

## **UPSTATE NEW YORK BABY BASICS PROGRAM** **THE MONROE PLAN FOR MEDICAL CARE**

In 2010 the NY State Department of Health, Office of Health Insurance Programs funded four Medicaid Managed Care Plans to replicate the Baby Basics Clinical Quality Improvement Coaching (Baby Basics “QulC”) Program. The Monroe Plan for Medical Care implemented a 1 year pilot Baby Basics Prenatal Health Literacy and Education Program in 8 of their high volume, OB and Family practices in Monroe County. Based on recommendations from staff in the 8 original practices, 2 additional OB practices requested to join the Baby Basics program in the 4<sup>th</sup> quarter of 2010. These 2 new practices were added to the Baby Basics program in the 2<sup>nd</sup>-3<sup>rd</sup> quarter of 2011. Based on data, input from practice partners and patient survey results, Monroe Plan for Medical Care approved budgetary resources to maintain and expand the Baby Basics Program into Broome County in 2012 when funding through the original pilot program ended.

\*\*\*It is important to note that the Monroe Plan provides orientations, coaching, and Baby Basics books and planners to their partner OB/Family practices – so that every mom is part of the program, not only members of the Monroe Managed Care Plan.

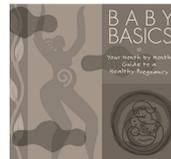
### Health Center partners include:

Anthony L. Jordan Health Center  
Community OB Group  
Demarillac Clinic, Binghamton  
Finger Lakes Medical Associates, OB practice, Geneva  
Highland Family Medicine  
Rochester General Hospital (RGH): Women's Center at Alexander Park  
RGH: Women's Center at Portland Ave.  
RGH: Women's Center at Clinton Family OB/Gyn  
Strong Memorial Hospital (SMH): Women's Health Practice  
Strong Midwifery Group  
Westside Health Services: Brown Square Facility  
Westside Health Services: Woodward Facility

### Shared Baby Basics Vision:

In addition to the Baby Basics Program Goals, the Baby Basics Quality Improvement Coaching Program Goals are to:

- ✓ Improve the expecting patient’s experience of at various points of care.
- ✓ Engage physicians, providers, patients, and families to provide more effective prenatal health education and communication.



- ✓ Help Health Centers create a great patient experience, impact quality, safety, staff engagement, and ultimately, impact cost of MCH care.
- ✓ Positively change the patient experience of prenatal care and delivery.
- ✓ Improve patient-driven metrics.
- ✓ Raise awareness of the patient experience at each clinical site and a culture of change through all levels of the prenatal care team – from the receptionist, to the physician and everyone in-between.
- ✓ Create true partnership and engagement between the Medicaid Managed Care team and the clinical staff.

Each Practice Partner agreed to:

1. Receive enough Baby Basics books and planners to give every new prenatal patient at her first visit.
2. Bring ENTIRE staff together for a 1 hour orientation on Baby Basics Implementation, Health Literacy and Best Practices.
3. Track distribution of books and planners.
4. Identify a practice leader and champion to work with Monroe Plan Quality Improvement coordinator to run PDSA cycles to integrate tools and strategies.
5. Use WTEF evaluation tools for providers and with patients.

Survey Outcomes - Baby Basics pilot program implementation:

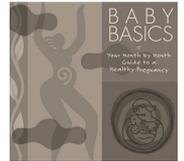
- 99% have looked at the Baby Basics book at home (up 3% from 2011)
- 99% have read some of the Baby Basics book (up 2% from 2011); 65% have read more than half of the book
- 92% found the information in the Baby Basics book helpful
- 85% have looked in the Baby Basics book to find an answer to a question about their pregnancy

Prenatal Visit Rates:

Recent claims data reviewed for the period between January through December 2011 comparing the prenatal visit rate for Monroe Plan for Medical Care members in participating Baby Basics practices to non-participating Monroe County practices demonstrated a 9% higher prenatal visit rate for prenatal women in the participating Baby Basics practices.

WCV and Immunization Rates:

Preliminary claims data reviewed for the 1<sup>st</sup> and 2<sup>nd</sup> quarters of 2011 comparing the WCV and immunization rates for Monroe Plan for Medical Care members in participating Baby Basics practices to non-participating Monroe County practices demonstrated a 6% higher rate of compliance with completing the required preventive WCV and immunization rates for Monroe Plan for Medical Care infants born to mothers receiving OB care in Baby Basics practices.



#### Expansion of Baby Basics program into Southern Tier/Broome County:

Based on the high concentration of Monroe Plan members including a high number in need of OB/Prenatal services, the Southern Tier/Broome County region has been identified as the next area in which to develop and implement the Baby Basics program. In addition, the local Perinatal network in Broome County is very supportive of the Baby Basics program based on their own experience with a small Baby Basics pilot program they conducted over a year ago. The Broome County Perinatal Network staff has already received training and experience with the Baby Basics program. Monroe Plan for Medical Care is currently partnering with its regional office staff in the Southern Tier and the Broome County Perinatal Network to implement a Baby Basics program in Broome County.

#### Enhanced Relationship with OB Practices:

Monroe Plan has found that working together with OB and Family practices to implement and maintain the Baby Basics program has helped build partnerships paving the way for other activities. Some of these activities included academic detailing related to the new Prenatal Care Standards requirements and surveying practices to learn about barriers to OB care.

#### Practice Testimonials:

##### OB Practice Nurse:

- “Feedback from several OB providers has been very positive; today one provider had her last OB patient of the day ask her a variety of questions that correlated with the Baby Basics chapter for the patient’s time in her pregnancy. The doctor felt this patient would not have been interacting and as engaged if patient was not following along with the Baby Basics Book.”

##### Social Worker:

- “Personally, I have had many patients that I work with state how they absolutely LOVE this book! Being in the Social Work field, I find that resources like this provides our patients with pertinent information about pregnancy, especially the young teens and first time mothers.”