Maternal Child Services: OB Case Management
Maternal Child Services
OB Case Management
Program overview

OB Case Management — New Baby, New Life℠:
• My Advocate™
• High-risk conditions
• Breastfeeding support
• Smoking cessation support
• Prior preterm pregnancy programs
• Birth control and family planning
• Contacts
OB Case Management

• Support provider care plan.
• Coordinate delivery of service.
• Collaborate with Anthem Blue Cross and Blue Shield Medicaid (Anthem) providers for members who are at highest risk for poor outcome.
• Educate and encourage members to reach optimum pregnancy outcome.
## New Baby, New Life

<table>
<thead>
<tr>
<th>OB management:</th>
<th>NICU management:</th>
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<tbody>
<tr>
<td>Women during the prenatal and postpartum period</td>
<td>Infants admitted to and discharged from the NICU</td>
</tr>
<tr>
<td>Offered to Medicaid and CHIP members (also available to dual members and SSI recipients)</td>
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### Mission:

- Promote prenatal care
- Reduce premature births
- Improve identification of and access to treatment for postpartum depression
- Reduce NICU admissions and lengths of stay
Case management process

• Identification:
  – State enrollment files
  – Lab reports, claims, precertification requests, hospital census, physicians and members

• Screening:
  – OB High Risk Screener — predictive risk assessment tool
  – Screener completed by My Advocate interactive voice response call

• Care planning:
  – Member and provider collaboration
  – Application of evidence-based practices
  – Referral to community-based services
My Advocate

- Interactive, comprehensive communications program
- Designed to provide microeducation relevant to each week of pregnancy and into the weeks after delivery:
  - Prenatal:
    - Two communications/week
  - Postpartum/well baby:
    - Two communications/week
- Communication offered through:
  - Text messaging
  - Web
  - Telephone
  - Smartphone apps
- Alerts to case managers/care coordinators
The conditions considered highest risk include:

- Multiple gestation.
- Diabetes.
- Hypertension.
- History of preterm labor and/or birth.
- History of low birth weight.
- Use of tobacco.
- Behavioral health issues, including but not limited to dependent or nondependent drug use.
How to help reduce these risks

- Routine monitoring and lab testing
- Assistance with smoking cessation
- Referrals for behavioral health issues
- Referrals for substance abuse
Support of smoking cessation

- In addition to the availability of Quit Now Kentucky, the state encourages use of the American Congress of Obstetricians and Gynecologists 5A’s approach to smoking cessation for pregnant women:
• During pregnancy, additional emphasis is placed on smoking cessation. Local classes may be a helpful resource.

• Anthem provides coverage benefits for all U.S. FDA-approved tobacco cessation medications and all forms of tobacco cessation services, including but not limited to individual, group or telephonic counseling.

• For more information about the no-cost Kentucky program, visit www.QuitNowKentucky.org or call 1-800-QUIT-NOW (1-800-784-8669).
Prior preterm pregnancy program
How to access Makena

• Prior authorization (PA) is required for Makena.
  – To access the *Makena PA Form* on our website, select the following link:
  – To find PA approval criteria for Makena, select the following link:
  – For phone call approval, please call Accredo at 1-800-870-6419.
When a baby has to go to the NICU
You and Your Baby in the NICU program

• The program aims to:
  – Decrease parental stress, depression and anxiety.
  – Increase confidence in the parent’s ability to care for the infant.
  – Encourage developmentally appropriate interaction with the infant.
  – Better the parent’s readiness for the infant’s discharge.

• The program provides information about available resources such as the Women, Infants, and Children Program (WIC) and Supplemental Security Income (SSI).
• Members also receive a booklet that guides parents in participating in the care of their infant and in coping with the stresses of the hospitalization.
• Anthem case management/social work interactions are also offered to help the family during a NICU stay and for several months postdischarge.
• Postdischarge education, referrals and resources are also provided as needed.
Breastfeeding support

• Our case managers will assist each member they manage with an electric breast pump through durable medical equipment (DME) or WIC and will also help members with other local resources such as Kentucky Hands regarding postpartum depression.

• The current DME provider for breast pumps is Edgepark, which may be reached at 1-800-321-0591.
Some barriers preventing early and ongoing prenatal care: phone access

<table>
<thead>
<tr>
<th>Free cellphone and monthly plan through the Federal Lifeline Assistance program:</th>
<th>Medicaid members:</th>
<th>National Customer Care:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A member or a guardian can access Lifeline through Assurance Wireless, the current Lifeline service provider.</td>
<td>This will only be available to one member of each household.</td>
<td>Members can apply online at <a href="http://www.LifelineApply.com/kymedicaid">www.LifelineApply.com/kymedicaid</a> or by mail.</td>
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</tbody>
</table>
Some barriers preventing early and ongoing prenatal care: transportation

<table>
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<tr>
<th>Vendor:</th>
<th>How to schedule/cancel transportation:</th>
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<tbody>
<tr>
<td>This is provided by the Cabinet for Health and Family Services. Coverage is separated by regions.</td>
<td>Members may schedule and cancel transportation by selecting the link below.</td>
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<tr>
<td></td>
<td><strong><a href="http://bit.ly/2hMx8Od">http://bit.ly/2hMx8Od</a></strong></td>
</tr>
<tr>
<td></td>
<td>Call Federated Transportation Services of the Bluegrass at <strong>1-888-848-0989</strong> immediately after scheduling your medical appointment to arrange your transportation.</td>
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</table>
Birth control and family planning benefits

• Covered birth control methods include long-acting reversible contraception, oral contraceptives, tubal ligation, Depo Provera, diaphragms and Essure.
• A tubal ligation consent form must be filled out at least 30 days prior to procedure per federal requirement.
• Postpartum benefits are covered for 60 days postdelivery.
How to contact Maternal Child case managers

- For OB case management services, contact Customer Service at **1-502-619-6800**.
- To reach OB Case Management, contact Dawn Siler at **1-502-619-6845**, ext. **06845**.
- To reach NICU Case Management, contact Diane Davis at **1-502-619-6834**, ext. **26834**.
- To reach Duals/SSI OB Case Management, contact Gail Metzler at **1-844-827-9217**.
https://mediproviders.anthem.com/ky
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