
Postpartum Care Online Learning Community Series

First Steps

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Maegan Pelatt, CareOregon

Start Smart

Lenora Johnson, Trillium Community Health Plan

June 6, 2019



HEALTH POLICY & ANALYTICS

Transformation Center



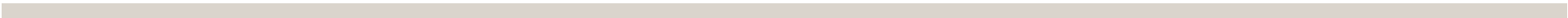
FIRST STEPS

Maranda Varsik, Columbia Pacific CCO
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Columbia Pacific CCO™



First Steps Overview

- Columbia Pacific Members
- Pregnant
- Receive Amazon credit (up to \$450) for healthy activities
 - Medical appointments
 - Car seat fitting
 - Dental visit
 - Tobacco reduction/cessation
 - Home nursing
 - Social worker screening/visit
 - Postpartum visits

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First Steps Overview

- Community and Clinical Partners track activities and complete a report weekly
- Partners:
 - OHSU Scappoose
 - Columbia Health Services
 - Healthy Families (All Three Counties)
 - Columbia Memorial Hospital
 - Providence Seaside
 - Adventist Tillamook
 - Tillamook County Community Health Centers



Partner Responsibilities

- Help members enrollment (online)
- Complete weekly reports on incentives completed
- Help troubleshoot any issues



baby the best possible start.



Hello, pregnant moms!

Welcome to First Steps, a great start for you and your baby

Every day of your pregnancy is an opportunity to do things that build your baby's brain and body. So count on us at Columbia Pacific CCO to help you give your

| Incentive | Incentive Amount | Maximum x(n) (Total \$) |
|---|------------------|----------------------------|
| Prenatal Appointments – Complete prenatal visit | \$10 | x15 (\$150) |
| Timeliness to Care – Complete prenatal visit within the first 12 weeks of pregnancy | \$25 | x1 (\$25) |
| Tobacco Reduction – Reduce tobacco use | \$25 | x1 (\$25) |
| Tobacco Cessation – Quit tobacco use | \$50 | x1 (\$50) |
| Dental Care Visit – Dental visit | \$10 | x1 (\$10) |
| Dental Care Visit – Dental visit #2 | \$15 | x1 (\$15) |
| Car Seat Fitting – Complete car seat fitting service | \$35 | x1 (\$35) |
| Discretionary Incentive – Determined by provider | \$15 | X1 (\$15) |
| Home Nursing Visits – Complete home nursing visit | \$15 | x10 (\$150) |
| Breastfeeding Counseling | \$10 | x1 (\$10) |
| Social Work Screening – Complete screening with social worker | \$10 | x1 (\$10) |
| Social Work Visit – Complete visit with social worker if screened positive | \$15 | x1 (\$15) |
| Postpartum Visit – Complete postpartum visits | \$10 | x3 (\$10) |



First Steps Timeline

- Funded by Transformation Dollars
- 2015
 - May Pilot Phase (2 clinics)
 - Q4 spread to Clatsop County
- 2016
 - Q1 spread to Tillamook County
 - Bolster incentives in program
 - Add Home Visiting
- 2017
 - Begin improvement plan (enrollment, reporting, communication, etc.)
- 2018
 - Onboard clinics onto new process
 - Two Bright Smiles Training
 - Add postpartum incentive
- 2019
 - Baby box rollout

Lessons Learned

- **Strong partner commitment is needed**
 - Communication
 - Reporting
 - Input
- **Turn over inevitable – strong training and documentation are key**
 - Clinic and CCO
- **Incentives can show you areas where better access is needed:**
 - Car seat fitting
 - Breastfeeding counseling
 - Dentist comfort with pregnant women

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page

First Steps Data

2018

- 182 members in program (50%)
- 171 were in prior to 12th week (94%)

Timeliness of prenatal care in 2016 and 2017, by CCO.

✓ indicates CCO met benchmark or improvement target. Grey dots represent 2015.



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First Steps Data

2018

- 47 patients completed ACEs screening (26%)
- 45 of those continued to see a LCSW afterwards

- Average amount spent per patient
 - \$200

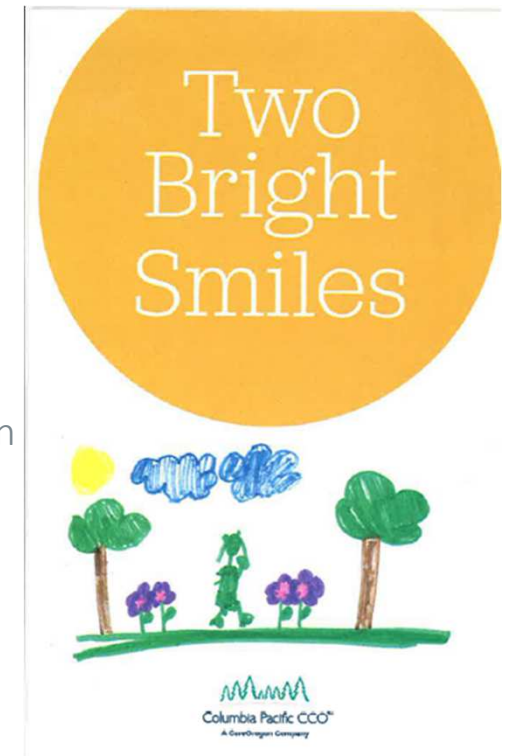
First Steps Data

2018

- 36 completed a dental visit (20%)
- Bolster with Dental Care Organization list sharing
 - Monthly lists of pregnant members are sent to for care coordination
- Bolster with Two Bright Smiles

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Dental Portal

The screenshot shows the CareOregon Connect web portal. At the top left is the CareOregon logo with the tagline "better together". In the center is the "CareOregon Connect" logo. At the top right, there are links for "Home" and "Log Out", and user information: "Logged In: Alexa Jett" and "Role: Office Staff - View All". Below the header is a navigation sidebar on the left with a "text size" control and two sections: "Office Management" (containing links for Eligibility, Claims/Remittance, Authorizations, Member Roster, Code Lookup, Document Manager, Dental Care Request, and Oregon Medicaid ID Application) and "Administration" (containing User Preferences). The main content area is titled "Request for Dental Services" and includes a "Today's Date: 4/6/2019" field. There are two radio button options: "Non-Urgent/Routine" (selected) and "Urgent (pain, managed infection or swelling)". A red text warning states: "For Dental emergencies (unusual swelling or infection of the face/gums, tooth avulsion) please call Dental Care Coordination at 503-488-2812 Monday thru Friday from 8am to 5pm PST." Below this is a note: "Referrals submitted online are processed once daily." At the bottom of the form is a "Patient Information" section with input fields for "*Patient First Name:" and "*Patient Last Name:".

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First Steps Data

2018

- 112 postpartum visits incentivized (125 delivery in 2018)
 - 90% completed a postpartum visit
- Clinics have difficulty bringing in patients for postpartum care and incentive helped
- Members involved with public health nurses completed postpartum 100%
- Bundle with car seat fitting and \$65 dollars in incentives are available!

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Third Trimester Engagement

Purpose: Identify, Incentivize, and Inform

Proposed Intervention: Provide all CPCCO members who are pregnant in their third trimester a baby starter kit.

History: Modeled after Finland who has been using this intervention for over 75 years and has the world's lowest infant mortality rates

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Third Trimester Engagement

Makes a safe sleep choice the easy sleep choice

New baby starter kit includes:

Children's
Book

Sleep
Sack

Infant
Tooth
Brush



Cap – period
of purple
Crying

Tote Bag

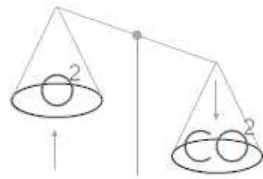
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Clinical Benefits



Materials and design prevent carbon dioxide from pooling around an infants face and helps prevent suffocation

About Smitten

- Backed by science: every design decision was thoughtfully made and verified by scientific testing.
- Largest basket box on the market allows for longest use.
- Certified using Consumer Product Safety Commission basket safety standards.
- 30pt flat sewing on height coils and storage valve.
- Safe-sleep fits behind directly on headboard.
- Designed by one of the country's leading safe-sleep experts.
- Certified foam mattress.
- Gender-neutral modern design.
- Weight 2 pounds, holds 100 pounds.
- 100% cotton sheet.
- Smooth, non-toxic corrugate and firm mattress reduce CO2 rebreathing.
- Water-repellant sealant makes clean-up easy.
- Slanted sides promote airflow.
- Stackable, allowing for efficient storage of multiple bassinets.
- BPA-free waterproof mattress.
- Non-harmful safety labeling ensures all caregivers know how to keep baby safe.
- BPA and phthalate-free handles protect little (and big) fingers.
- No lid means no worries about a caregiver or older child placing lid over a sleeping infant.
- Sturdy 30% post-consumer recycled corrugate.
- Each Smitten Sleep System Contains:
 - 1 mattress
 - 1 sheet
 - 10 adhesive strips
 - 2 handles
 - 1 Smitten basket box
- Safe and non-toxic ink.
- Green product, can be repurposed and recycled.
- For Infants 0-6 months.

smittensleepsystem.com

SUPPORTS:

- Safe sleep 0-6months
- Breastfeeding
- Infant/parent bonding
- Gives care team opportunity to educate

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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!

firststeps@careoregon.org

Thank you for your time today!

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Start Smart for Your Baby

By: Lenora Johnson, LCSW, LMSW

The goal of the Start Smart program is to help the member deliver full-term healthy babies

Ways we are working to meet our goal:

- ❖ The Start Smart for Your Baby team makes contact with members once we are notified by Oregon Health Authority, providers, self-referrals or via claims about a member being pregnant.
- ❖ Educate members about their maternal insurance coverage, which includes but is not limited to behavioral, dental, physical health and vision benefits.
- ❖ How-To-Get a Breast Pump brochure details how to get a pump free of charge as well as how to add their baby to the health plan.
- ❖ The Mother's Guide to Pregnancy and Life After Delivery booklets are provided to members receiving care coordination and/or care management from the program team.

The goal of the Start Smart program is to help the member deliver full-term healthy babies

Ways we are working to meet our goal:

- ❖ Confirm members have current prescriptions filled. For example, a large number of members have asthma but do not have an inhaler, so we're encouraging them to get new Rx(s).
- ❖ Coordinate care plans with members that are in sync with their perinatal treatment team goals.
- ❖ Educate members about the importance of prenatal and postpartum care.

The goal of the Start Smart program is to help the member deliver full-term healthy babies

Ways we are working to meet our goal:

- ❖ Collaborate and make referrals to Maternal Child Health (MCH) to provide in-home, education benefits to the parent(s). MCH's in-home services are provided by an RN.
- ❖ All members are also informed about NurseWise, a 24/7 nursing hotline provided by the health plan. Members are educated about calling the hotline to ask questions about symptoms they may be experiencing so they are never alone.
- ❖ Educate members about completing advanced directives and providing copies to all medical professionals.

Growing Strong with Community Outreach

The Start Smart program continues to grow stronger due to coordination with community providers. Some of those efforts include:

- ❖ Bridging gaps between multiple providers by encouraging providers to present to each other. For example, at Hourglass Community Crisis Center, children are not allowed at the facility due to the population they serve. Staff were encouraged to reach out to Parenting Now and Relief Nursery. These facilities offer a respite program for parents 3 days a week for 2 hours a day as well as a clinic and resource center for parents.
- ❖ Coordinating with the Woman Infant and Child (WIC) program to increase utilization and reduce stigma.
- ❖ Generating referrals to Quit Tobacco In Pregnancy (QTIP) for assistance with smoking cessation. QTIP is incentive based and has been very successful helping pregnant members (and their partners) quit smoking.

Growing Strong with Community Outreach

The Start Smart program continues to grow stronger due to coordination with community providers. Some of those efforts include:

- ❖ Generating referrals to South Lane County's Welcome Baby Box program. The Smitten Sleep System is designed to provide a safe sleeping environment for babies.
- ❖ Generating referrals for Cornerstone Community Housing, Shelter Care, The Mission and St. Vinnies for housing assistance.
- ❖ Generating referrals to behavioral health and other perinatal programs based on postpartum assessments.
- ❖ Mailing resource information to meet the members' specific needs about anything from parenting classes, educational programs for pregnant members and legal help.

Bringing Mental Health to Start Smart

The Start Smart program continues to grow stronger due to coordination with community providers. Some of those efforts include:

- ❖ Educate, generate referrals and mail therapy support group information for South Lane County, Looking Glass, and Well Mama.
- ❖ Educate and generate referrals to behavioral health for assistance identifying and connecting with mental health providers, in addition to continued case management.
- ❖ Generate referrals to Member Connection Representatives to assist and encourage re-engagement with members we have had trouble reaching.

Embodying the Trillium Mission

Life After Delivery: We support all Trillium members after the birth of their baby.

- ❖ Education is provided regarding the importance of the postpartum visit, birth control, and family planning.
- ❖ In 2019, we had our first community baby shower, sending text reminders for expectant members and other incentives.
- ❖ If a member has additional needs/concerns, our staff will make referrals to nurse case managers for ongoing care and assistance.
- ❖ Attending community provider meetings to fill the gap in service needs (i.e., grief support groups for parents who have lost a child, early childhood prevention services).

Supporting the Members by the Number

- ❖ Trillium has an average of 1500+ deliveries a year we're calling a lot of members.
- ❖ Immunization support: 2018-2019: almost 45% of our pregnant members have received their immunizations.
- ❖ In 2017-2018 we had approx. 30% success rate for the metric with postpartum visits. 2018-2019 heading towards meeting the postpartum metric. At this time we have over 60% of our members attending their postpartum visits.
- ❖ 100% of Trillium members are mailed education about family planning. We are also implementing a proactive reminder for card for members to schedule and attend the postpartum visit. All members enrolled into the SSFB program all receive education about the importance of postpartum wellness.

Sources

March of Dimes. Nurse-Family Partnership. Nurse-Family Partnership To Improve The Health of Our Children. 2014

Nurse-Family Partnership. Nurse-Family Partnership: Outcomes, Costs and Return on Investment in Oregon. 2014; 1.

Ted Miller, Ph.D. Nurse-Family Partnership Home Visitation: Costs, Outcome, and Return on Investment. Pacific Institute for Research and Evaluation. 2014;2.

Start Smart for Your Baby Women/Children Case Management. 2013

Welcome Baby Box. 90 by 30 Reduce Child Abuse 90% by 2030. Support for Newborns and Parents in South Lane County.2017.



Contact Information

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Please contact me if you have any questions or concerns

Postpartum Care Online Learning Community Series

- Recordings of previous webinars in the series:
<https://www.oregon.gov/oha/HPA/dsi-tc/Pages/Timeliness-Postpartum-Care.aspx>
- Sign up to hear about Transformation Center events, resources and learning opportunities:
<https://www.surveymonkey.com/r/OHATransformationCenterTA>
- Questions? Contact Laura.E.Kreger@dhsoha.state.or.us