

**Pregnancy Care Management Patient Engagement Scripting Using Motivational Interviewing**

for patients identified using the OB ADT report,  
both pregnant patients and those with a recent pregnancy loss

*The most important goal is to engage the patient. Rather than trying to "sell" something to her you can engage her by finding out, relative to her health or pregnancy, what is important to her? How can we help her? What kind of information, support or other help can we provide that would be useful and important to her?*

*When calling pregnant patients following hospitalization (including Emergency Department (ED) or Labor & Delivery triage), a general approach that says the following might be helpful:*

**FOR ALL PATIENTS:**

"Hi, I am \_\_\_\_\_, a Pregnancy Care Manager who works with prenatal care providers to improve the health of pregnant women in North Carolina."

Add the following information about how you know that they were at the hospital:

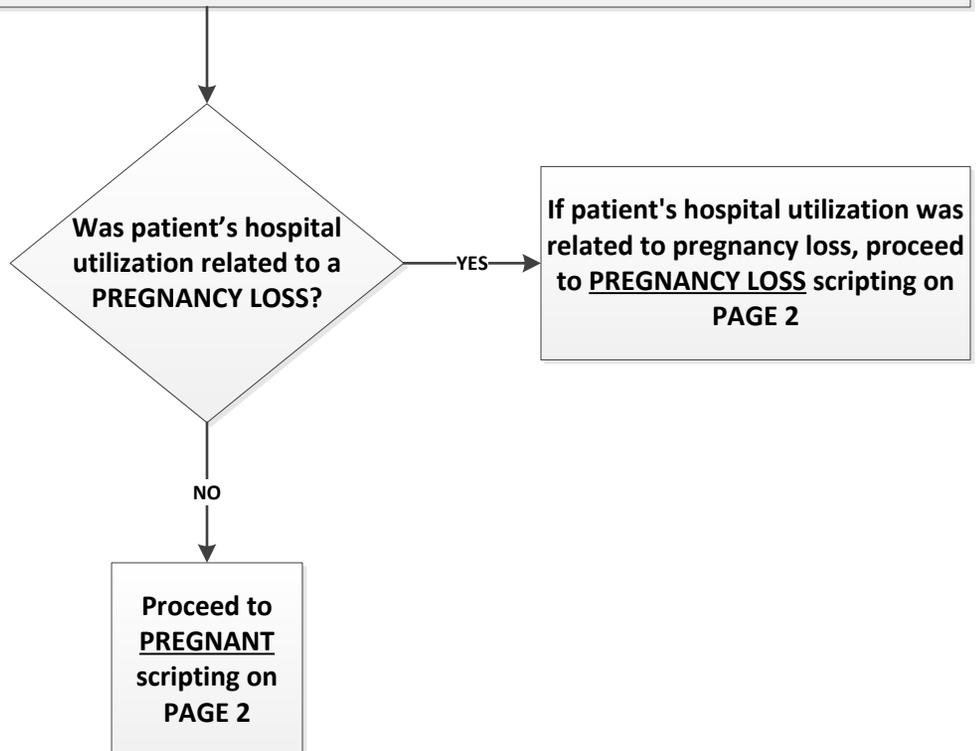
"Hospitals share information with the pregnancy care managers so that we can reach out to pregnant women, who had to go to the hospital, to see if we can help you with your health care needs."

"I see that you recently were seen for \_\_\_\_\_ (hospital diagnosis; reason for visit) in the \_\_\_\_\_ (Emergency Room, Labor and Delivery or as an inpatient) at \_\_\_\_\_ (name of hospital) where you were examined and treated. Can you tell me how this went?"

Pause and allow patient time to open up and discuss her hospitalization and pregnancy.

"What questions do you have as a follow-up to being seen at the hospital?"

Pause and allow patient time to respond.



**PREGNANT:**

“We are trying to do a better job of helping our pregnant patients have a healthy pregnancy and healthy baby. Many prenatal care providers in North Carolina are participating in the Pregnancy Medical Home program which works closely with a Pregnancy Care Manager like me. Do you have an appointment scheduled with a prenatal care provider at this time?”

Pause and allow patient time to respond.

“At this time I would like to know from you, how can we best help you? What help do you need in managing your pregnancy?”

Pause and allow patient time to respond.

If the patient says “I don’t know”, you can always say: “Do you mind if I tell you about some of the things we can do and you tell me if any of these interest you?” (Always ask for permission before giving advice or information.) If they say “yes”, then share any of the examples below.

“I can help you by...”

- Coordinating your care across all of your providers.
- Helping you get the services you need, like medical care, transportation, food, or stable housing.
- Referring you to other programs, like childbirth or breastfeeding education classes, family planning, and the WIC program.
- Helping to manage any medications you may be taking.
- Making follow-up appointments.
- Answering your questions about your pregnancy.

If the patient says, "I'm doing just fine," you can respond, "I am glad to hear that. Would you mind if I shared with you a few of the things we could do and you tell me if any of them interest you?" (Always ask for permission before giving advice or information.) If they say “yes”, then share any of the examples below.

“I can help you by...”

- Coordinating your care across all of your providers.
- Referring you to other programs, like childbirth or breastfeeding education classes, family planning, and the WIC program.
- Sharing information on ways for you to take care of yourself during pregnancy.
- Helping to manage any medications you may be taking.
- Making follow-up appointments.
- Answering your questions about your pregnancy.

**PREGNANCY LOSS:**

“We are trying to do a better job of helping women get their health care needs met. Do you have a follow up appointment scheduled with a healthcare provider at this time?”

Pause and allow patient time to respond.

“At this time I would like to know from you, how can we best help you? What help do you need with your health care?”

Pause and allow patient time to respond.

If the patient says “I don’t know”, you can always say: “Do you mind if I tell you about some of the things we can do and you tell me if any of these interest you?” (Always ask for permission before giving advice or information.) If they say “yes”, then share any of the examples below.

“I can help you by...”

- Coordinating your care with a health care provider.
- Making a referral for family planning or for counseling.
- Making follow-up appointments.
- Answering your questions about your pregnancy loss.

**FOR ALL PATIENTS:**

Some patients may bring up cost, so you need to be prepared to explore if cost is a barrier to their care and if there are ways to lower their costs.

After you list out the choices, follow-up with another open-ended question to elicit the patient to engage in the conversation. For example: “Which one of these things would you like help with?” OR “What are your thoughts about those choices?”

In any case, you need to be prepared to **listen and reflect** what you are being told.

Some people may use this as an opportunity to vent. That's ok....they are engaged. Use it as an opportunity to build trust and rapport. Remember to **listen, use empathetic responses** like: “You sound .....”. Then **reflect** what you are being told. (Reflecting is repeating back to them what you heard them say so they can verify if you understood what they meant.) Let the patient know that it really is up to her and you are simply there to help and find out how to best serve her needs.

Finally, for patients that are pregnant, understand that this may not be a one-shot process. Change is fluid. It may be necessary to ask the patient to think about what help or service or information she needs and ask permission to call back or to introduce yourself at her prenatal appointment. Sometimes we have to present ideas or things we can do and let them “ferment”, then ask the patient to think about them and find out if you can call back to see what she has come up with.