The goal of initial outreach with the member is to engage her into Care Management for High Risk Pregnancies services. It is important to remember that care management is an additional benefit that she receives with her Medicaid coverage. When initially contacting the member, the care manager should focus on learning what is important to the member. How can care management help her? What kind of information, support or help can care management provide that would be beneficial to her during pregnancy and the post-partum period?

When contacting a pregnant member with any social or health need that may adversely affect her pregnancy, a general approach may be helpful, such as:

"Hi, I am __________, a care manager who works with your prenatal care provider, Dr.______. We are working together to improve the health of mothers and babies in North Carolina. I’m an additional resource for you and a benefit to your insurance. Would it be okay if we talked for a few minutes to today?"

Pause and allow the patient to answer

“I see that you recently had your first prenatal visit with Dr.______. Do you mind sharing with me how that visit went? Was there any specific information about your pregnancy that the doctor discussed with you or that you have questions about?”

Pause and allow the patient to answer and to discuss their pregnancy

“How can I best help you during your pregnancy and after the baby arrives?”

Pause and allow patient time to respond

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

“I can help you by...”

- Coordinating your care across all 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, or the WIC program.
- Helping to manage any medications you may be taking.
- Making follow-up appointments.
- Answering your questions about your pregnancy.
Motivational Interviewing (MI) Scripting for Care Management for High Risk Pregnancies Members: Initial Outreach

If the member 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 I could do, and you tell me if any of them interest you?" (Always ask for permission before giving advice or information.) If she says “yes,” then share any of the examples below.

“I can help you by...”

- Coordinating your care across all your providers.
- Referring you to other programs, like childbirth or breastfeeding education classes, family planning, or 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.

After you list out the choices, follow-up with another open-ended question to elicit her 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?”

Be prepared to listen and reflect what you are being told.

Some members may use this as an opportunity to voice frustration. That’s ok; they are engaged. Use it as an opportunity to build trust and rapport. Remember to listen and use empathetic responses like: “It sounds like...” or “What I hear you saying is...” Then reflect what you are being told; Reflecting is repeating back to the member what you heard them say, so they can verify if you understood what they meant.

Finally, this may not be a one-shot process. It may be necessary to ask the member to think about what help, service or information she needs; ask permission to call back or to introduce yourself to the member at their next prenatal or WIC appointment.

If the member declines care management services, it may be beneficial to inform them that if they have a hospitalization during this pregnancy, then you will be reaching out. As well, remind the member if their needs change, they are welcome to contact you for assistance.