



# Start Smart for Your Baby

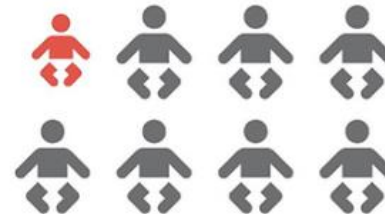
*Jennifer Montoya RN BSN*

# Start Smart For Your Baby

**The Start Smart for Your Baby program was developed to reduce preterm deliveries, low birth weight, and poor birth outcomes in babies. We are committed to improving maternal and infant health.**

- It is important to intervene early in pregnancy
- Pregnancy complications can be harmful for mom and baby
- Preterm birth is the leading cause of US infant morbidity and mortality

1 in 8 babies



covered by Medicaid  
is born premature.

# Start Smart For Your Baby

- **SSFB Care Coordinators work with Pregnant members to provide**
    - Prevention
    - Education
    - Resources
- “Our goal is to promote healthy moms and healthy babies!”***



## Early identification of pregnant members and their risk factors is the essential to improving birth outcomes:

- The SSFB program identifies pregnant members through NOP, claims data, state eligibility data, and referrals.
- One of the essential components of the program is the Notification of Pregnancy (NOP) process, which identifies pregnant members and their risk factors as early in pregnancy as possible in order to establish a relationship between the member, provider, and health plan staff.
- Completion of an NOP automatically enrolls a pregnant member in the SSFB program.

# Start Smart For Your Baby

- NOP are the driving force behind this program.
- For every pregnant Member that is receiving outreach from WSCC, an NOP assessment can be completed to identify early intervention.
- Encourage early prenatal care, post-partum care and that baby is established with a pediatrician.
- We assist with establishing care and educate on the importance to do so.



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- It is important for pregnant women to receive prenatal care in the first trimester (12 weeks).
- Encourage members attend all prenatal visits, obtain recommend vaccines for pregnancy, take prenatal vitamins and select a pediatrician for their baby.
- Prenatal care is essential to identifying potential complications as early as possible to provide intervention.



# Start Smart For Your Baby:

Pregnancies that are identified as “at risk” for pre-term birth:

## ➤ Previous Preterm

- Delivery/Potential Current Preterm Delivery

## ➤ Asthma

## ➤ Diabetes/Gestational Diabetes

## ➤ Pregnancy Induced

- Hypertension
- Advance Maternal age
- Under 18 years of age

## ➤ Urinary Tract

- Infections/Pyelonephritis

## ➤ Mental Illness

## ➤ Unhealthy behaviors

- Smoking
- Alcohol/Drug Abuse
- Domestic Violence
- Sexually Transmitted Diseases

## ➤ Congenital Anomalies



# Start Smart For Your Baby

## Program interventions:

- NOP Incentives
- Community/Virtual Baby Showers
  - Free Infant Care Seat & Baby Box
- Holistic Care Grant \$250 Gift Card
- Traditional Healing Benefit for Native American Members
  - \$250 Gift Card
- GED Preparation Materials
- Breast Pumps
- Centennialrewards.com
  - Earn rewards points for completing certain healthy activities!
- [Tobacco Cessation](#)
- Perinatal and Postpartum Depression Screening





# Start Smart for Your Baby

- Centennial Home Visiting Programs
- Valencia, Bernalillo, Taos, Roosevelt, Curry, Chavez, Dona Ana & Quay Counties
- Nurse Family Partnership (NFP)
- Parents as Teacher (PAT)
- TIWA Babies
- Meca Therapies



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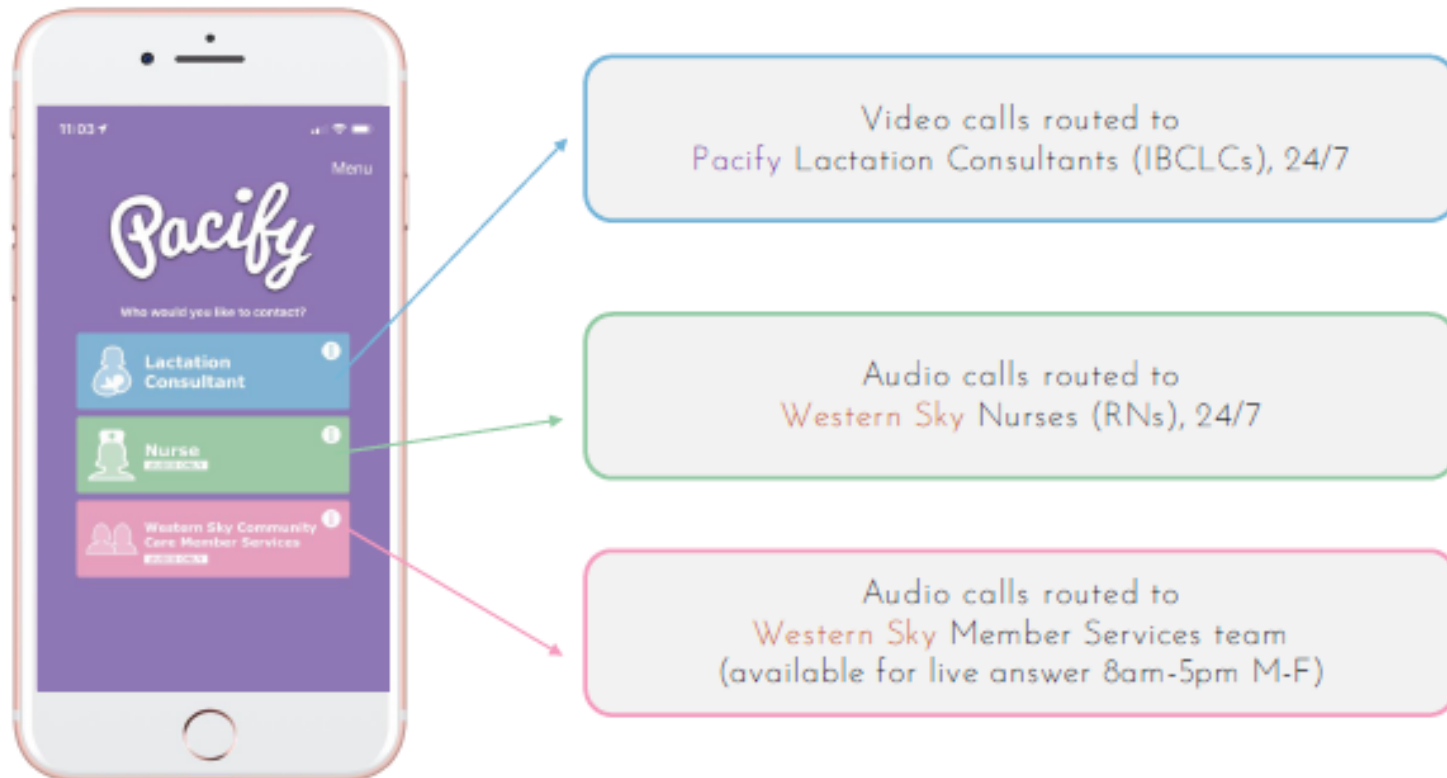
## NOP Completion Incentive:

- Member can receive a digital thermometer and \$25 Visa gift card upon completion of the NOP with the health plan
- NOP's can be completed several ways:
  - Outreach to pregnant members to complete the NOP assessment.
  - Member can call into the health plan or submit NOP via website.
  - mPulse text messaging service that identifies Pregnancy
  - Providers can submit NOP for an incentive.
- Post delivery and completion of Postpartum assessments, the member will have successfully completed the SSFB Program and receive an additional \$25 Visa gift card.

Digital Thermometer

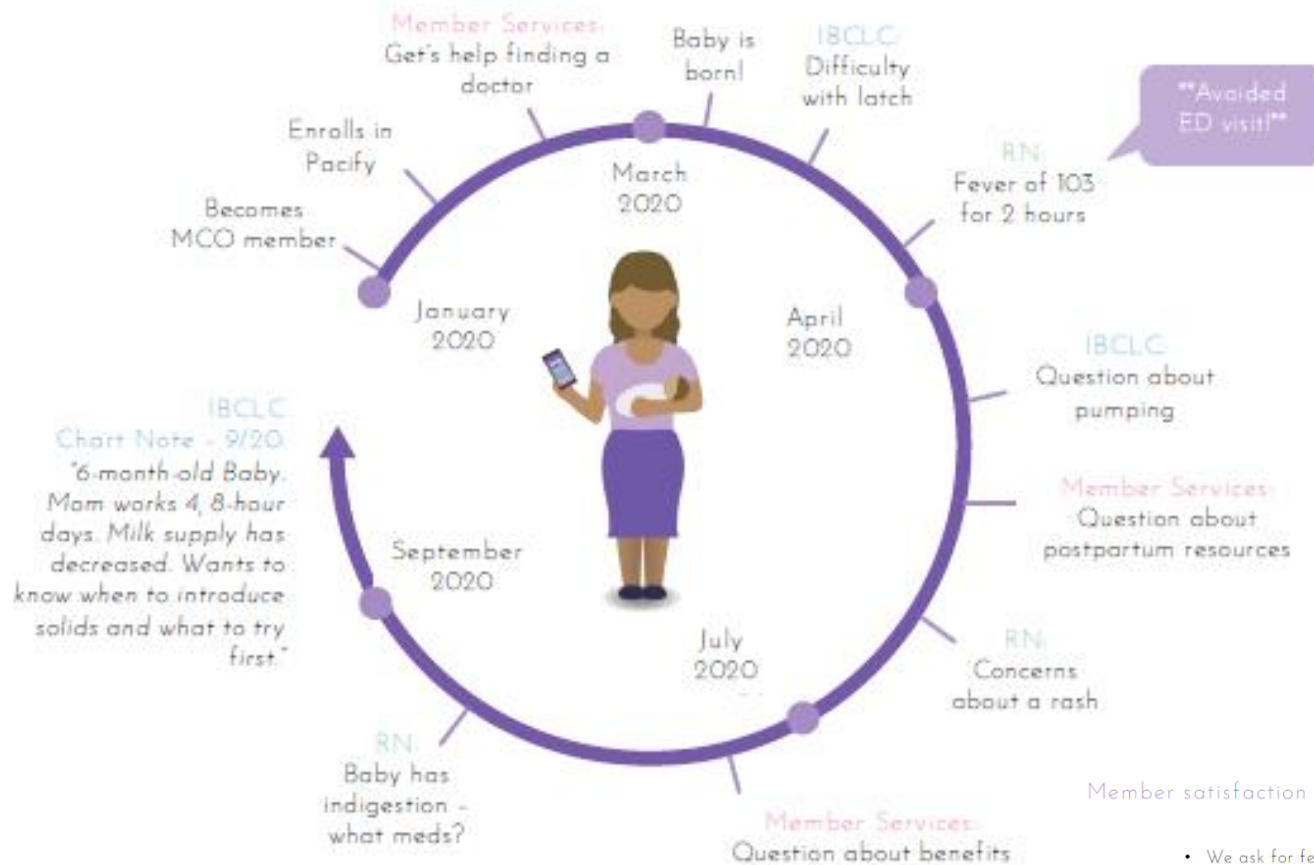


Members can receive clinical care as well as social support



*Support that never sleeps*

## Ensuring Pacify is relevant throughout perinatal period



Member satisfaction has remained high

- We ask for feedback after each call and Western Sky members have rated the service 4.9 / 5.0 (50 ratings)



## How can we help?

- Is your member pregnant?
- Send referral to WSCC!
- If the member is high or medium risk, they will be assigned to the SSFB CC for follow up and the member will receive the NOP incentive!



# Questions???





# SSFB Contact Information

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