



SUPPORTING OHIO'S MOMS AND BABIES

Buckeye Health Plan Combats Infant Mortality

In February 2020, the Ohio Department of Health reported that 44 more babies reached their first birthday in 2018 than in 2017. Buckeye Health Plan is taking steps to reduce the percentage of preterm deliveries with a focus on at-risk moms. Buckeye works in collaboration with partners, providers and the State on programs and initiatives that meet members' needs while fulfilling the State's objectives.

Statewide Partnerships

Buckeye works with nine Ohio Equity Institute communities across the state to implement programs to address the biggest drivers of infant mortality and the population most at-risk for poor birth outcomes. We are also working with the Ohio Department of Medicaid to encourage providers to submit a Pregnancy Risk Assessment Form. This form ensures that pregnant moms do not lose health insurance coverage.

Start Smart for Your Baby[®]

Buckeye's Start Smart program provides special assistance for women before, during and after pregnancy to give their baby the best possible start to life.

The Start Smart program encourages and supports:

- Early Notification of Pregnancy (NOP)
- Prenatal care
- Member education
- Ongoing physician's treatment plan for pregnant and postpartum women and their babies



Buckeye's Start Smart team has significantly improved our NOP rate through various efforts. In the last two years, Buckeye has seen a more than a 30% change in NOP (2018: 55.97% to 2020: 73.26%). NOP allows us to be aware of members' medical and non-medical needs.

NOP Rates:		
2018	2019	2020
55.97%	64.84%	73.26%

Text4baby Program

Buckeye encourages expectant or new moms with a baby under one year of age to take part in the Text4baby program. This free service helps moms feel more prepared for motherhood by sending supportive messages and health reminders to their mobile phone such as medical appointment reminders, personalized information on prenatal care, milestones in baby's development, signs of labor, tips on breastfeeding, nutrition and more.

"Buckeye helped me have a healthy baby." Sharde D., Buckeye Member since 2019



SUPPORTING OHIO'S MOMS AND BABIES



Care Management Program



Buckeye care managers work with moms to identify and address risk factors and prevent infant mortality. They consider each member's unique circumstances and support network to develop action plans. Care managers can connect members to medical and social services specific to their needs.

Buckeye monitors trends to determine where there are gaps in needed care so additional resources can be developed to bridge those gaps. Through analysis of Buckeye's enhanced maternal care data, we are able to better understand the challenges facing pregnant members and women of reproductive age. This data supports our work to offer appropriate referrals to address identified risks.

Research has shown that the single most significant indicator of whether a mom will comply with prenatal care is if they graduated high school. Buckeye is intentionally reaching out to these members to enroll them in our high-risk care management program. The program works closely with moms to ensure they are connected with a provider and educate them about the importance of compliance with prenatal care.

New Leaf Program

Buckeye developed an integrated behavioral health and obstetrical care management program to assist members who have substance use disorders during pregnancy. Our team focuses on organizing, securing, integrating and modifying the resources necessary to maximize, and support, the wellness and autonomy of our pregnant members. Buckeye's New Leaf program has decreased NICU admissions and lengths of stay for infants with a Neonatal Abstinence Diagnosis (NAS).

New leaf moms had a **decreased admission rate of 2.4%** in 2019

Total inpatient days for infants with NAS **decreased by 63%** in the last year (2018-2019)



Our New Leaf program is most effective when the member is identified during her pregnancy and engaged with care management, Medication Assisted Therapy, counseling and support programs that are continued for 12 months following the birth of the child.

In this program, members have additional benefits which include:

- Specialized care manager as their single point of contact
- Unlimited transportation
- My Health Pays® incentives
- Thrive peer support
- MyStrength app, Sober Grid app

My Health Pays® Rewards Program



Buckeye members can earn rewards by completing Notification of Pregnancy, attending postpartum visits and infant wellcare visits. In 2019 (July-December), members earned over \$500,000 dollars for completing these notifications/visits. Rewards can be used for personal care items, diapers, healthy food or on necessities like rent, utilities and childcare.



"Buckeye helps keep my family healthy."

Audrey S., Buckeye Member since 2014