

UHC Community & State Supporting Our Moms



Improving Maternal Outcomes



- Maternity Care Management
- NRS Care Management
- Social Worker
- Peer Support Specialist
- Transportation and Housing

How we Identify



- Member eligibility files
- Provider notifications and risk assessment forms
- Claims data, including obstetric laboratory claims and pharmacy data
- Inpatient admission data
- Emergency department data/ER Diversion Team
- Outpatient medical and behavioral health data
- WPC Reports

Care Management Process



United
Healthcare®
Community Plan

- Outreach member and enroll in the program by completing the initial assessment
- Refer to community partners
- Follow-up outreaches will be attempted every 4-6 weeks or as needed
- Develop plan of care and update as pregnancy progresses
- Verify prenatal visits
- Postpartum outreach
- Verify postpartum visit
- Close case when member is 60 days postpartum
- Refer to WPC for ongoing needs that are not pregnancy related

Evidence-based Treatment programs & Interventions for pregnant women experiencing SUD



RN provides timely, necessary, and appropriate referrals including (but not limited to):

- Comprehensive Substance Treatment and Rehabilitation(CSTAR)Program
- Behavioral Health (mental health and substance use) services;
- Family and individual support group programs;

Housing+Health Pilot



Concentrating on your health is hard, when you do not have a roof over your head. As we work to remove that burden through traditional housing, and non-traditional means to assist in securing housing, our members who report homelessness are screened for consideration for our Housing Pilot.

Getting to the heart of the matter



We are here to support our moms and educate on real life situations

- All of our moms are screened for domestic violence
- All of our families are educated on “safe sleep”
- All of our moms are screened for postpartum depression

UnitedHealthcare Value Added Benefits



Rides: Medical, Dental, WIC, Pharmacy, Grocery Store/Food Pantries, Weight Management Classes, Job Training/Vocational Training, Substance Abuse services for pregnant members

Mom's Meals: Pregnant members can receive 30 pre-cooked meals (2 per day for 15 days) post delivery.

Electronic breast pumps: Enrolled pregnant members are eligible for an electronic breast pump (limit one).

Wellhop for Mom and Baby App- this application connects expectant moms for support during pregnancy. Through Wellhop Mom and Baby can:

1. Connect and share
2. Join group conversations every other week with a group leader and women at the same stage in pregnancy
3. Stay in touch
4. Chat with moms from their group anytime through discussion boards
5. Watch, read, and learn
6. Visit the online library to see articles, videos, and podcasts on pregnancy and postpartum.

Maternal Incentive Programs



HFS

Mobile Website

Multiple Incentives
(gift cards and baby items)
for completing pre-natal, post-partum
and infant care appointments

Enroll during pregnancy,
or after baby is born

Appointment reminders by email, text

Education

Program Enhancements: 2023

App

Incentives for pre-natal
and post-partum appointments
(PPC) (e-gift cards- quick delivery)

*Decreased number of incentives,
but higher value of incentives offered*

Enroll during pregnancy,
or after baby is born

Education

New content to include:

- Daily Educational Content
- Detailed Resources on Key Topics
- Rewards Module
- In-App Notifications
- Weight-Tracking
- C&S Digital Assessment with Community Care Integration
- Real-Time Eligibility Verification
- Custom C&S Content

Questions



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