

Miracles Maternity Program Changes Name: Healthy First Steps

Unison Health Plan is pleased to announce the implementation of an enhanced national model of care for Maternal and Neonatal Intensive Care Unit (NICU) management. Healthy First Steps™ (HFS) is a Unison program that has proven its efficacy over the years. Now, by leveraging best practices across our organization, we expect to improve prenatal, postpartum and newborn care.

Other than the name change from Miracles to Healthy First Steps, many of you will realize no material changes to the HFS program, processes or technology. However, others will benefit from the availability of enhanced obstetrical care management services that include behavioral health and social work components. Please continue to submit OB referrals in the same manner currently in place for your state. The new referral number for OB referrals is included in this notice.

The Healthy First Steps model of care encompasses two components: Maternal Care and NICU.

HFS-Maternal Care Model

The objective of the HFS-Maternal care model is to create a structure that consistently:

- Increases early identification and enrollment of expectant mothers
- Assesses the risk level of each member and directs them to proper care
- Increases the member's understanding of pregnancy and newborn care
- Encourages pregnancy and lifestyle self-management
- Encourages appropriate pregnancy, postpartum and infant provider visits
- Fosters a physician-member partnership for care in non-emergent settings

HFS-NICU Model

The HFS-NICU care model will bring forward:

- Telephonic and on-site case management of NICU babies
- Utilization management, including quality management and improvement activities such as participating in action planning or quality measurement activities
- Engagement of caregiver/family to promote empowerment and provide educational materials
- Facilitation of discharge planning needs by coordinating with the hospital and families
- Reduction of hospital workload by leveraging resource efficiencies (Nurses will seek to collaborate and support current staff)

OptumHealth Neonatal Resource Services (NRS), a business unit within UnitedHealth Group, is now delivering our NICU onsite and telephonic case management services. OptumHealth NRS is an agent working on our behalf and performing the same service as Unison did previously.

Our goal in this transition is to promote continuity of service and care, encourage family involvement, and assist with the neonate's successful transfer home by coordinating discharge planning needs. We expect this increased support to improve NICU member outcomes and to grow your satisfaction with us as your partner in delivering care to our NICU members. NRS will

support your hospital's NICU staff and neonatologists in their role as clinical decision-makers and optimize family involvement in the baby's care.

Access to Providers in Key Specialties

Medical support for the Healthy First Steps Model will be provided by physicians who are Board Certified in Maternal and Neonatal Medicine. These physicians will be providing clinical supervision and education to our staff as well as conducting peer to peer discussions with providers. The HFS program will be responsible for ensuring that members receive the services and education they need at the right time, in the right place and according to specific member needs.

We will continue to send you more detailed communications as the HFS National Model implementation occurs in your area. We look forward to the opportunity to partner with you in a continued effort to improve pregnancy and newborn outcomes.

Please note these NEW Provider OB Referral Numbers

Phone: 1-800-599-5985

Fax: 1-877-353-6913