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Improving Maternal Health Access, Coverage, and Outcomes in Medicaid

Report to Secretary's Advisory Committee on Infant Mortality

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Institute for Medicaid Innovation

www.MedicaidInnovation.org



The Institute for Medicaid Innovation (IMI), a 501(c)3 nonprofit, nonpartisan research organization, is dedicated to providing information, data analysis, and innovative solutions that address important clinical, research, and policy issues in Medicaid.





Technical Expert Panel

Technical Expert Panel Members:

- **Brenda Blasingame**, Health Connect One.
- **Carolyn J. Brooks, ScD, MA**, UnitedHealthcare Community and State
- **Steven Calvin, MD**, Minnesota Birth Center
- **Amy Chen, JD,,** National Health Law Program
- **Eugene Declerq, PhD**, Boston University.
- **Blair Dudley, MPH**, Pacific Business Group on Health.
- **Jordana Frost, DrPH, MPH, CPH, CD(DONA)**, March of Dimes
- **Lisa Kane Low, PhD, CNM, FACNM, FAAN**, U of Michigan.
- **Jere McKinley**, Health Connect One
- **Pooja Mittal, DO**, HealthNet.
- **Aza Nedhari, CPM, DHSc, MFT**, Mamatoto Village.
- **Amy Romano, MBA, MSN, CNM**, Independent Consultant.

Invited Experts:

- **Zsakeba Henderson, MD**, Centers for Disease Control.
- **Vanessa Lee, MPH**, HRSA
- **Kacie McLaughlin, MPH**, Public Health Analyst, Maternal and Child Health Bureau, Health Resources and Services Administration
- **Kimberly Sherman, MPH, MPP**, Division of Healthy Start and Perinatal Services, Maternal and Child Health Bureau, Health Resources and Services Administration

IMI Project Team Members

- **Jennifer Moore, PhD, RN, FAAN** Principal Investigator
- **Karen George, MD, MPH, FACOG**, Project Director
- **Chloe Bakst**, Project Manager
- **Karen Shea, RN, MSN**, Consultant.



Maternal Health Disparities

- Rising rates of maternal and infant mortality and morbidity
- Increase costs
- Poor and traumatic patient experience
- Workforce shortages
- Unmet social needs, implicit bias, and structural racism
- Opportunity for high value care through midwifery-led models for individuals enrolled in Medicaid

Key Elements of Project

- **Focus:** Midwifery-Led Models of Care (in-hospital and birth centers) and Home Visiting Programs (community health workers and doulas) in Medicaid
- **Components of Work:**
 - Review of current evidence
 - Environmental scan of innovative initiatives and best practices
 - Development of value proposition: ROI and business case
 - Identification of state variation and policy opportunities/barriers
 - Creation of tools & resources to support implementation
- **Deliverable:**
 - Development of comprehensive resources for Medicaid stakeholders.

Themes Identified

- **Need for a business case:** Research supports the improved outcomes associated with these models, but it is rarely translated into ROI.
- **Common barriers:** Challenges with Medicaid reimbursement, including lack of policy language and issues around certification and licensure.
- **Community focus:** The environmental scan has indicated these models are commonly community-focused, particularly utilized address racial/socioeconomic disparities.



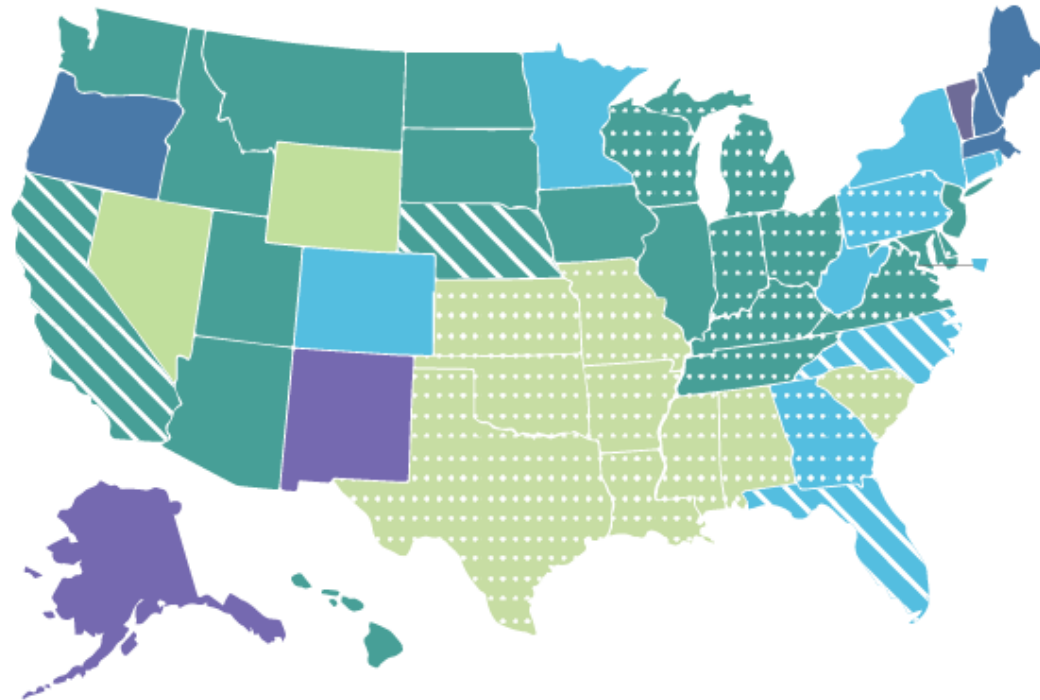
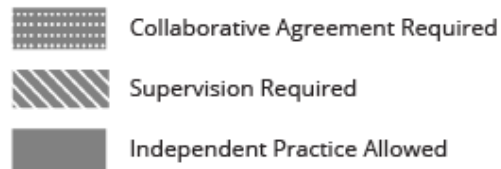
U.S. Births Attended by Nurse-Midwives and State Variation of Scope of Practice for CNM Care, 2018



U.S. Births Attended by Certified Nurse-Midwives



Scope of Practice for Certified Nurse-Midwives



Source: Institute for Medicaid Innovation (2020). *Improving Maternal Health Access, Coverage, and Outcomes in Medicaid*.



ME



VA



NC



AL



LA

9 states have no regulations or licensure requirements
for birth centers.



MI



WI



ND



ID

Source: Institute for Medicaid Innovation (2020). *Improving Maternal Health Access, Coverage, and Outcomes in Medicaid.*

Clinical Opportunities

- Create care team models that increase access to midwifery care for prenatal, intrapartum, and postpartum care
- Explore ways to increase professional and public awareness of the benefits of midwifery-led models and increase access for those enrolled in Medicaid
- Design a system based on risk that drives the right care, at the right place, for the right person
- Develop financially sustainable modes that link midwifery-led models to the Medicaid population in free-standing birth centers and FQHCs



Research Opportunities

- Conduct studies that identify ROI for midwifery-led model of care in Medicaid
- Explore relationships between state variation in Medicaid policies relative to midwifery practice integration, access, and birth outcomes
- Continue the development of evidence for midwifery-led models of care in Medicaid
- Investigate individual views of midwifery services and free-standing birth center, including perceptions, needs, and values from receiving such services
- Explore the development of public reporting metrics describing the appropriate utilization of the midwifery model

Policy Opportunities

- Convene statewide, multidisciplinary, maternity-led model of care commission
- Remove barriers to support equitable reimbursement of midwifery services
- Consider a statewide requirement for direct billing of all midwifery provided services
- Explore developing supportive statewide policies that increase and support the sustainability of freestanding birth centers that are led by and serve people of color



Do You Have the Essential Elements for Developing a Business Case for Midwifery-Led Care?

Description of
the Initiative

Demand Analysis

Marketing

Personnel Resource
Allocation

Medicaid Market
Enrollment Eligibility

Regulatory, Professional
Organization, and
Community Support

Download the full checklist at <https://www.medicaidinnovation.org/>

Source: Institute for Medicaid Innovation (2020). *Improving Maternal Health Access, Coverage, and Outcomes in Medicaid*.

For more information:

<https://www.medicaidinnovation.org/>



Improving Maternal Health Access, Coverage, and Outcomes in Medicaid

*A Resource for State Medicaid Agencies and
Medicaid Managed Care Organizations*



May 2020

Community-Based Maternal Support Services: The Role of Doulas and Community Health Workers in Medicaid

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In 2018, Medicaid covered approximately 43 percent of all births in the United States.¹ As the largest single payer of maternity care, Medicaid plays a critical role in the health and wellbeing of pregnant individuals across the nation. As such, it is important to identify ways in which innovative models of maternity care and support services are being implemented in the Medicaid population. This report explores how community-based maternal support services provided by community-based doulas and maternity community health workers improve maternal health outcomes. It also highlights the results of a national environmental scan of organizations that are actively working toward eliminating maternal health disparities and building community connections through the community-based maternal support model. Finally, the report identifies common barriers to implementing this model and opportunities for Medicaid stakeholders to provide support and increased access to these services.





Next Phase

- **What:** National, web-based learning series. Invitation-only. Commit to participate in full series.
- **When:** Late Summer 2020 to Spring 2021
- **How:** Eight (8) learning sessions on six (6) core areas.
- **Who:** State Medicaid agencies, Medicaid managed care organizations, and providers.

Sign-up to receive invitation. Email Info@MedicaidInnovation.org



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Questions



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