

October 26-28, 2020

# Maternal & Infant Health in the Digital World:

*Patient-Centered Care During COVID and Beyond*

**VIRTUAL CONFERENCE**

[hmhbga.org/event/beyondcovid2020](https://hmhbga.org/event/beyondcovid2020)

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# Case Study of California's MotherToBaby Affiliate:

## *Increasing Access and Addressing Inclusion in Our Telehealth Service*

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# Learning Objectives

1. Learn how collaborative efforts increased the use of telehealth via routine referral process and insurance enrollment
2. Learn how partnerships increased utilization and knowledge of services. *For example*, Black Infant Health (BIH), Healthy Start, Women, Infant and Children (WIC) & more community programs
3. Learn how funder goals are addressed (i.e. collecting demographics and maternal characteristics and how we expanded our ability to improve access while discussing barriers)



# What is MotherToBaby?

- ❑ **FREE** service providing evidence-based pregnancy and breastfeeding health information
  - MotherToBaby App \* (866) 626-OTIS \* Online chat \* Email \* Text (855) 999-3525
  - RESOURCE ~ not a hotline
  - Provides education ~ key component of prenatal care
  - No insurance or appointment necessary
- ❑ MotherToBaby (MTB) has state affiliates; Organization of Teratology Information Specialist (OTIS)
- ❑ MTB CA established over 40 years ago at UC San Diego School Of Medicine; funded by CA State Dept of Education.
- ❑ MTB GA is based at the Center for Maternal Substance Abuse and Child Development, Emory University School of Medicine; Funded by DBHDD at the state level
- ❑ MTB affiliates receive some federal funding from **Health Resources and Services Administration (HRSA) Cooperative** – *through OTIS National Office*



# Prenatal Appointments May Be Delayed...

- ❑ After positive pregnancy test (before 1<sup>st</sup> prenatal visit), searching for ANSWERS:
  - Unintended/unplanned pregnancies – 50%
  - Clinic/OB appointment – end of 1<sup>st</sup> trimester
  - Social Media: Dr. Google, Facebook, Twitter
  
- ❑ Pregnancy health is important: **“EXPOSURE CHECK-UP”**
  - Pregnant women can be exposed early in pregnancy to medications, chemicals, a cold or flu, second-hand smoke, and a variety of possible TERATOGENS
    - Health Education, Nutrition, psycho-social issues
  
- ❑ Culturally Sensitive
  - Birth customs/beliefs



# What type of questions do we answer?

- ❑ Prescription and Over-the-counter Medications
- ❑ Vaccines, Medical Conditions, Infections, and Fever
- ❑ Alcohol, Tobacco, Illicit Drugs
- ❑ Chemical or Occupational Exposures

## ***Frequently Asked Questions?***

- ✓ When is it safe to a drink wine, after 1st trimester?
- ✓ What analgesics can I take for migraines?
- ✓ Planning to get pregnant can I get an flu vaccine, should I wait?
- ✓ Do I have to quit taking my antidepressant, or switch to a safer drug?
- ✓ Diagnosed with Gestational Diabetes, will my medications cause problems ?





# How do we interact with callers/contacts?

- ❑ **Reflective Listening/Build Rapport**
  - ❑ Counselors trained to listen/ask questions
  - ❑ Provide evidence based, non-directive, non-judgmental information
  
- ❑ **Discuss/Provide Information: Principles of Teratology**
  - ❑ **Time of Exposure** *When was it taken?*
  - ❑ **Dose-Response Relationship** *How much was taken?*
  - ❑ **Bioavailability of Agents** *How much gets to the fetus matters?*
  - ❑ **Mechanism/Pathogenesis** *How does it affect the development*
  - ❑ **Range of Outcomes** *How severe are the effects?*



# Who are our partners?

- ❑ Health Resource and Services Administration (HRSA)
  - Federally Qualified Health Centers (FQHCs)
  - Healthy Start Programs
  - Poison Control Systems
  - P.E.S.H.U
- ❑ Office of Women's Health, Food and Drug Administration (FDA),
- ❑ Centers for Disease Control (CDC)
- ❑ American Congress of OB/GYN (ACOG)
- ❑ Society for Maternal Fetal Medicine
- ❑ Society for Birth Defects Research and Prevention
- ❑ March of Dimes
- ❑ Planned Parenthood
- ❑ Kaiser Permanente

## California Department of Public Health

- ❑ WIC
- ❑ Black Infant Health
- ❑ California Breastfeeding Coalitions
- ❑ California Diabetes and Pregnancy Program
- ❑ Comprehensive Perinatal Services Programs
- ❑ Nurse-Family Partnership
- ❑ Regional Perinatal Programs of California







# Focus on MTB CA

*Partnership with Black Infant Health*



# Partnership with BIH

- ❑ Memorandum of Understanding
  
- ❑ Cross-referrals
  - ✓ Demographics
  - ✓ H.R.S.A questions
  
- ❑ MotherToBaby California participant interaction/contact
  - ✓ Provide information/education
    - ❖ Reduce anxiety
    - ❖ Clarify misconceptions
  
- ❑ Encourage family health advocate interaction
  
- ❑ Promote healthy behavioral choices
  
- ❑ Support physician care plan





# Multiple Levels to Referral Relationships

Insurer

MediCal (medicaid) relationship

WIC

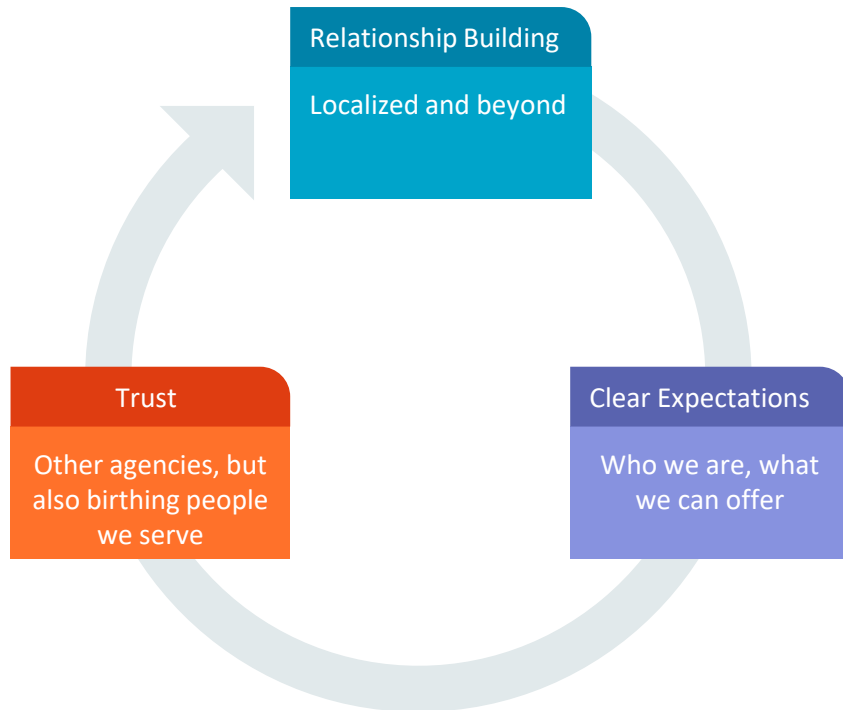
MTB CA educates women & encourages them to return to WIC. Mandated to make referrals?

State

Working w/ state programs funded by HHSA, MCAH, etc



# Key Drivers of this Collaboration





# MTB Georgia

## Housed by

Center for Maternal Substance Abuse and Child Development (MSACD) in School of Medicine at Emory University

## Community

Healthy Start CANs, CBWW, Home Visiting Institute, Adoption Agencies, Therapeutic Caregivers, university students, nonprofits

## Funded by

HRSA  
Department of Developmental Disabilities  
MTB National

## Needs

Provider relationships – physician/medical and insurers, consider how to work across cultures/languages

## Staffed by

1 Program Coordinator  
MSACD Staff will support at events when necessary/possible

## Future

Improve solidified referral relationships and community partnerships





# Funding

## Expectations

Demographics

Utilization of Service

Performance

Partnerships

## Challenges

Confidentiality

Tracking Usage

Numbers Increase

Ability to measure  
direct output





# HRSA Data for 3 years from MTB National

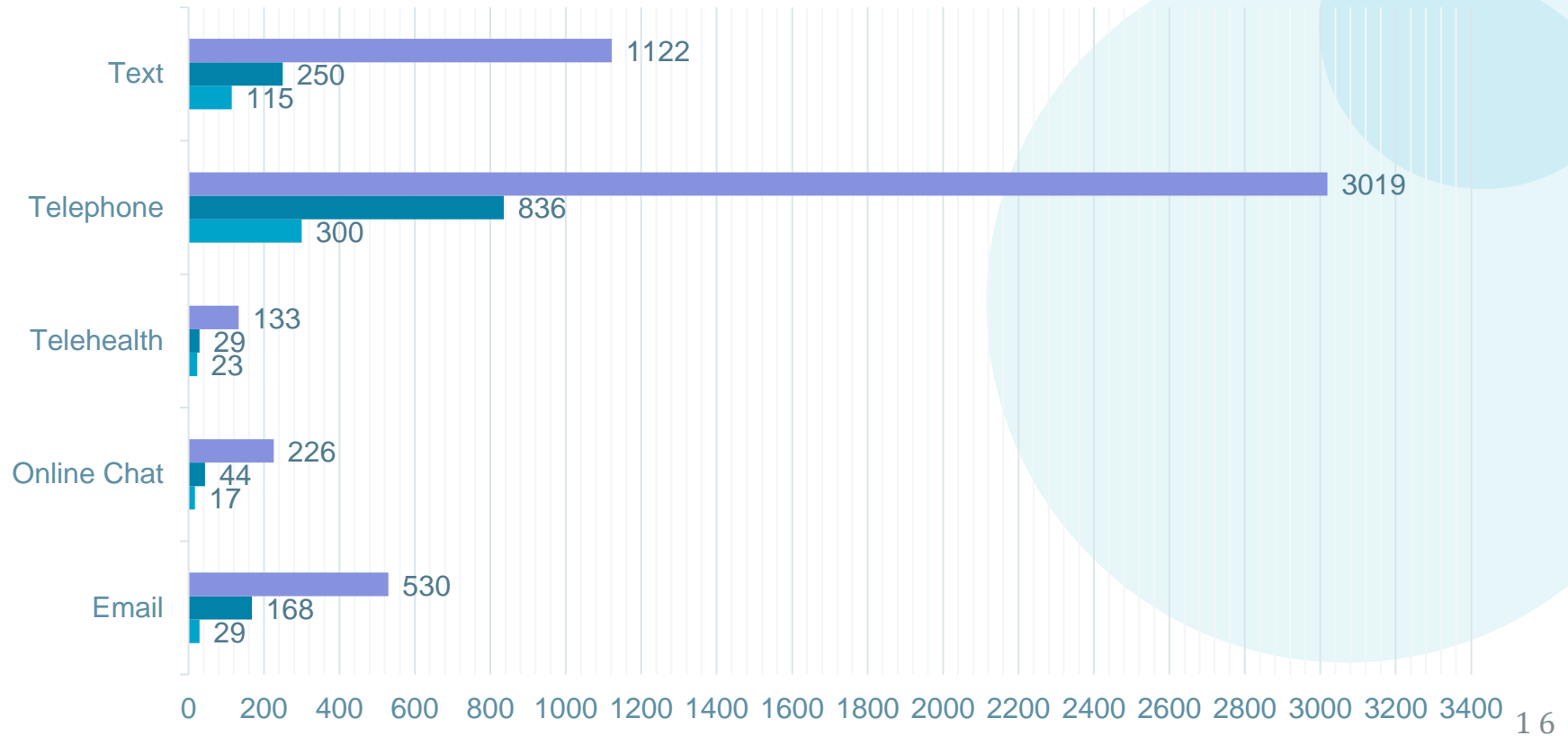
	YR 4	YR 5	YR 6**
Black	395	475	321
Hispanic	1,340	1,235	792
Native American	61	55	59



\*YR 6 ongoing

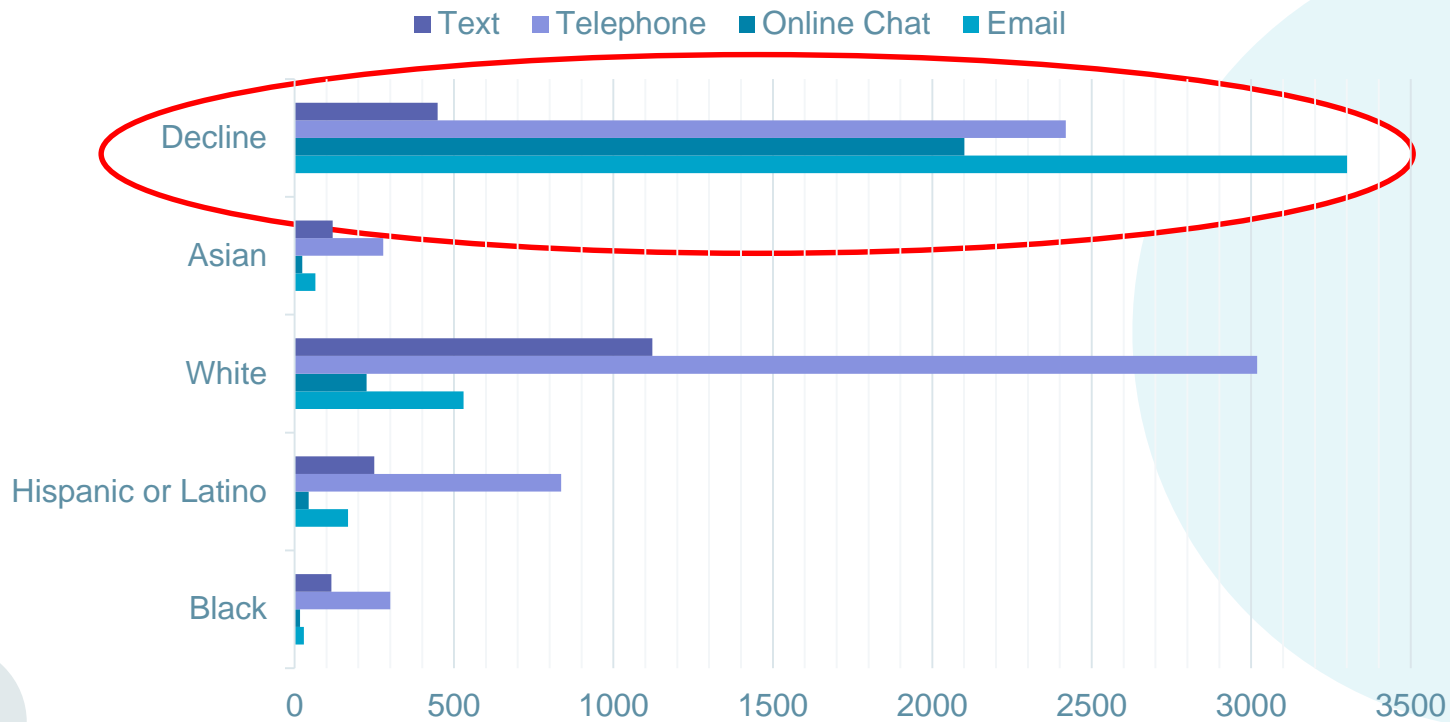
# Contact by Race/Ethnicity Response

■ White ■ Hispanic or Latino ■ Black





# Contact by Race/Ethnicity Including Number Declining to Respond



# Data Issues

- Many definitions of “decline”
- Each affiliate uses own system to record contacts
- Confidentiality
- Insurance status



## Getting to Know Who We Serve

- Race/Ethnicity
- State and Zip Code
- Insurance Status
- Income Level
- How people heard about us



# Closing Thoughts

- Being an Ally
- Increasing Access AND Trust
- Reality of what access looks like for communities and how to achieve equity
- Improving data collection is not a cure-all
- Ability to mimic efforts in CA
- Health literacy





**TELEHEALTH WILL  
CONTINUE TO BE A  
PRIORITY AFTER  
COVID-19**

# THANKS!

## Any questions?

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