

TITLE: First Steps: Supporting Maternal and Early Childhood Health through Partnership

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Topics: maternal child health

Target audiences:

- a) CCOs
- b) Community based organizations
- c) State and local public health
- d) Program developers
- e) Primary care, women's health, and pediatric health professionals

ABSTRACT: All three of the counties on the north coast served by Columbia Pacific CCO (CPCCO) are resource-limited, rural areas designated as Primary Care Health Professional Shortage Areas, and Medically Under Served Populations (UDS Mapper). In 2015, CPCCO developed First Steps, an incentive program which aimed to cultivate provider partnership, improve information sharing for care coordination, and increase member engagement in evidence-based, comprehensive prenatal care. Initially, the program saw:

Rapid increase in engagement from 5.8% of pregnant members who enrolled in First Steps in 2015 to 52.4% in 2018.

Improvement in the Timeliness of Prenatal Care incentive metric performance from 72.3% in 2015 to 93.8% in 2018.

CPCCO expanded Maternal Child Health strategies in early 2019 and prioritized third trimester engagement, postpartum care, and early initiation of pediatric care. The success of First Steps can be leveraged to meet these priorities by expanding incentivized services, onboarding additional primary care and public health providers, and providing new baby starter kits. Local public health is a vital partner in this work, considering they provide many community-based services during pregnancy and early childhood, making cross-sector coordination necessary to reduce barriers hindering timely access to services.

Through initial and continued program development, CPCCO learned:

Strong partner collaboration and commitment are necessary for timely communication, accurate reporting, stakeholder feedback.

Thorough training and documentation are key for sustainability as staff turnover is inevitable.

Incentive program results are a valuable tool to identify gaps in the service network and prioritize work to improve access.

OBJECTIVE(S): Identify options for leveraging shared information and cross-sector partnerships to increase engagement in prenatal, postpartum, and pediatric health care. Describe one CCO's approach to utilizing an incentive program to empower members to engage in recommended prenatal and pediatric care, and improve network service access.
