

“Healthy Bundles”

MATERNITY CASE MANAGEMENT PROGRAM



Piedmont Community Health Plan’s Maternity Management Program is a proactive management plan designed to promote healthier births. The objective of the Maternity Management program is to reduce the severity and incidence of pre-term births. This is accomplished through early prenatal education and intervention, and by assisting the participant in understanding their condition and the vital role they play in their own personal health and that of their unborn baby.

Early identification of high risk issues is the key to a healthy birth. PCHP’s Maternity Management Program focuses on female members who may have such risk factors as previous multiple births, or birth anomalies such as miscarriages, or age related issues. Infertility cases can also be addressed and referred to the proper specialist.

Once a member is identified and evaluated, the program Case Manager will discuss parameters of the case including expected delivery date, physician schedules and other prenatal matters. The expectant mother will also be enrolled in the Similac Welcome Addition Club[®] where they can receive money saving coupons and other valuable offers for their new baby’s needs.

Educational materials and contact information will also be sent to the member for future reference. And a “calling arrangement” is established to assure a continuity of care at the appropriate level based on the specific risk factors.

Program participants will be encouraged to fulfill several important requirements. For instance, members should attend recommended and scheduled physician appointments to the best of their ability. Participants should advise their PCHP Case Manager of the results and recommendations from their physician. Participants should also report any unexpected or urgent outpatient/inpatient services to their Case Manager, except for scheduled tests.

Health Bundle Rewards. Not only is the prospect of a healthier, complication-free birth a worthy incentive for participating in the PCHP Maternity Case Management Program, but expectant mothers who successfully complete the requirements will receive a free gift from PCHP following their delivery.

The benefits of the Piedmont Community Health Plan Maternity Management program are:

1. Healthier Babies.
2. Cost savings from reduced incidence and severity of pre-term births.
3. Reinforcement of physician’s plan for prenatal care.



PIEDMONT COMMUNITY HEALTHPLAN
Community Partners for Quality Healthcare

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Maternity Management Risk Assessment



Member Risk Assessment is an integral part of the PCHP Maternity Case Management Program and is done on an individualized and case-by-case basis. The comprehensive evaluation includes family, medical, obstetrical, environmental and lifestyle factors that could potentially affect the outcome of a pregnancy. The assessment is begun by a maternity nurse who conducts a phone interview with the member. The Maternity Case Nurse is specially trained to conduct these types of interviews and to look for the previously mentioned risk factors. The interview takes approximately 20-30 minutes and is done confidentially at a time that is convenient for the member. The nurse will then assign a “care level” based on these identified factors. This care level is re-assessed throughout the course of the program and will define such parameters as the frequency of the “calling arrangement” and involvement of the Maternity Case Manager.

Determining The Proper Care Level Is Important And As Easy As...

LEVEL



LEVEL



LEVEL



LOW RISK:

Contacts will be once in the 1st and 2nd trimesters, and monthly during the third trimester. No relevant risk factors present.

MODERATE RISK:

Contacts will be monthly throughout course of pregnancy. Risk factors for this level are:

1. **Social Risk (teen pregnancy, poverty, drug use).**
2. **Maternal Age (35+).**
3. **Knowledge Deficits.**
4. **Nutritional Needs.**

HIGH RISK:

Contacts will be twice monthly, or more often as needed. Risk factors for this level are:

1. **Poor History.**
2. **Pre-existing health problems (diabetes, cardiac, autoimmune).**
3. **Complications and problems at present.**
4. **Multiple Risks Factors.**

So with some careful planning and a little tender loving care, enrollment in the Piedmont Community Health Plan Maternity Management Care Program can result in a “healthy bundle” of joy for expectant mothers. For further information contact your Piedmont network OB/GYN provider, your primary care physician, or call **Piedmont Community Health Plan** at **434-947-4463** for more information.



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