

# Strong Start for Mothers and Newborns



*Erin Smith*  
*November 15, 2012*

# Strong Start Initiative:

## Two Strategies to Improve Birth Outcomes

The Strong Start initiative has two different but related strategies:

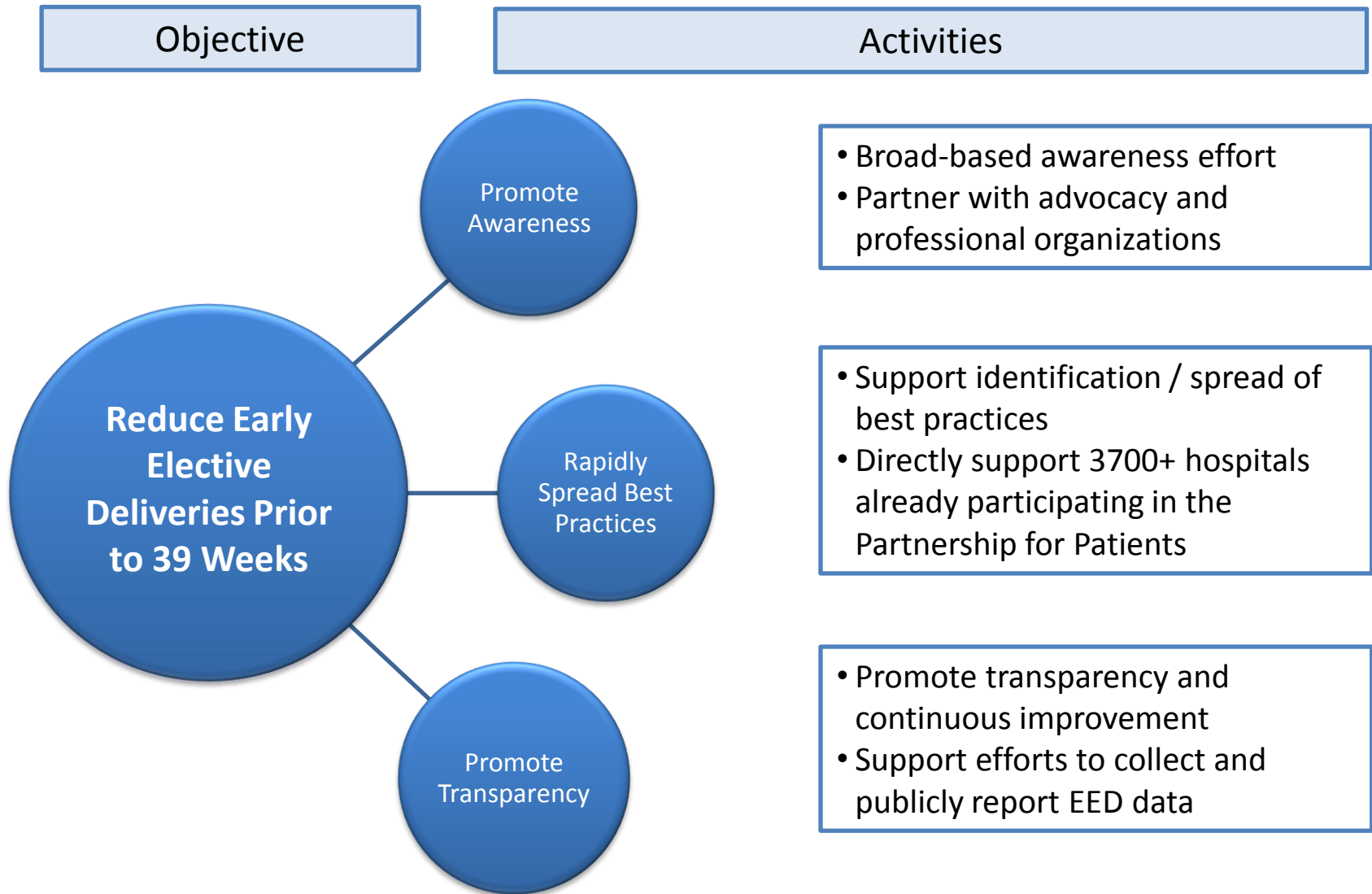
### ***1. Reducing Early Elective Deliveries***

A test of a nationwide public-private partnership and awareness campaign to spread the adoption of best practices that can reduce the rate of early elective deliveries before 39 weeks for all populations.

### ***2. Delivering Enhanced Prenatal Care***

A ***funding opportunity*** for providers, States, and other applicants to test the effectiveness of specific enhanced prenatal care approaches to reduce preterm births in women covered by Medicaid and/or CHIP.

# Strategy 1: Reducing Early Elective Deliveries



# Strategy 2:

## Delivering Enhanced Prenatal Care

- Enhanced prenatal care approaches have been shown in small studies to improve outcomes
- Common elements of enhanced prenatal care approaches with demonstrated efficacy include:
  - Address psycho-social needs
  - Provide augmented approaches to care
  - Improve the delivery of clinical services

# Strategy 2:

## Funding Opportunity

### **Cooperative agreement funding opportunity:**

- For providers, states, managed care organizations, and conveners
- To test evidence-based approaches to improve perinatal outcomes for women enrolled in Medicaid and/or Children's Health Insurance Program (CHIP) who are at high-risk for adverse pregnancy outcomes.
  - Specifically interested in reducing prematurity

# Strategy 2:

## Approaches to Care

**Three models:** All of the approaches will share common elements including case management, counseling, and psychosocial support, and will be delivered in addition to the standard prenatal care:

1. **Centering/Group Care** – Group prenatal care that incorporates peer-to-peer support in a facilitated setting for three components: health assessment, education, and support.
2. **Birth Centers** – Comprehensive prenatal care facilitated by midwives and teams of health professionals, including peer counselors and doulas. Focus includes building relationships with patients.
3. **Maternity Care Homes** – Enhanced prenatal care at traditional prenatal sites expanding access and continuity, care coordination, and content.

# Questions

---

Additional information available on CMMI  
website: <http://innovation.cms.gov/>

Program email: [StrongStart@cms.hhs.gov](mailto:StrongStart@cms.hhs.gov)