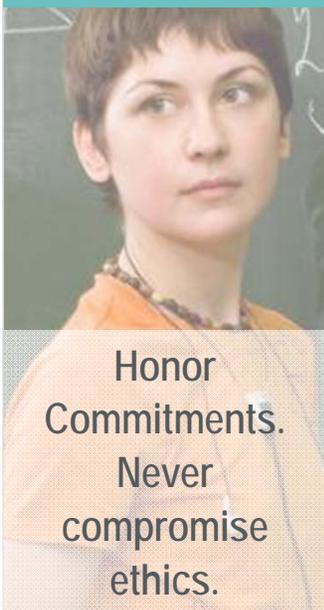
- Dedicated to providing quality affordable health care to the economically disadvantaged and medically underserved.
- Participates in government programs in 24 states and the District of Columbia.
- Serves approximately 3.9 million members.
- Provide acute long term care, CHIP, SNP/complex care.
- Beginning Fall 2013, we will participate in the ICDS Demonstration in three regions (12 counties) in northeast Ohio.

Our Culture. Our Foundation.



Our Mission is Helping People Live Healthier Lives.
Our Role is to Make Health Care Work for Everyone.

Integrity.



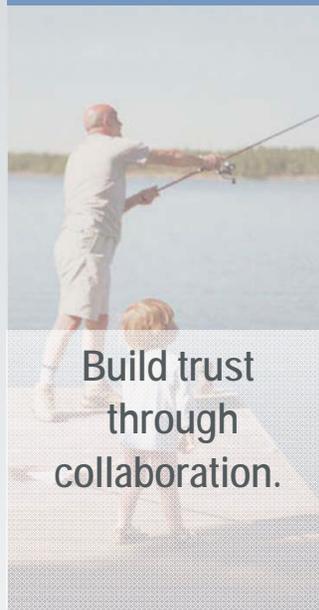
Honor
Commitments.
Never
compromise
ethics.

Compassion.



Walk in the shoes
of people we serve
and those with
whom we work.

Relationships.



Build trust
through
collaboration.

Innovation.



Invent the
future and learn
from the past.

Performance.



Demonstrate
excellence
in everything
we do.

Pregnancy and Medicaid



**Our Common Goal
Healthy Babies**

Healthy First Steps[®]

Provides pregnancy care management by phone for moderate to high-risk Medicaid members who are pregnant. It is designed to reduce premature births and low birth weight.

Goals

- Decrease NICU admissions, lengths of stay and readmissions
- Member engagement to change behaviors and promote healthy lifestyles
- Reduced incidence of premature births and low birth weights
- Improve quality measures

Components

- Integrated teams delivering multi-disciplinary care
- Strong physician leadership and oversight
- High-touch interactions with mothers



Pregnancy Outreach

- Pregnant members receive a health risk assessment by phone and pregnancy information by mail
- Members are identified for risk and supported with case management for high risk pregnancies

Your pregnancy journey
Congratulations! You're expecting a baby. You're starting a very important journey. But you're not alone. We'll be with you every step of the way. Pregnancy is divided into three stages – called trimesters – and each is 3 months long. Here's a quick guide to what's happening at each stage.

First Trimester (Months 1 to 3)	Second Trimester (Months 4 to 6)	Third Trimester (Months 7 to 9)
What to expect: You can't see it, but your body is going through amazing changes to nurture your growing baby. You might feel nausea, mood swings, tiredness, or heartburn.	What to expect: Many women feel this is the most enjoyable stage of pregnancy. The nausea has passed. Your baby isn't big enough to make you feel uncomfortable.	What to expect: This is the stage for fastest growth. Your baby may gain 1½ to 2 pounds a week during the last month. That can make things tiring and uncomfortable for you.
Baby development: Week 8: The brain, eye, and other organs begin to form. Week 12: Fingers and toes are fully formed. Week 16: Facial features are visible.	Baby development: Week 20: The baby's lungs are fully developed. Week 24: The baby's bones are fully formed.	Baby development: Week 28: The baby's weight is about 3½ pounds. Week 32: The baby's weight is about 5½ pounds.

Signs of early labor
Early labor happens 3 or more weeks before your due date.
• **Uterine contractions** – 4 or more an hour, may be painful.

Avoid things that may be harmful to you and your baby

- Ask your doctor before taking any medicine – even over-the-counter medicines, such as aspirin, Tylenol, cough medicine, or anything you were taking before you were pregnant.
- Caffeine may not be safe for your baby. It is found in tea, coffee, some soft drinks and chocolate. Doctors don't know all of the effects of caffeine, but it may harm your developing baby. Cut down on caffeine and try to drink more water and fruit juices.
- Smoking could cause a miscarriage or stillbirth. Your baby may be born too soon (premature) and too small, have breathing problems such as asthma.
- Second-hand smoke may not be safe for your baby. Limit time spent around people who smoke while you are pregnant.
- Alcohol can cause mental and physical defects known as fetal alcohol syndrome. Your baby may be born smaller than normal or have learning disabilities. No one knows if even 1 drink a day is safe.
- Street drugs can cause a miscarriage or your baby could be born too soon. Your baby could also be born too small, be addicted and get through withdrawal, be sickly or have learning disabilities. You will be less healthy too.

Women, Infants, and Children (WIC) Services
WIC is a nutrition education program that provides healthy foods like milk, cereal and juice if you are pregnant or breastfeeding, or for your infant and children up to 5 years of age. Call WIC at 1-800-352-5942 if you aren't already signed up.

Voluntary HIV Testing
HIV testing is recommended if you are pregnant even if you have been tested before becoming pregnant. It can be done at your doctor's office at no cost, and counseling is also available if the test is positive. Ask your doctor for more information.

The Community Information and Referral Hotline
Provide information and phone numbers to low-cost or no-cost resources in the community such as food stamps, shelters or housing, parenting classes, legal services, prenatal, child support, and much more. Call 602-261-8856 – 24 hours a day, 7 days a week. Call 1-800-352-3792 if you live outside of Maricopa County.

It is never too late to quit. Talk to your doctor or call Customer Service for information on getting help.

Important phone numbers

- Healthy First Steps 1-800-599-5935
- Member Services 1-800-348-6055
- WIC 1-800-252-5942
- Community Information and Referral 602-261-8856
- Outside Maricopa County 1-800-352-3792

We want to make sure you have a healthy pregnancy
If you are pregnant, you have access to Healthy First Steps.

The program is offered to you by UnitedHealthcare Arizona Physicians IPA and will help you:

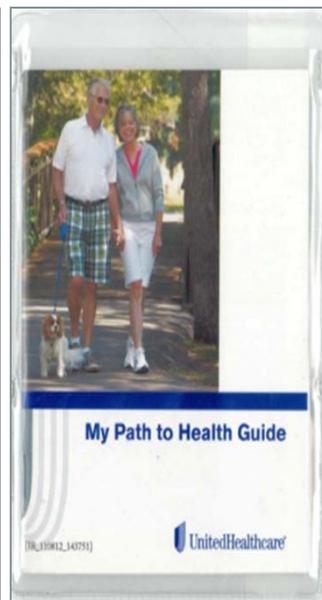
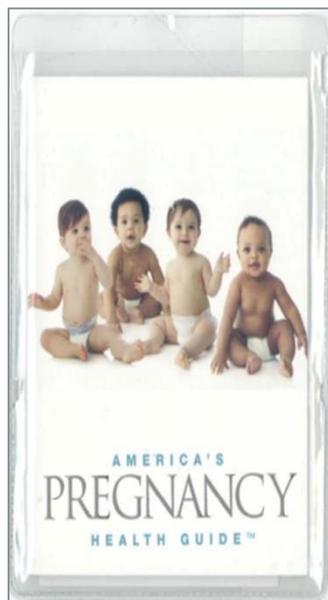
- Choose a doctor or nurse midwife for pregnancy care.
- Schedule appointments and exams.
- Find transportation to appointments.
- Connect with Community Resources like Women, Infants & Children (WIC) services.
- Get Postpartum Care after your baby is born.
- Choose a pediatrician (child doctor) for your new baby.
- Get Family Planning information.

Call Healthy First Steps at 1-800-599-5935, Monday to Friday from 8 a.m. to 6 p.m. It is important to begin pregnancy care early and to go to all of your doctor appointments, even if this isn't your first pregnancy.

Member Materials

Healthy First Steps members receive a variety of educational materials on important topics.

- Topics include: nutrition, exercise during pregnancy, problem warning signs, things to avoid, fetal development, childbirth preparation, and Text4Baby



Healthy First Steps 

Know when to call your Doctor

- Severe headache or blurred vision
- Swelling of face and hands
- Decreased baby movement
- Blood or gush of fluid from vagina
- Preterm labor signs that continue after resting

Signs of preterm labor (before 37 weeks):

- Cramping like your period
- Low, dull backache
- Pelvic or upper leg pressure
- Contractions 4-6 times an hour

Doctor #

For other questions, call Healthy First Steps
at **1-800-599-5985** Ext. _____

Text4Baby brochure
Warning signs magnet

Baby Blocks™ Overview

Baby Blocks is an interactive online incentive program to encourage members to make and keep doctors' appointments during pregnancy and into the first 15 months of the baby's life.

<p>Why is Baby Blocks important?</p>	<ul style="list-style-type: none"> • Engagement: Increases awareness of and attendance for prenatal, post-partum, and well-child visits. • Behavior: Tests consumer insights. What motivates healthy behavior and increases engagement?
<p>What member insights influenced program design?</p>	<ul style="list-style-type: none"> • Average age of members giving birth is 22. • 92% of members have cell phones. 70-80% have online access and/or smartphones. • Appointment compliance is an issue. • Members often fail to re-enroll in Medicaid for themselves after giving birth or for their babies as they go through the first year of life.
<p>How is Baby Blocks promoted?</p>	<ul style="list-style-type: none"> • Member mailings. • Enrollment during Healthy First Steps risk assessment calls with the member. • OB/family medicine practices and community health centers.

Baby Blocks, www.uhcbabyblocks.com

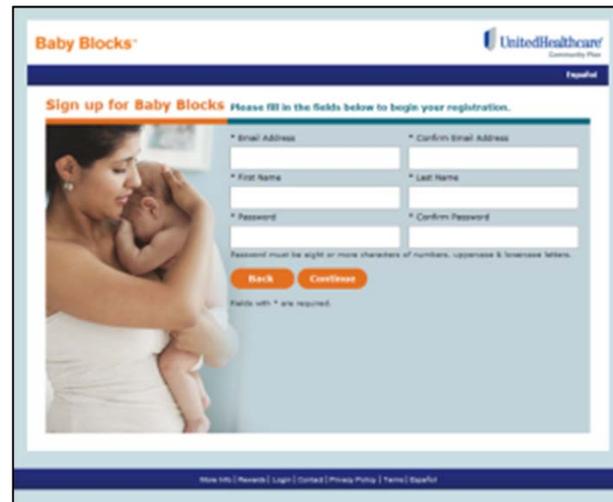
Baby Blocks reminds and rewards members for attending appointments during their pregnancy and into the first 15 months of their baby's life.

Why It Is Important

- **Improve Consumer Engagement:** use email, texting, a desktop platform, and a consumer-friendly interface to engage pregnant women and new parents
- **Improve Quality of Care:** impact HEDIS measures of prenatal and postpartum care, lead screen and well-child visits, with a specific prompt for immunizations

Theoretical Foundation

- Gamification
- Internet accessibility and use of texting among a young, low-income population
- Permission marketing
- Choice between two carefully-curated rewards



Member Engagement

- Members receive a customized “game board” based on their stage in pregnancy or post-birth
- Opportunities for rewards are shown on blocks with an orange gift box icon
 - Members click on the appropriate block when they make and complete an appointment
- Reminders are sent for each appointment: two reminders before and two reminders after the appointment (to log the next appointment date)
- Health tips are provided when blocks are unlocked
- Appointments logged are matched to claims records

Prenatal Board



Well-Child



Baby Blocks – Collateral

Provider Office Poster

GREAT GIFTS FOR YOU AND FOR YOUR BABY.

Old Navy
GOODNIGHT MOON
\$20 Old Navy®/Gap Gift Card
Duke the Frog Bib
Goodnight Moon Book

Baby Blocks™

Building a Healthy Future.

UnitedHealthcare Community Plan members – You can earn up to 8 great rewards through Baby Blocks™ by simply going to the doctor throughout your pregnancy and your baby's first 15 months of life. Get rewards, stay healthy and give your baby a healthy start.

It's as easy as 1-2-3

1. Enroll in Baby Blocks™
2. Go to your doctor visits
3. Choose your reward!

Ask your doctor how to enroll today. Get a gift just for enrolling.

Enrollment Brochure

GET A GIFT JUST FOR ENROLLING!
OLD NAVY

Great Rewards

For you or someone in your home who may be pregnant!

As a UnitedHealthcare Community Plan member, you can earn up to eight great rewards through **Baby Blocks™** by simply going to your doctor throughout your pregnancy and your baby's first 15 months of life. Choose from Old Navy gift cards, cool toys and gear for your baby. As you're stacking up great rewards, both you and your baby will be getting the care you both need to stay healthy.

Enroll Today

1. On your smartphone or computer, go to www.uhbabyllocks.com and click on "Sign Up Here."
2. Answer a few questions about your pregnancy and upcoming appointments.
3. Once you are enrolled, **Baby Blocks™** will remind you of your upcoming appointments.
4. You choose your rewards.

Look Inside
for a reward program just for you!

Enroll today and start earning great rewards.

Help Your Baby Get a Healthy Start

As you are earning rewards, you are also helping your baby get a healthy start. Following your doctor's schedule for appointments while you are pregnant and being regular check-ups for your baby can make a big impact on your baby's health. Your doctor will give you suggestions on caring for both you and your baby and answer any questions you may have.

Questions?
Visit www.uhbabyllocks.com if you have questions about the Baby Blocks™ program or email help@UHClublocks.com.

Provider "Job Aide"

Baby Blocks™

Pre-Natal, Post-partum, and Well-child Incentive Plan

Provider Guide

Baby Blocks™ is an on-line/mobile tool supporting pregnant women and new mothers and rewarding them for seeking pre-natal, post-partum and well-baby care. Pregnant UnitedHealthcare Community Plan members enrolled in the program will learn rewards for attending recommended pre-natal and post-partum appointments, as well as well-baby appointments throughout their baby's first 15 months of life.

Baby Blocks™ Benefits

Baby Blocks™ will benefit your patients:

- Incentives for your patients are earned by attending to pre-natal and post-partum recommendations of the American Council on Obstetrics and Gynecologists and the Bright Futures well-child visit recommendations by the American Academy of Pediatrics.
- Baby Blocks™ will engage your patients and encourage follow-through on scheduled appointments through reminders with the program and emailed appointment reminders.
- Working together to help patients stay on track with their healthcare during pregnancy provides you the ability to monitor program, address information as needed, and stop entrance the number of emergency care situations.

How it works

1. Pregnant UnitedHealthcare Community Plan members will be invited by their physician or through the mail to enroll in the Baby Blocks™ rewards program.
2. A member will enroll by entering an invitation about their pregnancy, physician and upcoming pre-natal appointments into the Baby Blocks™ program at www.uhbabyllocks.com.
3. A member will be reminded of their upcoming appointments. A member will be responsible for recording their completed and on the website.
4. Members will be able to choose a reward for themselves or their baby up to eight times throughout the duration of the program.

How you can help

1. Invite pregnant UnitedHealthcare Community Plan members during early prenatal visits.
2. Provide the member a Baby Blocks™ invitation pamphlet to generate interest in the program.
3. Discuss the benefits of the program.
4. Encourage the member to enroll at www.uhbabyllocks.com.
5. During subsequent visits, remind the member of the Baby Blocks™ program and encourage them to record their visit on the website to receive upcoming rewards.

Rewards for Appointment Compliance

Rewards provide a choice between two practical items related to maternal or child health, well-being or development. Six of eight rewards are valued at < \$10. Two rewards (program enrollment and postpartum visit) are valued at <= \$20.

Milestone	Option One	Option Two
Baby Blocks Enrollment	Durable, black diaper bag	\$20 Old Navy Gift Card for use at www.oldnavy.com or in stores for the purchase of maternity, baby clothes
24 Week Prenatal	Bath Spout Cover	Teething Rattle with Mirror
32 Week Prenatal	First Aid Kit	Tabletop Toy
Birth	Digital Thermometer	Rubber Duck Bath Thermometers
Postpartum Visit	Fisher Price Sorting Blocks	\$20 Old Navy Gift Card
Six Month Well Child	Feeding Set	Duke the Frog Bib
Lead Screening	Childproofing Kit	<i>Goodnight Moon</i> Board Book
15 Month Well Child	Shower/bath accessories	Soft Puzzle



Baby Blocks Results for Ohio

Since launch in November 2011, over 1,100 members have registered in Ohio and 800 babies have been born to Baby Blocks participants.

- 26% average monthly response rate to promotional mailings
- 54% available prenatal blocks “unlocked;” only 23% have an associated incentive
- 62% of participants unlocked the birth block and start a well-baby board

Baby Blocks Outcomes

- Baby Blocks participants are more likely to achieve recommended prenatal care than non-participants.
- After Baby Blocks launch, the HEDIS frequency of prenatal care rate rose from 72% to 79%.

HEDIS Metric	Rate, Non-Users	Rate, Users	% Point Change
Timeliness of Prenatal Care	81%	84%	+ 3%
Frequency of Prenatal Care <i>81%+ visit compliant</i>	65%	67%	+ 2%

Ohio Pregnancy Interventions

Locally UnitedHealthcare Community Plan augments our award-winning national programs with:

- Field-based Care Management programs by both Medical and Behavioral Health care managers. Care Managers provide an integrated and personal management plan for women with high-risk pregnancies and families with babies who are in the NICU.
- Contracts with community-based organizations for early identification and support of pregnant women. United has a long-standing contract with CHAPS in Richland county, has just completed a contract with the Northwest Ohio hub, and is in contracting with both HCAN in Cincinnati and IPAC in Athens.
- Ongoing relationships with local Health Departments and FQHCs.
- Encouragement of early identification of maternal drug use and referral for Suboxone therapy.



Ohio Pregnancy Interventions

- UnitedHealthcare Community Plan has identified Neonatal Abstinence Syndrome as an increasing problem in the Medicaid population nationwide. We have developed a national committee to discuss interventions to reduce substance abuse among women in the childbearing ages.
- We encourage the use of Suboxone rather than Methadone for addicted moms because of the shorter time to resolve NAS in the NICU.
- Pregnant women with Substance Abuse issues are automatically identified for High Risk field-based Care Management.
- UnitedHealthcare provides transportation to all substance abuse related treatment programs for pregnant women and transportation to the hospital for families with an infant in the NICU.



Our Approach



**WELLNESS. Preventive
Health Care, Healthy Habits,
and Case Management for
Chronic Conditions**

Health Education Poster Series



Have a healthy pregnancy.

During your pregnancy:

- Take vitamins with folic acid.
- Do not smoke or drink alcohol.
- See your doctor when you feel sick.
- Control your diabetes or high blood pressure.
- Tell your doctor what medication you are on.

Talk to your doctor today
to learn how you can have a healthy baby.



A message brought to you by


Keep your heart healthy.

You are at risk for heart disease if you have high cholesterol, high blood pressure or diabetes.
Reduce your risk by:

- Eating healthy foods.
- Maintaining a healthy weight.
- Exercising often.
- Drinking less alcohol and not smoking.
- Treating your medical conditions.

Talk to your doctor today
about the dangers of heart disease.



A message brought to you by


Quit smoking.

Cigarette smoke can cause health problems, many diseases and death. Reduce your risk by quitting. Break free from nicotine dependence!

Talk to your doctor today
to learn how you can stop smoking. There are plans and resources available to help you quit.



A message brought to you by


Prevent your child from getting sick.

Vaccinations keep your child from getting diseases. They help your child build up immunity without getting sick first.
Keep your child safe – immunize.

Talk to your doctor today
to learn when your child should be immunized next. Vaccines work best when given at certain ages.



A message brought to you by


Childhood asthma.

Signs of having asthma include:

- Chest pain.
- Shortness of breath.
- Trouble breathing.

A plan can be written to help you monitor your child. Serious or even life-threatening asthma attacks can be avoided.

Talk to your child's doctor today
if you think your child may have asthma.



A message brought to you by


Our Mission



Helping People Live
Healthier Lives.