

PREGNANCY

Pregnancy Health Management Program



FACTS:

Many of our members are females of childbearing age. We, as a health plan, recognize the importance of early and ongoing prenatal care to improve prenatal outcome. According to the most recent statistics from the National Center for Health Statistics, the United States has a maternal mortality rate of 13.1 out of every 100,000 live births and a prenatal mortality rate of 6.7 out of every 1,000 live births and fetal deaths. Additionally, the increasing incidence of preterm delivery and low birth weight continues to be a challenge for providers of obstetrical care. Therefore, it is important that your patients are offered assistance in managing their pregnancies.

The Pregnancy Health Management program exists to help your pregnant Unison Health Plan patients achieve the best outcomes possible.

WHAT DOES THE PROGRAM OFFER MY PATIENTS?

The program offers support and assistance to pregnant members and stratifies them by levels of needed service. Members who require minimal assistance will be offered the services of our Miracles program. A Miracles 'health coach' will encourage your patient to receive prenatal care and answer basic questions about pregnancy. They also offer smoking cessation information, offer help with transportation to office visits and provide educational materials. Incentives are available to members that attend all of their prenatal appointments. All members receive a postpartum check-up reminder and are eligible to receive an additional incentive if they have a postpartum visit between 21 and 56 days after delivery.

Members identified as high-risk through the review of the OB Needs Assessment form

will receive all of this, plus Care Management services. The OB Needs Assessment form can be found at unisonhealthplan.com.

Care Management supports and encourages the prenatal care you offer, thus contributing to a healthy outcome for the high-risk mom and her baby. Should a member's condition change during the course of her pregnancy, a revised OB Needs Assessment form can be submitted so that the member can be reviewed for Care Management services.

The care managers will perform an educational assessment and customize the program to your patient's

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needs. The care managers, who are obstetrically trained registered nurses, will supplement your prenatal care plan by promoting the member's adherence to your recommendations and encouraging healthy behaviors.

Care managers can help with referrals to community resources and discuss signs of complications. The care managers also can provide support through our Special Needs Unit to address behavioral health or other social issues.

WHAT INFORMATION WILL YOU SEND ME ABOUT MY PATIENTS?

If you have a member enrolled in Care Management, you will receive a letter informing you that the member is enrolled in the program. The care manager assigned to your patient will provide you with his/her direct phone number in that letter. The OB Needs Assessment form, as supplemented by direct

communications with the practitioner, provides information about the member's needs to coordinate Unison services to enhance your care plan. What if your patient does not want to be in the program? All members that are identified by claims and pharmacy use or by their physicians are eligible for the Pregnancy Health Management program. Any member who does not wish to participate in the program can decline enrollment.

HOW DO MY PATIENTS BECOME ELIGIBLE TO PARTICIPATE?

In order to identify members who are pregnant, Unison Health Plan uses data from claims that have been paid. These claims identify events associated with pregnancy. They include pharmacy data for medications as well as claims for practitioner visits for prenatal care. By faxing the OB Needs Assessment form, you will also be identifying a member that is pregnant and eligible to enroll. Also, any

pregnant member can call Member Services and ask to be included in the program.

HOW CAN MY PATIENTS JOIN THE PROGRAM?

Your Unison Health Plan patients will be automatically enrolled in the Pregnancy Health Management or Care Management programs or both, as applicable, upon receipt of a completed OB Needs Assessment form. The assessment can be faxed to us using the number identified on the form.

If you have any questions about the services available to your Unison Health Plan patients through the Pregnancy Care Management or Health Management programs, please call Provider Services at 1.800.600.9007.