



# Special Delivery

Pregnancy Education Program  
High Risk Obstetrical and Neonatal Case  
Management

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# Objectives

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- Identify components of Special Delivery
- Effects on policies and procedures

# Special Delivery Components

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- Health Education Program
- High Risk Obstetrical Case Management
- High Risk Neonatal Case Management

# Pregnancy Education Program

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- Special Delivery is a free service (included as part of the member's health plan benefits) designed to help members and their babies have the best pregnancy and delivery possible.
- Early detection, education and treatment are key elements in the prevention of high risk conditions during pregnancy
- Once enrolled, members will receive educational materials in the mail and access to our mobile app, **ARKBLUECROSS SPECIAL DELIVERY.**

## Pregnancy Education Program Continued

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- Members assigned an OB nurse who will contact them throughout their pregnancy and post partum period
- Members can also contact their nurse by phone or email during regular business hours
- By calling regularly, we are able to develop a rapport that encourages members to ask about questions/concerns not only about their pregnancy but their medical history, family history, demographics and financial concerns

# Pregnancy Education Program Continued

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- The more we learn, we can identify needs and provide resources that lead to a healthy delivery
  - Social Work
  - Behavioral Health
  - Health and Wellness (HEDIS measures)
  - Breastfeeding
  - MOD bundling interventions to prevent preterm labor

# Health and Wellness

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- HEDIS gaps related to pregnancy, postpartum, women's health and well child health
- Eligible babies are followed through their 15 month well child check up
- At the completion of the program, parents will receive a Special Delivery Reward Box which includes the book, *Mama Doc Medicine*, as well as information on home safety, car seat checklist, nutrition and poison control



### MyPlate Daily Checklist

Find your Healthy Eating Style

Food Group	Amount	How to Choose
Grains	4 1/2 cups	Choose whole grains like whole wheat, oatmeal, and brown rice.
Vegetables	2 1/2 cups	Choose a variety of vegetables, including dark green, red and orange, and starchy vegetables.
Fruits	2 cups	Choose a variety of fruits, including whole fruits and fruit smoothies.
Protein	5 1/2 ounces	Choose lean meats, fish, eggs, beans, and nuts.
Dairy	3 cups	Choose low-fat or fat-free dairy products like milk, yogurt, and cheese.

### SAFE KIDS Car Seat Checkup

Check your car seat. It's the best way to keep your child safe.

1. Read the instructions. Make sure you understand how to use the car seat correctly. If you need a translation, call 1-800-4-A-SAFE.

2. Check the weight and height. Make sure your child's weight and height are within the car seat's limits. If not, you'll need a bigger car seat.

3. Buckle up. Make sure the car seat is buckled up correctly. The seat belt should be snug and the child should be sitting upright.



### SAFE KIDS Home Safety Tips

Check for hazards in your home. Here are some tips to help you stay safe.

- Check for tripping hazards like loose rugs and clutter.
- Check for fire hazards like overloaded outlets and faulty wiring.
- Check for fall hazards like stairs and ladders.
- Check for poisoning hazards like medicines and chemicals.

### 2018 HEALTHY BENEFITS

Quick Reference Guide

- 1. **Wash your hands.** Wash your hands often with soap and water for at least 20 seconds.
- 2. **Get your flu shot.** Get your flu shot every year to help prevent the flu.
- 3. **Check your cholesterol.** Get your cholesterol checked every 4-6 years.
- 4. **Check your blood pressure.** Get your blood pressure checked every 2-4 years.
- 5. **Check your diabetes.** Get your diabetes checked every 1-2 years.
- 6. **Check your vision.** Get your vision checked every 1-2 years.

Arkansas Poison Hotline  
1-800-222-1222  
ARSA

POISON Help  
1-800-222-1222

ISDA  
leap  
800-222-1222

### Mama Doc Medicine

Feeding, Caring and Confidence in Pediatric Child Health and Work-Life Balance

American Academy of Pediatrics  
Ensuring a bright future for every child





# There is no substitution for human breast milk

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- How do we promote breastfeeding?
  - Make Breastfeeding Work
  - Coverage Policy for breastfeeding counseling
  - Coverage and Payment Policies for electric breast pumps
    - Coverage for Breast Pumps flyer
    - Blue & You Magazine
    - Provider Newsletter

# Breastfeeding

- Benefits for E0604 Hospital Grade Electric Breast Pump
  - Coverage policy # 2014026
  - Requires prescription
  - Allowable is \$50/mo up to six months
  - Benefit renews with each pregnancy
  - Provider can bill us like they would any other DME

# Breastfeeding

- Benefits for E0603 Individual Electric Breast Pump
  - **Payment** policy
  - Does not require prescription
  - Allowable is \$160
  - Benefit renews with each pregnancy
  - Provider can bill us like they would any other DME

- **Birth Spacing**
- Group Prenatal Care
- Smoking Cessation
- 17-P Injections
- Low dose ASA
- Prevention of Preterm Labor

# Birth Spacing

- Pregnancy and births less than 18 months after a live birth is associated with
  - Delayed PNC and adverse birth outcomes
  - Ongoing health problems ie developmental delay, asthma, vision and hearing loss
  - Drives overall community costs up to about \$30,000 per preterm birth

# Birth Spacing Statistics

- 33% of U.S. pregnancies are less than 18 months apart
- Healthy People 2020 goal is 29%
- How do we compare?
  - Exchange 89.35%
  - BAA 64.24%
  - ABCBS 59.11%
  - HA 54.2%

- Access to contraception plays a key role in birth spacing and reduced risk of poor birth outcomes
- LARC is most effective at preventing pregnancies less than 18 months apart at .05%-.8% compared to traditional contraception 12%-28%
- Colorado Initiative
  - Provided LARC at no cost
  - LARC use increased by 19% and preterm births decreased by 12%
  - Teen pregnancy decreased by 40%
  - Estimates for every dollar spent, state saved \$5.85 due to improved birth outcomes

## Barriers Identified with Exchange Population

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- OB's would not insert LARC prior to discharge due to lack of reimbursement
- LARC insertion was scheduled at 2 weeks postpartum but patient would not return for follow up visit
- If the patient received any postpartum care, it was with their local OB who didn't provide a consistent message regarding LARC and birth spacing



# Proposed Payment Policy

- Reimburse OB's separately (outside of global fee) for the insertion of LARC prior to the patient's discharge home
- Include the following CPT codes
  - 58300/Professional Code for Intrauterine Device Insertion
  - J7300/Intrauterine Copper Contraceptive
  - J7307/Etonogestrel Implant System
  - J7301/Levonorgestrel-releasing Intrauterine Contraceptive System (Skyla)
  - J7298/ Levonorgestrel-releasing Intrauterine Contraceptive System (Mirena)
  - J7296/ Levonorgestrel-releasing Intrauterine Contraceptive System (Kyleena and Makena)
  - J7297/ Levonorgestrel-releasing Intrauterine Contraceptive System (Liletta)

# How to refer to Special Delivery

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- Enrollment is easy but not automatic
- Three ways to enroll
  - **Mail** – Complete and return a maternity enrollment form
  - **Phone** – Call 1-800-225-1891 ext. 20225
  - **On-line** – Visit [arkansasbluecross.com](https://arkansasbluecross.com), [healthadvantage-hmo.com](https://healthadvantage-hmo.com), or [blueadvantagearkansas.com](https://blueadvantagearkansas.com), select *My Blueprint* and follow the prompts
- Members are also proactively identified by claims

# High Risk Obstetrical Case Management

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- Available to groups without Special Delivery benefit
- Traditional case management approach
- Once acute event is resolved, the case is closed

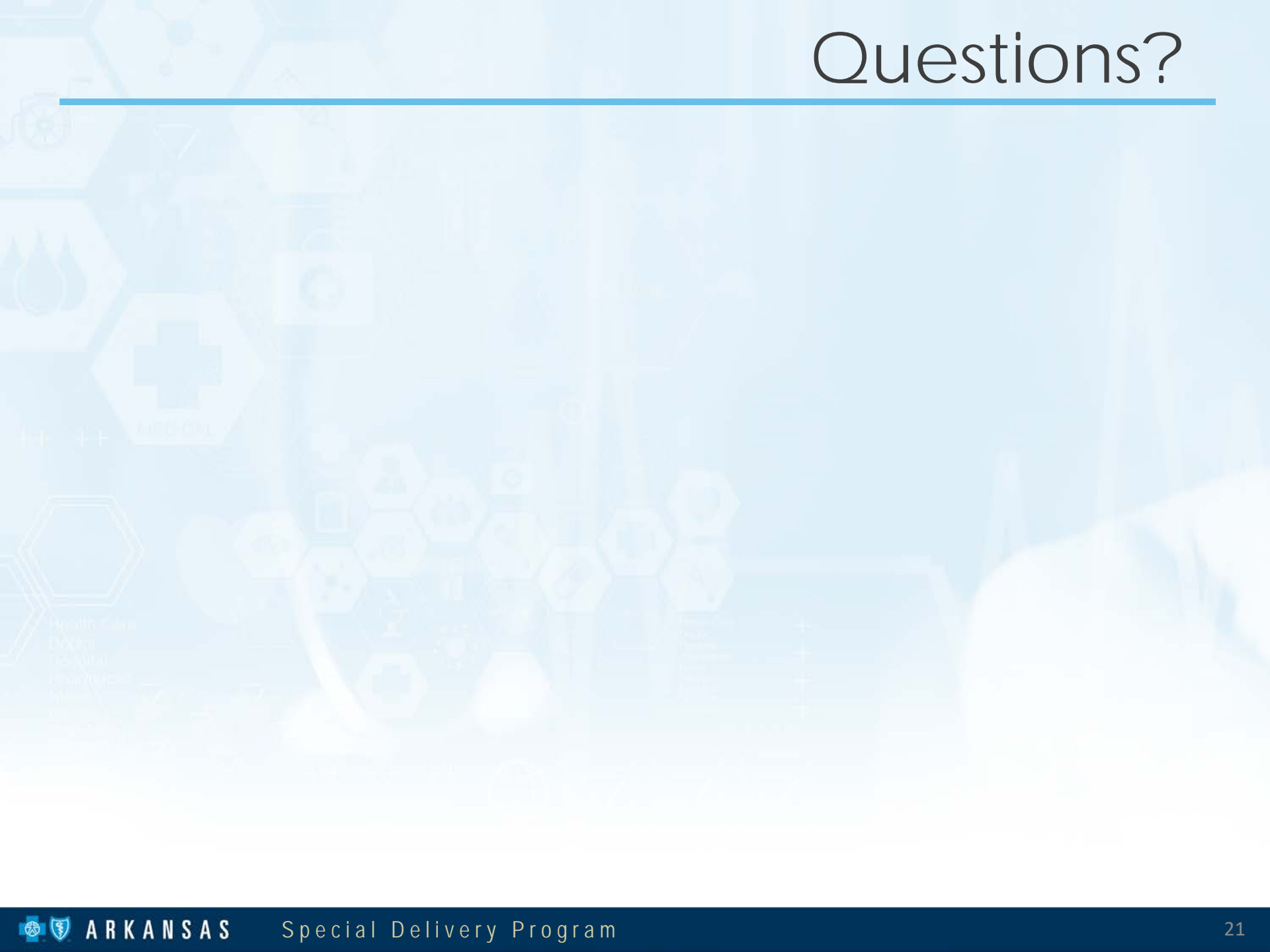
# High Risk Neonatal Case Management

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- Criteria has to be met
- Provides education, resources and support for neonatal high risk conditions
- Parent/patient advocate
- Transition of Care
- 15 months

# Questions?

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**THANK YOU**

