



# Pregnancy Medical Home Project

---

## **Overview**

Pregnancy Care Management (PCM)  
Transition Training

# Did You Know...

- In 2009, there were 126,785 births in NC
- Of the 126,785 births, 71,067 were Medicaid deliveries (56%)
- \*Overall infant mortality rate: 7.9 per 1000 live births for 2009
  - Decrease of 3.7% from previous year
  - Minority infant mortality rate rose by 4.4%
- \*\*In 1965 the national cesarean section rate was 4.5% compared to 30.7 in 2007

\*<http://www.childbirthconnection.org/article.asp?ck=10456>

\*\*<http://www.ncdhhs.gov/pressrel/2010/2010-9-17-infantmortality.htm>



# Concerns/Issues

---

- Fewer and fewer OB providers participating in Medicaid
- Needed a way to bring OB providers into Medicaid as well as the CCNC networks
- Cesarean section rate and minority infant mortality rate increasing
- Decrease in funding no longer allow providing the same level of services to all pregnant women
- Old ways of doing business no longer getting the results needed

# New Initiative

- Partnership between Community Care of NC (CCNC), Division of Public Health (DPH) and Division of Medical Assistance (DMA)
  - Provide pregnant recipients with a pregnancy medical home (PMH) and pregnancy care management services to those identified as high risk
  - Replicate a similar model to the primary care case management program developed by CCNC
    - Enrolls recipients with a medical home
  - Improve birth outcomes and improve quality of perinatal care given to Medicaid recipients
  - Incentivize providers to become PMH and provide continuity of care to Medicaid recipients

# Working Together

## Division of Medical Assistance (DMA)

---

- Administer and oversee PMH Initiative
- Funding
- Policies
- CCNC
  - Recruit physicians
  - Develop marketing and outreach materials
  - Enroll physicians in local CCNC networks

# Working Together

## o CCNC cont'd

---

- Ensure each network has an OB coordinator (nurse) and OB clinical champion (physician)
- Provide support to local CCNC networks
- Work in collaboration with health dept to create a high risk case management program
- Monitor and audit PMHs
- Implement quality improvement initiatives

# Working Together

## Division of Public Health (DPH)

---

- Provide monitoring and oversight of the performance of LHDs offering pregnancy care management services
- Provide training of all current maternity care coordinators who will transition to pregnancy care managers in the PMH model
- Convene quarterly network-level meetings for pregnancy care management program
- Baby Love Services provided by Women's Health Branch

# Working Together

- DPH cont'd

---

  - Provide consultation and technical assistance to ensure LHDs offering pregnancy care management are able to meet program standards and achieve goals
- Department of Social Services (DSS)
  - Provide current listing of PMHs to recipients
  - Discuss program with pregnant recipients
- Local Health Departments (LHD)
  - Provide population management and care management to the pregnant woman population
  - Partner with PMHs