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# Postpartum Care Online Learning Community Series

## Starting Strong

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HEALTH POLICY & ANALYTICS

Transformation Center

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# Postpartum Care Online Learning Community Series

## Starting Strong



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# Presenters:

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# Starting Strong Basics

- Jackson Care Connect members
- Pregnant
- Ages 0-4
- Receive vouchers at partner sites for healthy activities
  - Medical appointments
  - Social support services activities
  - Specialists
  - Other appropriate partners
- Redeem vouchers at Starting Strong store
  - No appointment or call ahead required

## Starting Strong store is open:

Tuesdays 9 am to 12 pm

Thursdays noon to 6 pm

## Spanish Speaking staff:

First Tuesday

&

Third Thursday

Centrally located to many  
providers and partners

# Starting Strong Timeline

## 2015

- Program was through pregnancy and up until the 1<sup>st</sup> birthday
- March: soft opening
- April: officially launched and running
- June: Starting Strong Specialist hired
- July: changed Tuesday hours from 8-2 to 9-3
- Full data tracking plan in place to begin 2016

## 2016

- January: Raised age up to the 2<sup>nd</sup> birthday
- May: AmeriCorps Vista member begins, work focus is with Latino population
- June: began incentivizing vaccination completion before age two with 10 vouchers
- Ended year with: 510 families served since program began, 1,011 visits to the store, and 6,844 vouchers redeemed



# Starting Strong Timeline cont.

2017

- Program eligibility was raised to the child's 4<sup>th</sup> birthday
- Spanish speaking staff available in the store 2 days a month
- Began serving CAWEM covered pregnant mothers in a pilot with 4 program partners
- March: implemented an inventory software, loaded all Q1 sales and purchases
- April: began using inventory software on a consistent basis
- Ended year with: 989 families served since program began, 1,561 visits to the store, and 11,165 vouchers redeemed

2018

- Eligibility max age remained at the 4<sup>th</sup> birthday
- Eliminated the 10 vouchers incentive for vaccinations
- Ended year with: 1386 families served since program began, 1,537 visits to the store, and 10,736 vouchers redeemed

# Observations and Lessons Learned

## Visits to Starting Strong

- Large growth seen between 2016 and 2017 due to expanding the age for eligible participants
- Decline in some numbers due to no changes in ages past 2017

## Data Tracking

- What was initially tracked, vs what was actually needed for decision making and evaluation
- Integrity in numbers

## Inventory Controls

- Need for formal inventory controls in place from very beginning
- Methods for purchase and retail vs wholesale or bulk purchasing

## Items in store

- Difficult to determine items appropriate to carry in store aimed at older age toddlers/kids
- Utilizing requests from members is a great guide for inventory changes
- Using partner input is helpful

# Questions?



## Benefits of Starting Strong to Members

- Relationships built with program staff, we can help make connections in the community
- Access to items that can be expensive but necessary
- Increased access to resources and care navigation
- Discounts to YMCA and Kid Time Hands On Children's Museum (avail to all JCC members)

## Benefits of Starting Strong to Providers & Partners

- Relationships built with program staff, we can help outreach their patients/clients
- Access to a referral point when a member has a need they cannot address
- Increased access to resources and care navigation for their patients/clients
- Ability to use vouchers to obtain the results they need for their patients/clients

# 2018 Evaluation Results

- Children and adults participating in the Starting Strong Program achieve higher rates of preventive care, including developmental screening, childhood immunizations, and effective contraceptive use.
- Members who had at least one PCP visit: Starting Strong overall: 94.5%; Starting Strong self disclosed pregnant: 98.4%; JCC overall: 62.5%
- Starting Strong engaged children: 73.6% completed a developmental screening ; JCC overall: 64.8% for 2018 (this rate includes claims processed as of 2/8/19)
- Starting Strong engaged children: 85.6% met all vaccine requirements, meaning that 14.4% of children were missing at least one vaccine in ALERT or claims data for 2018. JCC had an overall childhood immunization rate of 72.3% (includes claims processed as of 2/3/19).

# 2018 Evaluation Results cont.

- ECU Metric Performance among Starting Strong participants: 75.3%. JCC 2018 ECU metric performance: 43.8%
  - The Starting Strong ECU rate is likely higher, in part, because pregnancy is criteria for exclusion from the measure.
  - The ECU metric denominator excludes those pregnant at any time during the year; if a woman is documented as pregnant during the year AND has documented contraceptive use she is included in the measure.
- We are currently working to determine where we finished 2018 for postpartum completions. This will give us a benchmark to determine if our 2019 efforts are successful.

## Who is pregnant?

- Jackson Care Connect does not have accurate information on which of our members are pregnant.
- Many members are already on OHP when they become pregnant
- OB providers submit batch claims for pregnancy care, birth, and postpartum care, these members are often not identified as being pregnant until after baby is already born
- Providers not consistently sending in the notification of pregnancy to OHA

## What are we doing? What else can we do?

- Establish data sharing agreements with OB providers
- Have pregnancy notification forms available for members when in Starting Strong store, discuss what to do with them
- Cross referencing the Starting Strong visit tracking spreadsheet with the Enrollment file; updating pregnancy notifications for those not listed as pregnant in the file.

# Postpartum Care

- Continue to offer vouchers for completed postpartum visits within the metrics specified time frame.
- Counsel members during visits to Starting Strong on the importance of postpartum care
- Offer an incentive (separate from the vouchers) for completion of postpartum visit in required time frame.
- With pregnancy notifications and referrals from OBs in place, Jackson Care Connect can do proactively outreach to members
- Reminders/letters can be sent to member after delivery reminding them to attend postpartum visit



# Questions?

Please feel free to reach out to us if you have any further questions after the webinar. Emails often are the best means of contact!

Thank you for your time today!



# Thank you.

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# Postpartum Care Online Learning Community Series

- **June 6, noon-1 p.m: Postpartum Care Online Learning Community Series: First Steps and Start Smart** - innovative programs from Columbia Pacific CCO and Trillium Community Health Plan for perinatal care coordination and case management.
  - Register here: <https://attendee.gotowebinar.com/register/5939070728064462083>
- Recordings of previous webinars in the series: <https://www.oregon.gov/oha/HPA/dsi-tc/Pages/Timeliness-Postpartum-Care.aspx>
- Questions? Contact [Laura.E.Kreger@dhsoha.state.or.us](mailto:Laura.E.Kreger@dhsoha.state.or.us)