



Your Extended Family.

Ohio Collaborative to Prevent Infant Mortality

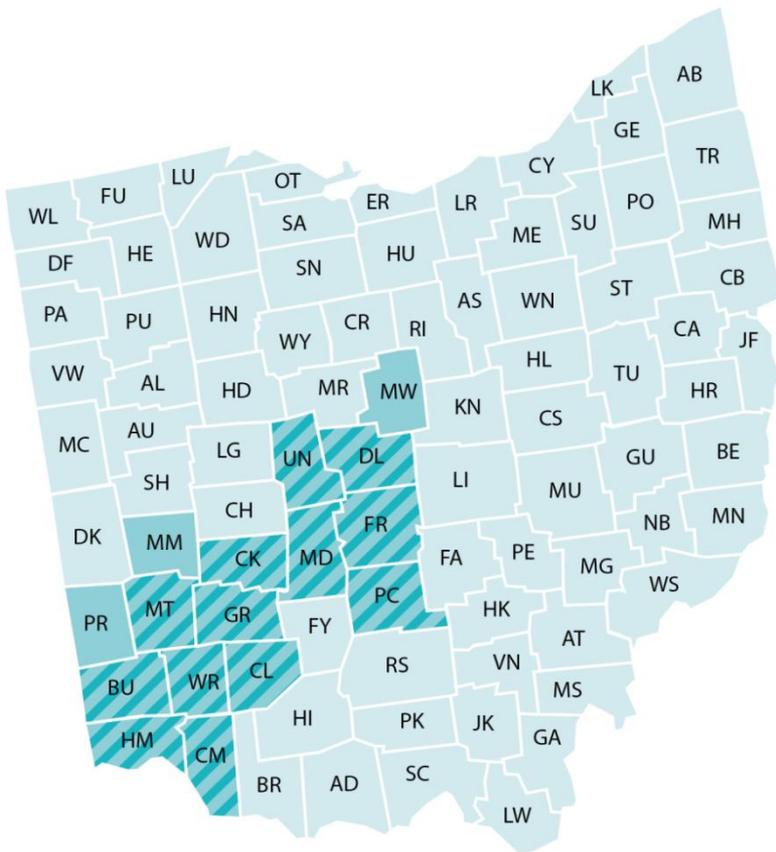
Testimony by: Molina Healthcare of Ohio



December 5, 2013

Molina Healthcare of Ohio

Serving since 2005



- Molina Healthcare began serving Ohio's **Covered Families and Children** Medicaid population in 2005, and **Aged, Blind or Disabled** members in 2007.
- In 2008, Molina Healthcare was awarded a contract from the Centers for Medicare and Medicaid Services (CMS) to serve the **Medicare** population.
- In July 2013, Molina Healthcare began coordinating **Medicaid services statewide** and care for **Children with Special Health Care Needs**.
- On Oct. 1, 2013, Molina Healthcare began offering bronze, silver and gold plans on the **Health Insurance Marketplace**.
- Molina Healthcare will also begin providing services for beneficiaries who are eligible for both Medicaid and Medicare in March 2014 as part of the **Integrated Care Delivery System (ICDS)**.

Membership: 242,000*

Employees: 500

Provider Network:

- 14,800 network primary care and specialist providers
- 180 hospitals
- All six of Ohio's children's hospitals
- Network includes providers statewide



*As of March 31, 2013

Medicaid Statewide

Medicare

Medicare & ICDS (effective March 2014)

Reducing Infant Mortality in Ohio

What Works...

- Reducing unintended pregnancy
- Promoting the health of women
- Improving access to prenatal and postpartum care
- Improving the safety and quality of obstetric and neonatal care

Prevention Strategies

- Family Planning
- Smoking Cessation
- SIDS/SUID Prevention



Initiatives to Ensure Routine Prenatal and Postpartum Care

Motherhood MattersSM: A mothers-to-be program that supports members throughout their pregnancies. To promote timely prenatal, postpartum and well infant care, members receive educational pregnancy material and are eligible for rewards for receiving recommended services.

Pregnancy Care Connection: To promote timely prenatal care and early detection of high-risk pregnancies, Molina Healthcare has partnered with Pregnancy Care Connection to contact hard-to-reach members to schedule prenatal visits. The member receives a gift card if the visit was completed within 30 days of enrollment.

Newly Enrolled and Newly Identified Pregnant Member Incentive: To promote timely prenatal visits and early detection of high-risk pregnancies, newly enrolled or identified pregnant members receive a call and postcard encouraging a prenatal appointment. Assistance in scheduling an appointment is offered. If the visit is completed within 30 days of enrollment, the member receives a gift card.

In-Home Postpartum Visit Incentive: To improve rates of postpartum care, Molina Healthcare will partner with a home health agency to offer in-home postpartum visits by a registered nurse. Members who receive the in-home postpartum visit receive a gift card and diapers.

Initiatives to Ensure Infants Receive Recommended Well Child Visits Within First Year of Life

Passport to Perks – Well Child Exams: To improve the utilization of recommended preventive health services, members receive a gift card for receiving the following services:

- Well Child Exams (0-15 months)
- Well Child Exams (3-6 years)
- Adolescent Well Exams (12-21 years)

Ronald McDonald Care Mobile: Molina has partnered with Nationwide Children’s Ronald McDonald Care Mobile, making it easier for our members to have healthier kids by bringing checkups, immunizations, tests and doctors closer to their home. This is a small, targeted mailing to members who have missed preventive care services (0-21 years). Based on their zip code, members will be mailed the appropriate event letter.

Motherhood MattersSM: In addition to supporting mothers-to-be throughout their pregnancies, this program also promotes well infant care. Members receive educational pregnancy material and are eligible for rewards for receiving recommended services.



Initiatives to Partner with Local Providers and Communities to Improve Maternal and Infant Health

Community Partnerships:

- Molina contracts with Healthy Mothers and Babies to reach pregnant members in an effort to get them in to see a physician in the first 30 days of pregnancy.
- In 2013, Molina partnered with Glimcher Properties to sponsor three shopping mall Baby and Toddler Expos in Montgomery, Fairfield and Licking counties.
- In 2013, Molina participated in six community-wide baby fairs/showers and donated refreshments, door prizes and/or sponsorship dollars.
- Molina works with WIC, Help Me Grow and Head Start in target counties to provide them with Molina benefits information, Motherhood Matters program literature and appropriate health information.
- Throughout 2013, Molina Community Outreach distributed resource bags to WIC offices and at various community events, with the following contents: Be Your Best Prenatal Care brochure, Motherhood Matters brochure, childproofing your home tips, ODJFS EPSDT/Healthcheck information, Be Your Best Immunizations and also included baby lotion, baby wipes and/or forehead thermometers.

Provider Initiatives:

- **Mount Carmel Obstetrics Provider Incentive:** To improve rates of recommended prenatal and postpartum care, obstetric groups receive bonus payments for meeting HEDIS® rate goals for prenatal and postpartum care.

Targeted Initiatives During Prenatal Period

17P Program – Utilization of Molina’s 17P program , a hormone-therapy program for women with a history of premature deliveries, has reduced the number babies born very premature with long term disability.

- Current results show a decrease of Very Low Birth Weights (VLBW) from 3.11% in May of 2012 to 0.31% in April of 2013.

Smoking Cessation – It is estimated that 13-22% of women smoke during pregnancy – a risk factor for pre-term delivery.

- Molina promotes the March of Dimes’ “5 A’s” Approach to Smoking Cessation.
- The “5 A’s” refers to an approach to smoking cessation counseling, performed for 5-15 minutes by a trained clinician, which can improve cessation rates by 30% to 70% amongst pregnant smokers

Health Risk Assessment – Obesity in pregnant women increases the risk of various pregnancy complications. Molina conducts Health Risk Assessments for pregnant women and if she is identified as obese our case managers work with her on various interventions strategies.

Thank You!

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