

## **Mommy & Me Program-Maintaining Health During Pregnancy**

### **Target Population**

All Pro Care Health Plan members identified as being pregnant

### **Description of Program**

Pro Care's *MOMMY & ME* program objective is to provide care and service to pregnant members who are enrolled in Pro Care Health Plan. Pro Care makes every effort to identify members early in their pregnancy to ensure prenatal and post partum care is initiated as soon as possible. High risk pregnant women are referred to Maternal Infant Support Program (MIHP). These women receive a comprehensive package of care which addresses those areas of their lives which most likely affect outcomes of their pregnancy and the health of their infants. Services are to be delivered in a manner which encourages the member to take a more active role in her own health care. ProCare's *MOMMY & ME Program* is designed to work collaboratively with the primary care practitioners and the obstetrician/gynecologist to ensure the member receives the care she needs to have a positive outcome for herself and the newborn infant. These members will receive a \$50.00 Target Gift Card for the first prenatal care visit and postpartum visit performed within the specified time period. At the time the member is identified as having the visits, they will receive the Target Gift Card. The member has the opportunity to receive an incentive of \$100.00 if both services are obtained.

### **Program Monitoring**

- The Prenatal Incentive Program uses the HEDIS criteria to identify those pregnant women who had their first prenatal visit within the first trimester or 42 days of enrollment.
- The Postpartum Incentive Program uses the HEDIS criteria to identify those pregnant women who had a postpartum visit on or between 21 and 56 days after delivery.
- The process will be monitored quarterly to identify the members who visited the primary care provider and or the obstetrician.
- A HEDIS report to identify those members who meet the criteria will be ran quarterly, the gift certificates will be sent to the members upon meeting the criteria. This process will be monitored quarterly.