

Virginia Medicaid Maternal Health Update

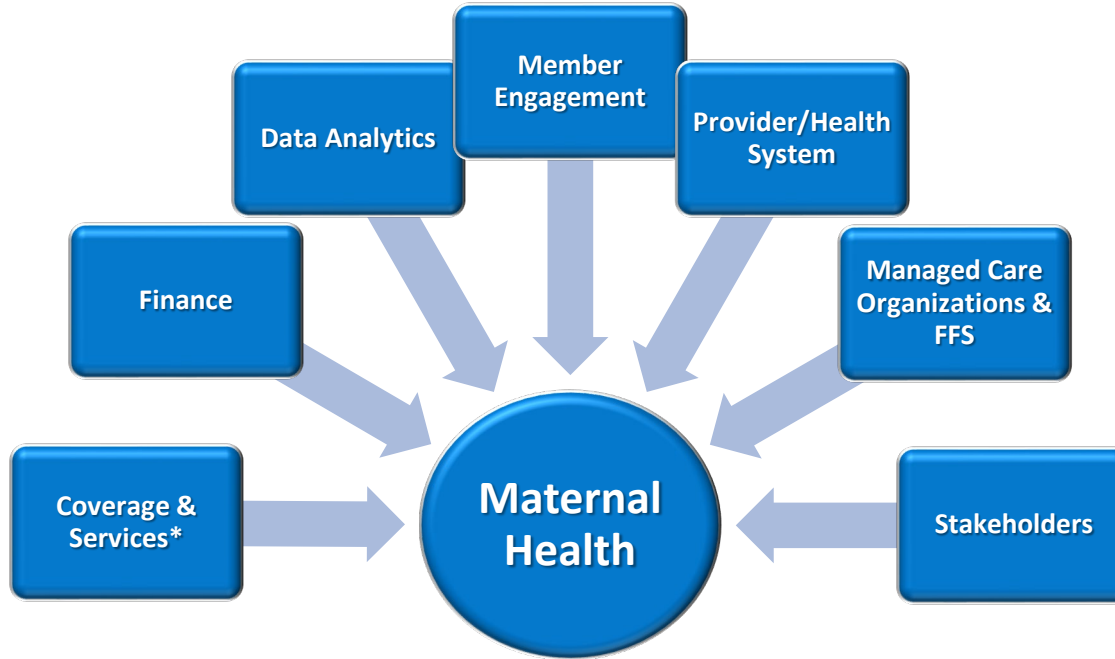
Cheryl Roberts, J.D., DMAS Director

Adrienne Fegans, Deputy of Programs and Operations



Virginia Medicaid Ecosystem

Seven levers are involved in Virginia Medicaid health care



DMAS Mission & Values

Our Mission & Values

To improve the health and well-being of Virginians through access to high-quality health care coverage and services



Service



Collaboration



Trust



Adaptability



Problem Solving

Governor Youngkin and the First Lady are committed to a series of Healthy Family Initiatives

Secretary of Health and Human Services, along with VDH, DMAS, DBHDS, and VDSS, are working together to improve maternal health and reduce maternal morbidity



Coverage and Services

Medicaid Covers 1/3 of the Births in the Commonwealth

Four basic coverage categories receive full Medicaid benefits to include maternal and comprehensive health services, dental, transportation, behavioral health; with no cost sharing

1. Medicaid for Pregnant Women
2. Medicaid Base
3. Medicaid Expansion
4. FAMIS Moms

DMAS has a specialized Pregnant Women Unit at Cover Virginia –

Pregnant Women Call Center:

- Annual Call Volume: 39,128
- Monthly Average: 3,261
- Average Wait Time: 27 seconds

Pregnant Application Unit:

- Applications Received: 9,752
- Monthly Average: 750
- Average Processing Time: 5 days

Data above represents 12 months period (September 2023 – September 2024)

12 Months Postpartum Coverage

- Virginia was third in the nation to extend postpartum coverage.
- Allows Virginia Medicaid to enroll members during the postpartum period and stay enrolled regardless of income changes for the 12-months continuous coverage.

Promote continuous coverage and **continuity of care** for members in the postpartum period

Advance **opportunity** by **reducing gaps** in maternal coverage, access and health outcomes

Increase **access to medical and behavioral health** services and treatments for members

Medicaid Coverage for Doula Benefit

- Virginia was the fourth state to provide Medicaid coverage for doula services
- As of October 2024:
 - There are 142 doulas enrolled in Medicaid
 - Over 430 Medicaid members have received doula services; and
 - Doulas have assisted 226 births financed by Medicaid
- DMAS partnered with Germana Community College, Mary Washington Hospital, Rappahannock Health District and VDH to create a training program
 - The first cohort is full (12 students) and interested students are on a waitlist for future semesters

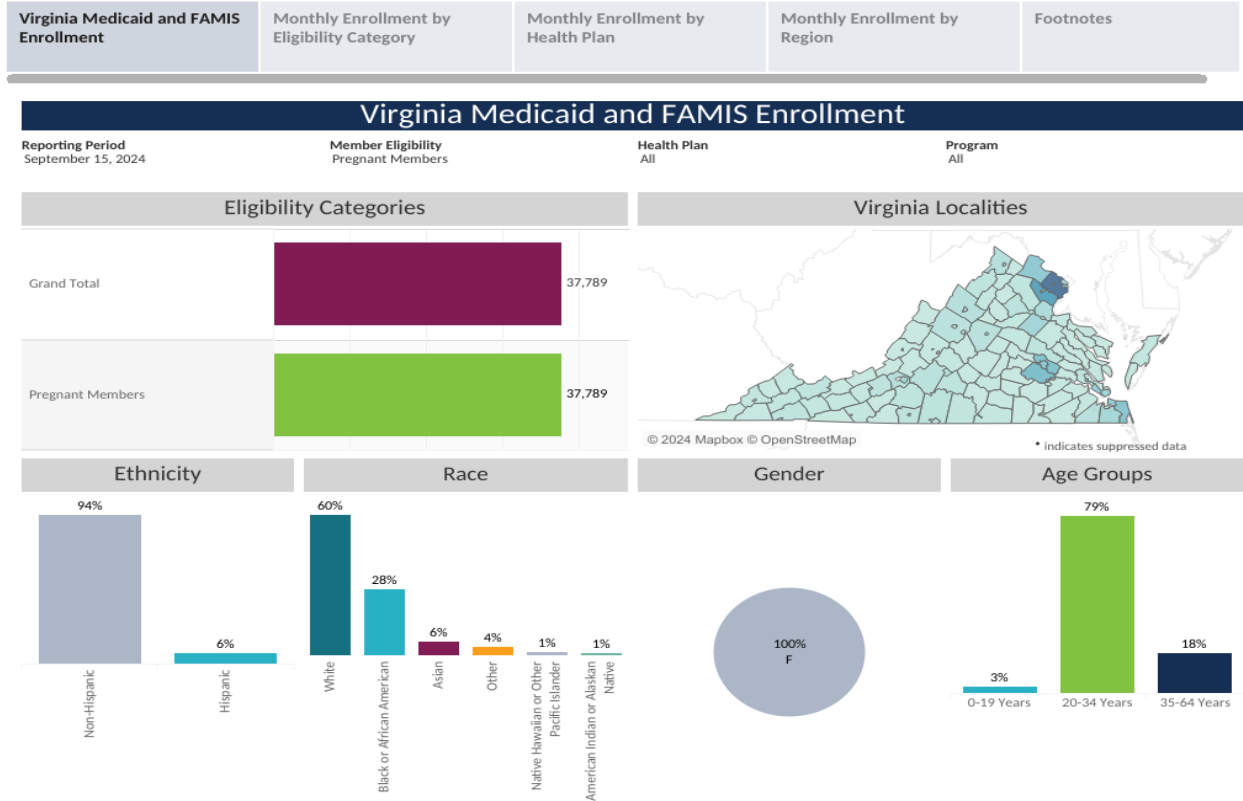


Medicaid Maternal Data Analytics and Quality



Pregnant Member Enrollment Dashboard

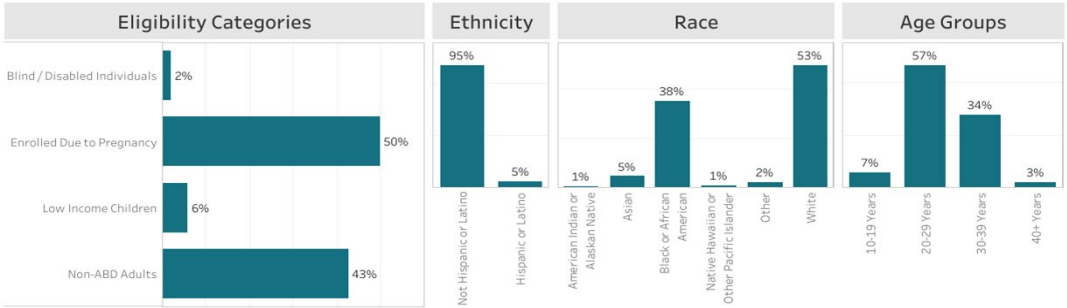
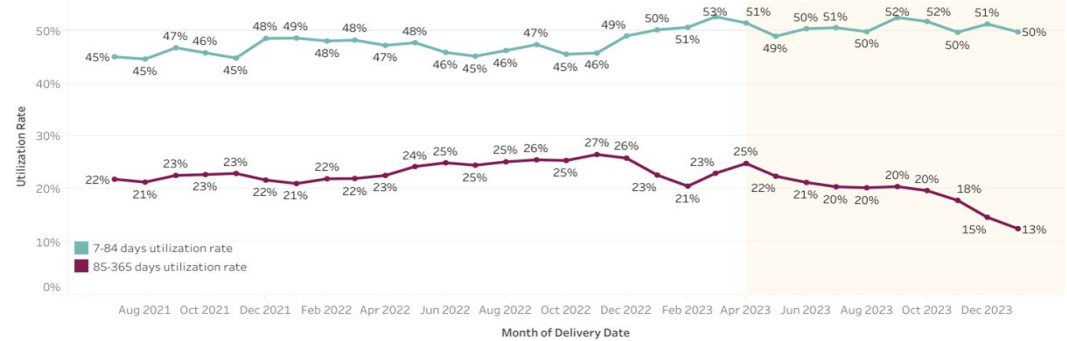
<https://www.dmas.virginia.gov/data-reporting/eligibility-enrollment/medicaid-famis-pace-enrollment/>



Virginia Medicaid Women Postpartum Utilization Overview

Utilization Category: Postpartum visits Locality: All Program: All Health Plan: All Month of Delivery: All Last update: September 20, 2024

Postpartum visits trends



Postpartum Utilization Dashboard – Internal Review & Monitoring

Maternal Health Data Sources

- MCH Report by the External Quality Review Organization
- 1115 Postpartum Extension Waiver Evaluation
 - CMS approved evaluation design
 - Member survey
 - Provider survey
- HEDIS dashboards on
 - Timeliness of prenatal care
 - Postpartum care utilization



Table 1-3—Overall Birth Outcomes Study Indicator Findings Among Singleton Births, CY 2020–CY 2022

Study Indicator	National Benchmark	CY 2020		CY 2021		CY 2022	
		Number	Percent	Number	Percent	Number	Percent
Births With Early and Adequate Prenatal Care	76.4%	22,245	71.9%	23,780	72.7%	25,535	72.1%
<i>Births With Inadequate Prenatal Care*</i>	NA	4,651	15.0%	5,106	15.6%	5,454	15.4%
<i>Births With No Prenatal Care*</i>	NA	534	1.7%	685	2.1%	1,072	3.0%
Preterm Births (<37 Weeks Gestation)*	9.4%	3,168	9.8%	3,327	10.1%	3,446	9.6%
Newborns With Low Birth Weight (<2,500 grams)*	10.1%	2,979	9.2%	3,074	9.3%	3,279	9.1%

* a lower rate indicates better performance for this indicator.

NA indicates there is not an applicable national benchmark for this indicator.



Member Engagement



Member Engagement Actions

DMAS focuses on the member first

- Education and information
 - Revised Member 'New Mom' Letter
- Enhanced MCO Benefit Comparison Chart
- Cardiovascular Health – Ask About Aspirin



Old New Mom Letter

Welcome MOM!

We are thrilled to be a part of this journey with you and want to share the free services we offer to help you have a healthy pregnancy and healthy baby! To get more information about what is covered, visit www.coverva.org

Free Pregnancy services, as a Medicaid member, include:

- Prenatal Care – Care while you are pregnant
- Labor and Delivery - Care to deliver your baby
- Postpartum Care – Care after your baby is born
- Dental/Oral Care – Dental care received before and after your pregnancy
 - Call Smiles for Children at 1-888-912-3456 to schedule a dental appointment or visit www.dentaquest.com
- Transportation – Non-emergency transportation to your visits
 - Call 1-888-336-8331 or you managed care plan to arrange for transportation to medical appointments
 - Book your transportation the same day you book your doctor's appointment to make sure you have a ride

Once enrolled in Medicaid, you will receive your health coverage through a managed care health plan. To find out which health plan works best for your providers, or to choose your health plan:

- Download the free Virginia Managed Care App on your Android or iPhone
- Visit <https://virginiamanagedcare.com>
- Call the Managed Care Helpline at 1-800-643-2273

DURING your Pregnancy

- Make an appointment with your doctor as soon as possible, and ask if they accept Medicaid, FAMIS Moms or your Managed Care Plan
- Reach out to your health plan about available care coordination services during your pregnancy
- Text BABY to 511411 or go to www.text4baby.org to receive free text messages that provide support to pregnant women and new moms
- Talk to your doctor about your diet and any medicine or drugs you are taking or if you smoke or drink
- Call Quit Now Virginia at 1-800-784-8669 to get help to quit smoking and free text messages from Text2Quit
- Choose a pediatrician so your baby can begin receiving well child checkups in the first year
- Contact the WIC Program at 888-942-3663

Give your baby time to develop and grow!
As long as your pregnancy is healthy, it is best to allow for labor to begin on its own.

Continuing your care after you deliver is essential to a healthy recovery!

Follow us on social media!



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@CoverVA



AFTER your Delivery

- How to Ensure BABY is Covered: Immediately call Cover Virginia at 1-855-242-8282 (toll free) or your eligibility worker at your local Department of Social Services to inform them of the birth of your child. Coverage is only effective after you have received a confirmed Medicaid number for your newborn baby.
- Make an appointment with your baby's doctor for a well-child visit once you get home. Well baby exams are an important way to monitor your baby's growth and development and check for serious problems.
- Schedule your postpartum appointment to see your doctor 6 to 8 weeks after you have your baby.
- Your health coverage may be extended beyond 60 days after you deliver!
 - Call Cover Virginia at 1-855-242-8282 (toll free) or your eligibility worker at your local Department of Social Services
 - Look for a Notice of Action letter from your local department of social services that will let you know if you qualify for continued coverage under the Medicaid Expansion program.

Keep this letter as a resource

Revised New Mom Letter

WELCOME, NEW PREGNANT MEMBER !

Virginia Department of Medical Assistance Services (DMAS) is thrilled to join you on this journey and to help you have a healthy pregnancy and healthy baby!



Free Pregnancy services

Once enrolled in Medicaid, you will receive your health coverage through your health plan.

Call the Virginia Managed Care Helpline at **1-800-643-2273** (TTY: **1-800-817-6608**) for more information on your health plan.

Contact your health plan for gifts (gift cards and/or diapers) that are offered for your family!

For more information about what is covered, along with additional resources visit:

www.dmas.virginia.gov/for-members/for-pregnant-women/



DURING YOUR PREGNANCY

- ✓ **Make an appointment with your doctor as soon as possible**, and ask if they accept your health plan.
- ✓ **Contact your health plan** about available care coordination services during your pregnancy.
- ✓ **Talk to your doctor** about your diet and any medication you are taking, or if you smoke or drink.
- ✓ **Choose a pediatrician** so your baby can begin receiving well - child checkups in the first year.



AFTER YOUR DELIVERY

- ✓ **Schedule your postpartum appointment** to see your doctor 6-8 weeks after you have your baby. Virginia Medicaid offers continued postpartum coverage, so you will receive health coverage for 12 months (including dental) after you deliver.
- ✓ **Ensure your baby is covered:** Call Cover VA at 1-855-242-8282 (TTY: 1-888-221-1590) or your eligibility worker at the local Dept. of Social Services to inform them of your child's birth. Coverage is only effective after you have received a confirmed Medicaid number for your newborn baby.
- ✓ **Schedule a well-child visit once you get home.** Well baby exams are an important way to monitor your baby's growth and check for any problems.

Follow us on social media!



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Enhanced Benefits MCO Comparison chart



All health plans offer the same basic Medicaid services, the basic plan benefits include, but are not limited to:

- Full access to health care services during pregnancy
- Assistance in finding a provider and setting up appointments
- Transportation to and from appointments
- Mental health care and services for alcohol and drug problems
- Services and items that support breast feeding, including breast pumps
- Doula services
- High-risk pregnancy care
- Nurse midwife services
- Continued health coverage for 12 months after giving birth



Medicaid Dental Services include:

- Teeth cleaning
- Exams and x-rays
- Fillings
- Root canals
- Treatment of gum disease
- Tooth extractions



Maternal Health – Enhanced Benefits Health Plan Comparison Chart

Supporting maternal health is a priority for Virginia Medicaid

Use this chart to compare each health plan's extra benefits. For a full list of services, visit www.virginiamanagedcare.com.



Aetna Better Health Baby Matters 1-800-279-1878 TTY: 1-800-385-4104	Anthem Healthkeepers Plus New Baby New Life 1-800-354-7000 TTY: 1-800-901-0020	Molina Healthy Beginnings 1-866-472-4585 TTY: 711	Sentara Welcoming Baby 1-844-671-2108 TTY: 711	United Healthy First Steps 1-866-599-5985 TTY: 1-877-265-9199
During Pregnancy				
<ul style="list-style-type: none"> • \$25 each month to spend on over-the-counter items for yourself and baby through CVS Pharmacy® • \$50 Healthy Food Card- Every month for high-risk pregnant woman to buy healthy foods • \$50 Wellness Reward- For going to prenatal and postpartum visits • 24/7 Get information on preparing for breastfeeding with live video chats 	<ul style="list-style-type: none"> • \$50 Healthy Reward for 1st prenatal visit • Online support for your mental health during your pregnancy (Twill) • Women's Wellness and Recovery Program for women experiencing problems with drugs or alcohol (Empower) • OB Concierge Care- a digital app to access resources and added benefits to support a healthy pregnancy • 24/7 Online Medical Practice to improve maternal health outcomes (Pomelo) 	<ul style="list-style-type: none"> • Up to \$50- Earn Rewards for healthy actions • Pregnancy Celebration- Mom and baby goodies • Baby Bundle- Get pregnancy supplies before birth • Mother-to-Baby Connections program • Online support offering Doula, pregnancy, and postpartum support (Mae) • Telehealth programs for before and after pregnancy (Ouma) 	<ul style="list-style-type: none"> • Up to \$75 Reward- Receive reward with Maternal health & wellness programs • \$75 every quarter- Grocery card for pregnant women • Healthy Savings Program - Discounted savings on healthy food, products & baby items • Up to \$35 - Healthy Member Incentive - For going to prenatal and postpartum visits 	<ul style="list-style-type: none"> • Up to \$50 in rewards, education & resources via Baby Scripts™ digital app • Gestational Diabetes • Healthy food box program • Virtual prenatal care & education (Pomelo Care) • Online support for your mental health (AbleTo) • 24/7 live video chat with a doctor
After giving birth				
<ul style="list-style-type: none"> • \$25 each month to spend on over-the-counter items for yourself and your baby at CVS Pharmacy® • \$50 Wellness Reward- For going to prenatal and postpartum visits • New Mom's Gift Box - Automatically delivered those that participate in care management with their MCO during the month after giving birth • Up to 300 size 1 baby diapers delivered to your home • Free home-delivered meals for seven days after you leave the hospital • 24/7 Breastfeeding help with live video chats 	<ul style="list-style-type: none"> • \$25 Healthy Reward for postpartum care visit • Baby Essentials Catalog- Pick up to 3 items for you or your baby (car seats, baby carriers, diapers and more to choose from) • Home delivered meals after pregnancy- (Nourished Well offers dietician services) • Online support for your mental health during your postpartum (Twill) • Women's Wellness and Recovery Program for women experiencing problems with drugs or alcohol (Empower) • Online Medical Access Program to improve maternal health (Pomelo) 	<ul style="list-style-type: none"> • Up to \$50- Healthy Rewards Program • After Delivery Celebration- Mom and baby goodies • Baby Bundle- Get pregnancy supplies • Mother to Baby Connections program • Online support offering Doula, pregnancy, and postpartum support (Mae) • Digital maternal telehealth programs for before and after pregnancy (Ouma) 	<ul style="list-style-type: none"> • Up to 400 Free Diapers (size newborn to size 2) • Home Delivered Meals - Up to 56 freshly prepared meals • Free baby monitor or sleep sack with the Safe Sleep Program • Up to \$35 - Healthy Member Incentive - For going to prenatal and postpartum visits 	<ul style="list-style-type: none"> • Up to 500 free diapers • Up to \$50 in rewards, education & resources via Baby Scripts™ digital app • Meal delivery service after giving birth • Free supply of absorbable menstrual undergarments • 24/7 virtual breastfeeding support and education (Pomelo Care) • Online support for your mental health (AbleTo)

Questions? Go to virginiamanagedcare.com. Or call us toll free at 1-800-643-2273 (TTY: 1-800-817-6608). We can speak with you in other languages.

Maternal Cardiovascular Health

- Maternal mortality and morbidity
- DMAS held a series of roundtables with clinicians, extended providers, community providers and members on cardiovascular health
- Key theme identified among the clinicians and ACOG/USPSTF recommendation –
 - Usage of low-dose aspirin while pregnant to prevent preeclampsia, hypertension and cardiovascular disease.
- Focused on member and provider education campaign

Ask About Aspirin – Member Education Campaign

Ask About Aspirin

as a primary prevention against maternal heart disease

If

you have any of these risk factors



History of high blood pressure



Pregnant with more than one baby



Diabetes



Age <18, >35



Kidney disease



Obesity BMI > 30

Talk

to your provider about taking prenatal aspirin



Ask your healthcare provider before starting or stopping any medication, including aspirin.



CardinalCare
Virginia's Medicaid Program



SCAN ME!

Provider/Health System

Provider Engagement Actions

- Working with Virginia Hospital and Healthcare Association (VHHA) on maternal health initiatives
- Dr. Daphne Bazile initiated a pilot extending OB/GYN clinic hours on Saturdays for Petersburg and surrounding area
- Working with provider systems to promote extended OB/GYN clinic hours, like pediatrics
 - INOVA recently announced extended hours across the health system
- Health systems updated their EMR discharge checklist to include postpartum appointment
- Expanding OB/GYN Association and Federally-Qualified Health Center (FQHCs) collaboration and engagement



Managed Care



Managed Care Engagement Actions

Managed Care Organization (MCO) contract has extensive maternal health provisions



Member Engagement



Network Access



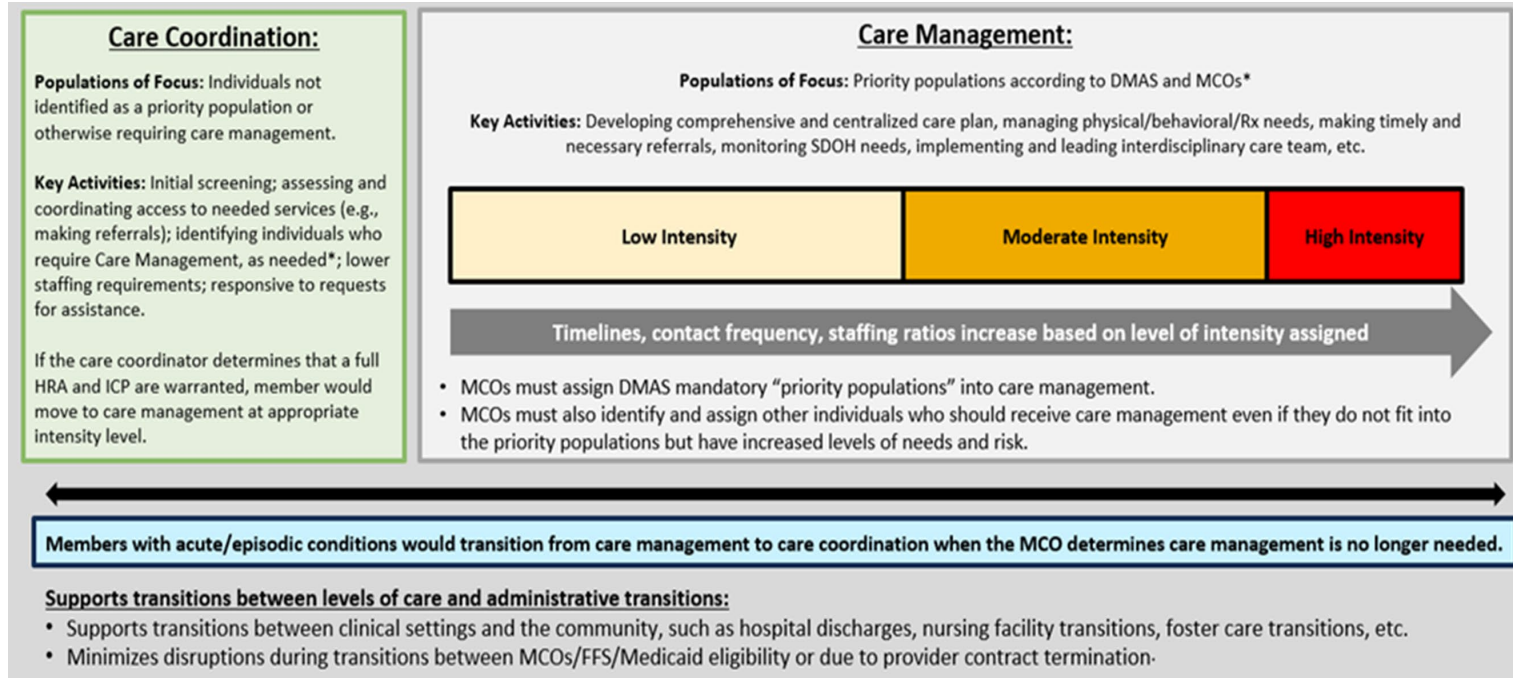
Availability



Accountability

- All MCOs have specialized clinical programs as well as support services food, supplies and client connection teams such as doula, community health workers and home visitors
- DMAS teams (clinical, maternal, operations, compliance) meet with the MCOs on a regular basis
- MCOs are held to performance withholds related to maternal health activities

MCOs assign pregnant members to care coordination or care management based on risk status



Collaboration and Learning Opportunities

Learning Collaboratives and Regional Meetings

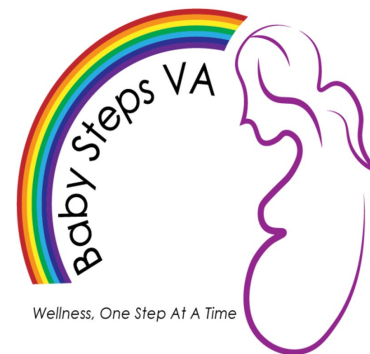
- DMAS is participating in the NGA Improving Maternal and Child Health in Rural America Learning Collaborative with HHR and VDH
 - Monthly technical assistance meetings and October regional meeting
- Lunch & Learn on maternal mental health and SUD – June 2024
- In August VDH and DMAS hosted the rural health summit on behavioral health and substance use disorder in Roanoke, VA
- CMS is hosting two affinity groups this fall:
 - Addressing Maternal Mental Health and Substance Use Affinity Group
 - Improving Maternal Hypertension Control



DMAS Baby Steps Program

babystepsva@dmas.virginia.gov

- DMAS' maternal and child health program since 2019
- Hosts bimonthly calls with providers, managed care organizations and community-based organizations
- Keeps stakeholders informed through a monthly newsletter and annual report
- Focus on:
 - **Eligibility and Enrollment**
 - **Outreach and Information**
 - **Connections**
 - **New and Improved Services and Policies**
 - **Program Oversight**
- The MCH unit staffs the program with cross-agency support



Thank You!

