



## **START SMART FOR YOUR BABY PROGRAM (SSFB)**

Dr. Alan Joffe

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11/1/2017

# Pregnancy Programs

**Start Smart for Your Baby**  
(17,000 Eligible Members  
Annually)



- Targets all PSHP pregnant members
- The program aims to reduce pregnancy complications, premature deliveries and infant disease
- The program also addresses the low rate of prenatal, postpartum, and pediatric care in the Medicaid population

**OB Case  
Management**

- Targets all high risk members
- Connects member with a nurse case manager to reduce the risk for pregnancy complications

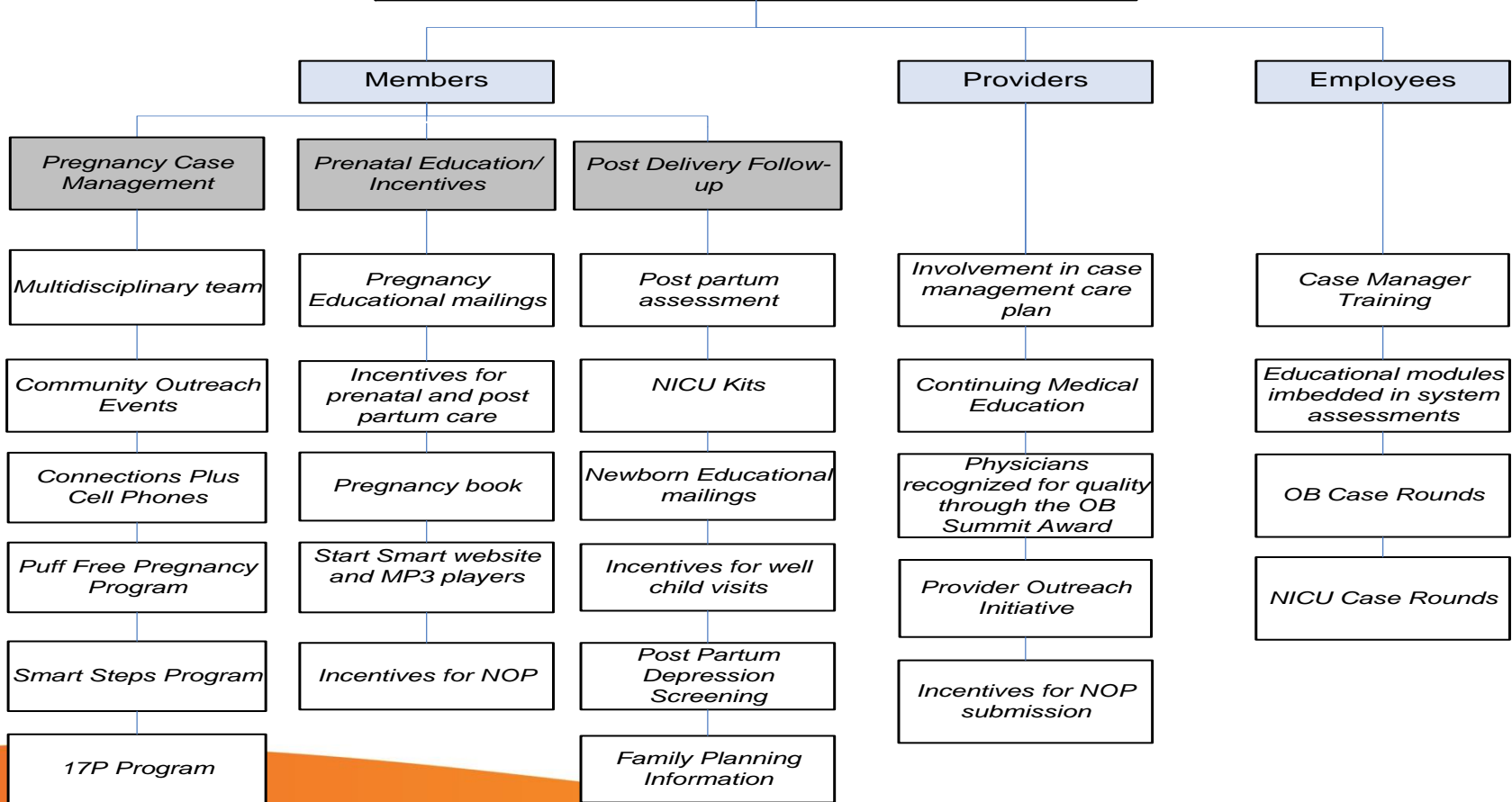
**17-P**

- Targets members with history of preterm delivery
- Encourages the administration of 17P injection to reduce the risk of a preterm delivery

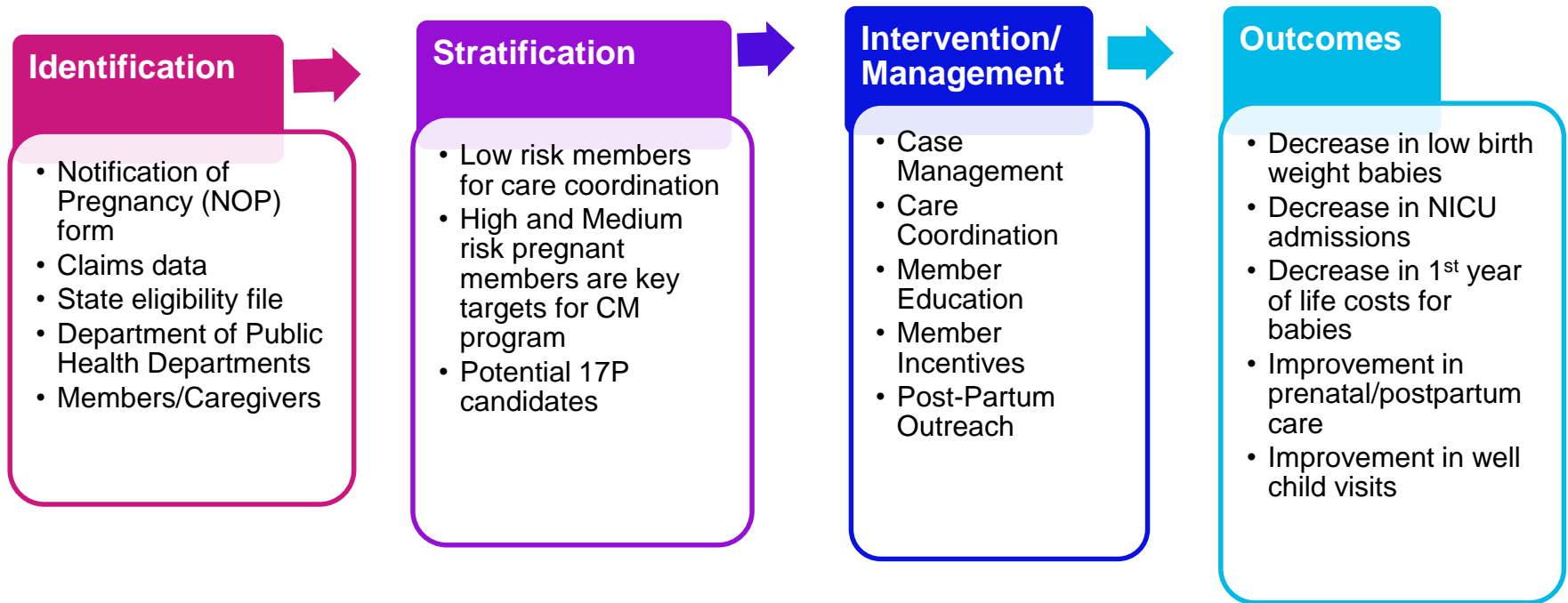
# Program Overview



## START SMART FOR YOUR BABY MODEL OVERVIEW



# Program Components



# OB Case Management



- Targets members who have had and/or currently considered a high risk pregnancy
- Criteria for High Risk Pregnancy are as follows but not limited to:
  - Diagnosis of a mental illness and/or chronic condition
  - <21 years old
  - >35 Years old
  - History of Preterm Delivery/Incompetent Cervix
  - Current pregnancy with multiples
- Care Managers will discuss the importance of maintaining a healthy pregnancy  
Topics include but are not limited to the following:
  - Consistent follow up with prenatal visits and post partum visits
  - Influenza and Tdap immunizations
  - Dental care
  - Contraception after postpartum
  - Additional health care needs
  - Importance of baby's first pediatric appointment
  - Tobacco avoidance and substance misuse risks

# Program Incentives



## Start Smart Program

- Members can receive up to \$90 by attending all prenatal visits within each trimester to include postpartum visit and attending well baby visits through the baby's 15 month birthday
- Free Electronic Breast Pump to qualified members Participation in Start Smart for Your Baby Shower events where member may be eligible to receive such giveaways as a baby monitor

## Very Important Baby Program (VIB)

- Members can receive \$50 gift card to Babies R Us or Walmart by completing 3 well child visits within 90 days of birth

## Dental Care

- Free oral exams and cleanings up to twice per year with no copay, tooth removal and x-rays
- Free dental hygiene supplies such as toothpaste, toothbrushes, dental floss, pain relievers, aspirin, liquid drops, as well as other preventative over the counter supplies

## Smoking Cessation Program

- Member has to accept assistance to quit smoking
- Members can receive \$150 for successful cessation

Incentives are applied to the members Start Smart Cent Account and can be used for the following items:

- Eligible expenses at your healthcare provider's office
- Copayments
- Eligible over the counter supplies

11/1/2017



# P4HB Overview: Eligibility & Enrollment

## P4HB Planning For Healthy Babies (7,500 eligible members)

### FP Family Planning



### IPC Inter-Pregnancy Care



### RM Resource Mother

- US Citizen/Proof of Citizenship
- Ages 18 through 44
- Georgia Resident
- Able to become pregnant
- Not eligible for any other Medicaid program
- Meet family gross income requirements of no more than 211% of Federal Poverty Level (FPL)
- If losing Medicaid pregnancy coverage at the conclusion of 60 days postpartum, not otherwise eligible for Medicaid or CHIP

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- Currently receive Medicaid

# P4HB Overview: Scope of Services

## IPC Inter-Pregnancy Care

Members enrolled in the Inter-Pregnancy Care and Resource mother component receive the following Case Management/Care Coordination Services:

## RM Resource Mother

- Outreach from a Resource Mother through phone, home visit or through PCP to complete assessment and provide education on program and benefits
- Follow-up from a nurse case manager for those members with co-morbidities
- Contraceptive education



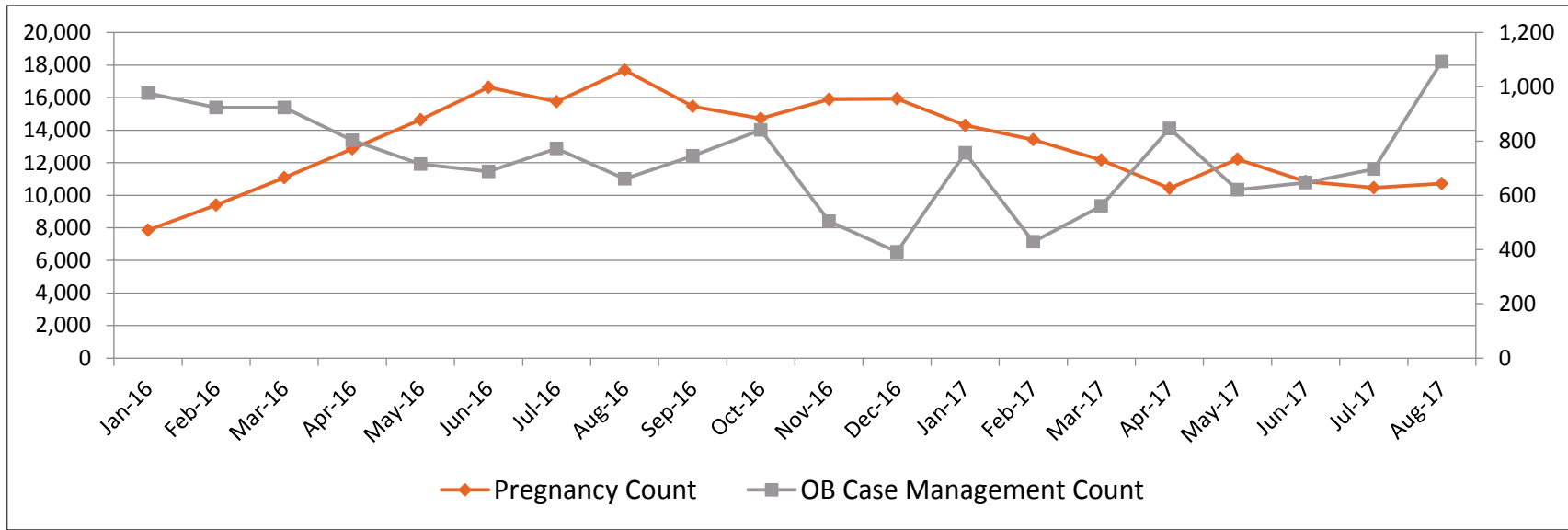


Beyond Healthcare. A Better You.



WellCare Health Plans, Inc.

## WellCare Managed 168,000 Pregnant Members in 2016



	2016	2017 <sup>(1)</sup>
Number of Pregnant Members – Annual	168,000	95,000
Number of Pregnant Members – Monthly Average	14,000	11,800
Average Number of Newly Enrolled Women in Active Case Management	750	700

(1) Through Aug. 31, 2017

All numbers are approximations

Source: IT Regulatory – PCM Monthly Report to DCH – Jan. 2016 – Aug. 2017

Healthcare engagement rewards and incentives program are designed to engage with members while delivering on benefits:

## Barriers Overcome



- Motivated to adopt healthy behaviors
- Able to manage health needs
- Less anxiety with complexity

## Health Engagement



- Personalized, value touch points
- Engaged online
- Health literacy improved

## Trust in the System



- Plan delivered on promise
- Plan relationship elevated
- Two-way relationship

# Incentives for Pregnant Members

**The Healthy Rewards Program** - rewards Georgia Families<sup>®</sup> and PeachCare for Kids<sup>®</sup> members for taking small steps that will help them live healthy lives. For simple tasks like completing primary care provider (PCP) visits, prenatal visits, and certain health checkups, members can earn rewards which are placed on reloadable Visa<sup>®</sup> debit cards. The more services members complete, the more they can earn.

Providers can encourage their patients to participate in the Healthy Rewards Program by signing and including their provider ID on applicable activity reports.

For more information on WellCare's Healthy Rewards Program, please contact your Provider Relations representative or call Provider Services at **1-866-231-1821**.



# Incentives for Pregnant Members

## FOR YOUR GOOD HEALTH, HEALTHY REWARDS

- Free iPad: \$500 value - Quarterly raffle\* ; • Over-the-Counter (OTC) Items: Up to \$144 annually mailed to your home, no prescription required!
- Debit Card: Earn over \$100 a year ; • Discount Card: Save on everyday items like food

## EXTRAS FOR NEW MOMS & MOMS-TO-BE

- **Free Cellphone:** \$250 value unlimited talk & text\*
- **Healthy Pregnancy:** \$50 Debit card & stroller, play yard, electric breast pump, or 6-pack of diapers
- **Baby Showers:** Diapers, food, gifts and fun

## DENTAL AND VISION BENEFIT

**Vision:** \$100 for Glasses: Members ages 21 & over; **Eye Exam:** 1 per year for all members - • Eyeglass Upgrades: Tint, scratch-resistant coating, UV

**Dental:** Exams, cleanings, X-rays, and more

## VALUES TO HELP YOU LIVE BETTER & STAY FIT

- Free Fitness Club Membership\*
- Special Bedding: Asthma related conditions\*
- GED Exams: \$200 value - all tests no cost
- Smoking Cessation Program
- Transportation Assistance: Scheduling transportation to doctor and pharmacy visits
- CommUnity Assistance Line: Help with food, rent & utilities
- Community Events: Family fun, block parties, skate parties, farmers market, back to school and more!

## Reward Member Behavior Report (data through 9/30/2017)

Activities	Eligible Members	Activities	Eligible Members
First Trimester Prenatal Care	26,178	Annual Adolescent Checkup	59,206
Second Trimester Prenatal Care	26,178	Annual Wellness Visit	21,609
Third Trimester Prenatal Care	26,178	Cervical Cancer Screening	33
Postpartum Checkup (First Visit After)	26,178	Breast Cancer Screening	313
0-1 Month Well-Child Visit	6,653	Diabetic Eye Exam	1,229
2-Month Well-Child Visit	8,799	Diabetic Blood Test (A1C)	1,165
4-Month Well-Child Visit	13,190	Meeting Your Care Provider	81,907
6-Month Well-Child Visit	15,630	No Assigned Behaviors	249,013
9-Month Well-Child Visit	15,688	<b>TOTAL UNIQUE</b>	<b>487,774</b>
12- or -15-Month Well-Child Visit	17,747		
Annual Child Checkup	40,074		

# Planning for Healthy Babies Waiver

## Average Enrollment

	2016	2017
Family Planning	3,800	3,800
Inter-Pregnancy Care	60	110
Resource Mother Other	20	80
<b>Total</b>	<b>3,900</b>	<b>4,000</b>



*All numbers are approximations*

*Source: IT Regulatory - 2016 Annual P4HB Annual Report and 2017 Quarterly Report (YTD Sept. 2017)*





Beyond Healthcare. A Better You.



Partnerships *with Heart*

  
CareSource®

# Health Care with Heart

## MISSION FOCUSED

Comprehensive, **member-centric** health and life services

## EXPERIENCED

With over **28 years of service**, CareSource is a leading non-profit health insurance company

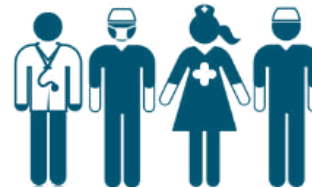
## DEDICATED

We serve over **1.8 million members** through our Medicaid, Marketplace, and Medicare Advantage Plans.



**28+**

**YEARS**  
MISSION-DRIVEN  
CARE



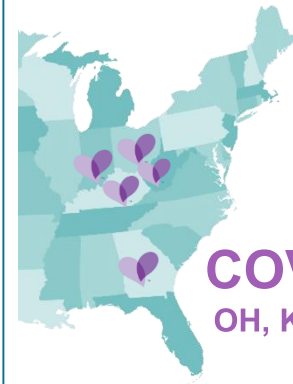
**93%**  
MEDICAL COST RATIO

**A-Z**

**CONSUMER**  
ADVOCACY



**1.8+ MILLION**  
MEMBERS



**COVERAGE**  
OH, KY, IN, WV, GA



**\$14M**

FOUNDATION GRANTS  
AWARDED IN OHIO\*

\* The CareSource Foundation currently is only in Ohio

No matter where our members are in their stage of wellness, we have services and supports for them.

## CARE COORDINATION

One-on-one attention to support health needs

## DISEASE MANAGEMENT

Assistance managing issues like diabetes, asthma, high blood pressure or high cholesterol

## TOBACCO CESSATION

Health coaching from a Certified Tobacco Treatment Specialist

## WOMEN & CHILDREN'S HEALTH

Pre-pregnancy and pregnancy programs plus support for young children

## BEHAVIORAL HEALTH

Mental health and substance use services and resources

## WELLNESS

Online wellness tool to learn about health topics

## HEALTH RISK ASSESSMENT

Clarity on personal health and wellness including physical, mental and social health

We focus on our members' *health* and *socioeconomic* needs.

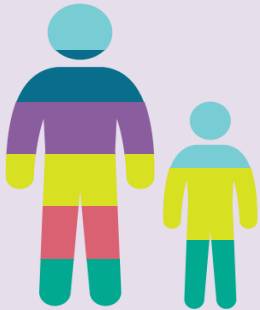
# CareSource Life Services



Addressing the ***SOCIAL DETERMINANTS OF HEALTH*** well beyond health care.

## HEALTH-RELATED SOCIAL NEEDS

+ HEALTH



Health-related social needs are found where people live, work, play and pray; they impact health outcomes.



### ECONOMIC STABILITY

- ACCESS TO LONG-TERM EMPLOYMENT
- ACCESS TO FINANCIAL LITERACY
- ACCESS TO ADULT EDUCATION & JOB TRAINING
- INCREASED ASSETS SUCH AS HOME OWNERSHIP

+



### HOUSING & NEIGHBORHOODS

- ACCESS TO HEALTHY FOODS
- INCREASED QUALITY OF SAFE & AFFORDABLE HOUSING
- IMPROVED ENVIRONMENTAL CONDITIONS

+



### EDUCATION

- EARLY CHILDHOOD EDUCATION & DEVELOPMENT
- ACCESS TO EXTRACURRICULAR ACTIVITIES & MENTORING
- INCREASE HIGH SCHOOL GRADUATION
- ENROLLMENT IN JOB TRAINING OR POST SECONDARY EDUCATION

+



### SOCIAL RELATIONSHIPS

- SOCIAL COHESION
- CIVIC PARTICIPATION
- PERCEPTIONS OF DISCRIMINATION & EQUALITY
- INCARCERATION / INSTITUTIONALIZATION

+



### FOOD & NUTRITION

- REGULAR & CONSISTENT ACCESS TO HEALTHY FOODS
- EDUCATION ON NUTRITION & OVERALL HEALTH IMPACTS
- ADDRESSING FOOD DESERTS & INEQUALITIES



## Community-Based Outreach & Partnerships

**We are where  
people live,  
work, play and  
pray.**



# Questions About CareSource?



## Call

*Member*

1-855-202-0729  
(TTY: 1-800-255-0056)

*Provider*

1-855-202-1058



Visit  CareSource

[CareSource.com/ga](https://www.caresource.com/ga)

