

United Health Care Kansas - Healthy First Steps

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“Helping people live healthier lives”



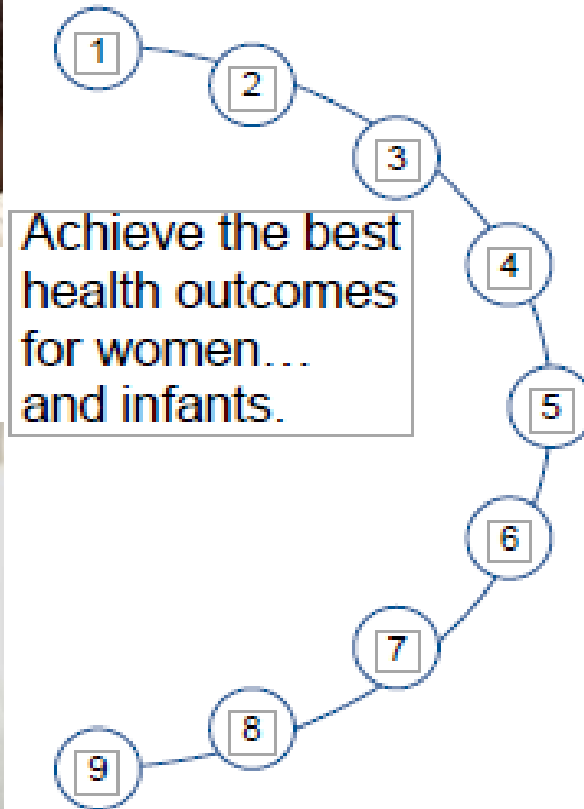
Healthy First Steps

HFS is a program aimed to improving the health and well-being of pregnant women and children participating in our managed Medicaid health plans.

The HFS program focuses on the importance of prenatal and postpartum care. A thorough assessment including the social determinants (SDH) of health is completed. Resources are aligned to address all areas of Maternal and Baby health.

The goal of the program is to achieve the best health outcomes for women and infants. This HFS program gives pregnant mothers the information, education ,resources and support they need for a healthy birth outcome.

UHC Goals



What does “SDH” mean?

“The social determinants of health (SDH) are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies and political systems.”

World Health Organization (WHO)

Social Determinants of Health



Figure 2

Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment Income Expenses Debt Medical bills Support	Housing Transportation Safety Parks Playgrounds Walkability	Literacy Language Early childhood education Vocational training Higher education	Hunger Access to healthy options	Social integration Support systems Community engagement Discrimination	Health coverage Provider availability Provider linguistic and cultural competency Quality of care

Health Outcomes

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations



SDH commonly present in our HR Pregnancy Members



Transportation

Access to home injections
for 17P/Makena

Breast Feeding Supplies

Affordable housing or
homelessness

Food Insecurity

Access to Care in Rural
Areas

Substance

Abuse/Addiction

Untreated Mental Health
issues

Lack of prenatal care

Domestic Violence

Lack of informal supports

High Risk Pregnancy Indicators

Some of the indicators of high-risk include:

Maternal age (under 18 or over 35)

Alcohol and/or substance abuse

Diabetes

Domestic violence

High blood pressure

Methadone treatment

Multiple gestation

Previous preterm delivery

Sickle cell

Serious Mental Illness



Goals of the UHC Maternal Programs



- Decrease health care disparities impacting maternal/baby health
- Identify and address SDH that impact a safe pregnancy.
- Decrease Preterm births
- Increase access to benefits and resources
- Healthier outcomes across the continuum
- Education for parents/families

Objectives of the Maternal Health Program



Earlier identification and engagement



Enhance relationships with providers



Improve experiences through optimized touch-points

Risk Level Determinants



Coordination of care

- HFS program works closely with other areas of the health plan to coordinate member care needs.
- United Healthcare's HFS program offers a multi-faceted approach to engagement and service delivery.
- Through provider incentives, partnerships, point-of-service coordination, technology, and innovative programming we are able to quickly and effectively address the SDH and disparities of our pregnant members and infants.

Support for Women and Infants

Maternal Child Health Program

Provides education, monitoring, and intervention for high-risk members

Neonatal Intensive Care

Optum program that manages inpatient stays and discharge planning

Whole Person Care

Optum program providing local community-based, telephonic, and F2F outreach

HARC Outreach

Provides telephonic outreach to low risk individuals who are **not** engaging in routine prenatal care

17 P (Progesterone)

Optum program providing case management, education, and coordination of treatment

Health Education

Baby Blocks

Online program that offers incentives for obtaining recommended prenatal and postpartum care

KidsHealth

Website featuring a wealth of health promotion information on pregnancy, healthy behaviors, delivery, and early childhood care

MyHealth Line

National, free text messaging program that will send routine reminders to women who are pregnant that include educational information and will remind the woman of her next maternity care appointment.

Text4Baby

Individuals may qualify to receive a free phone, from which they can call their health plan, access the Baby Blocks and KidsHealth websites, and receive text messages from the Text4Baby program.

Community Resources



Community clinics

Kansas Breastfeeding Coalition

La Leche League

March of dimes

Nurse Family Partnership

WIC

Community Baby showers



Health Education for all members



Consistent with the HFS program's commitment to addressing health disparities, and SDH, member education and materials will also address psychosocial issues such as cultural or religious beliefs concerning pregnancy and delivery, perceived barriers to meeting treatment requirements and access, transportation, and financial barriers to obtaining treatment.



Measurements of Success

Metrics include:

- Timeliness of Prenatal Care (HEDIS)
- Postpartum Care (HEDIS)
- Frequency of Ongoing Prenatal Care (HEDIS)
- Rate of Pre-term Deliveries (deliveries <37 weeks)
- Rate of neonatal intensive care unit admissions and average length of stay
- Infant mortality rates
- Net Promoter Scores



Contacts



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