



iowa total care™



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## Stakeholder Advisory Board

March 1, 2023

Why we're in business

OUR PURPOSE

Transforming the health of the community, one person at a time

What we do

OUR MISSION

Better health outcomes at lower costs

What we represent

OUR PILLARS



Focus on the Individual



Whole Health



Active Local Involvement

What drives our activity

OUR BELIEFS

We believe healthier individuals create more vibrant families and communities.

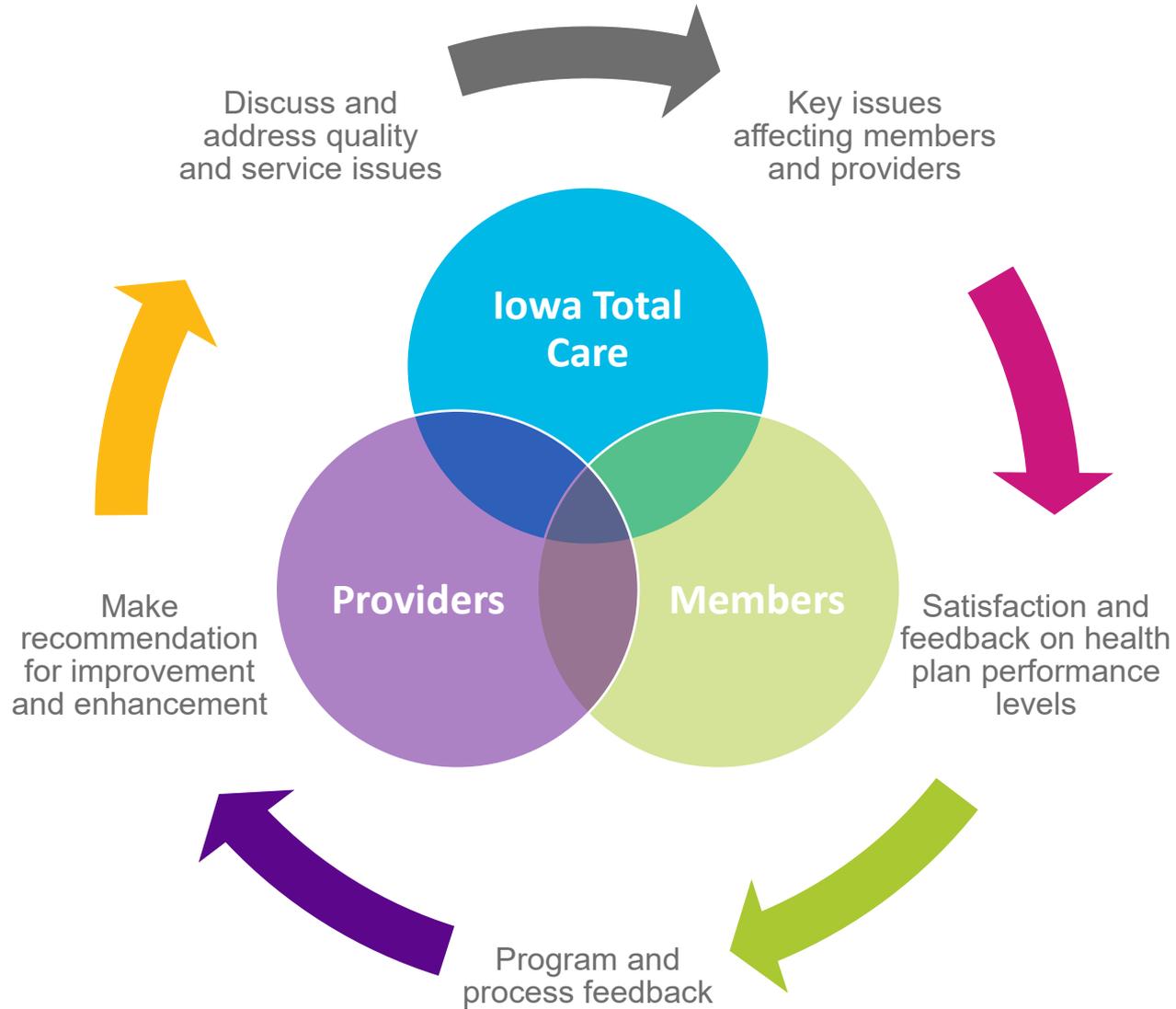
We believe treating people with kindness, respect and dignity empowers healthy decisions.

We believe we have a responsibility to remove barriers and make it simple to get well, stay well, and be well.

We believe in treating the whole person, not just the physical body.

We believe local partnerships enable meaningful, accessible healthcare.

# SAB Purpose



# Agenda

- Welcome – Introductions
- You Said, We Did
- 2023 ITC on the Go
- Survey Questions
- ITC Focus - Maternal Health
- CAHPS Survey
- Health Equity
- What We Do – Message from the CEO
- Open Discussion
- Closing and Future Meetings

# You Said, We Did

Share more information about how I can earn rewards for healthy activities.

The Iowa Total Care website is a useful resource for up-to-date information about the My Health Pays Rewards Program.



MY HEALTH PAYS  
REWARDS

My Health Pays Common Questions



## How do I get help with weight management?



If you need assistance with weight management programs and what services are available, call us and ask to be connected to a Care Manager.



**1-833-404-1061 (TTY: 711)**

# You Said, We Did

Are you interested in certain topics? Visit the website and enter your suggestion.

## Member Resources



Welcome Members

Member Handbook,  
Manuals and Forms



Advance Directives

Grievances and Appeals

Stakeholder Advisory Board

Member Rights and  
Responsibilities

If you would like to join the board or submit topic suggestions for future meetings, please fill out the form below.

First Name \*

Last Name \*

Email Address

Phone Number \*

City

Do you need an interpreter?

Topic Suggestions

# ITC on the Go



## Community Relations 2022 Maternal Outreach

- Waterloo Baby Shower: April 5<sup>th</sup>, Waterloo
- YMCA Healthy Kids Day: April 30<sup>th</sup>, Ottumwa
- Baby Bloom Event: June 25<sup>th</sup>, Des Moines
- Scott County Baby Shower: August 17<sup>th</sup>, Davenport
- Clinton Jackson County Baby Shower: September 24<sup>th</sup>, Dewitt



# ITC on the Go



## 2022 Iowa Total Care Community Baby Showers:

- Crittenton Center: March 8<sup>th</sup>, Sioux City
- Birthright: March 22<sup>nd</sup>, Burlington
- Catholic Charities: October 21<sup>st</sup>, Council Bluffs

## 2023 Baby Showers:

- Cedar Rapids: April 11<sup>th</sup>
- Sioux City: April 25<sup>th</sup>
- Des Moines and Davenport (to be determined)

# ITC on the Go



## Website Pregnancy Resources

- [Start Smart for Your Baby page](http://iowatotalcare.com/members/start-smart-for-your-baby.html) (iowatotalcare.com/members/start-smart-for-your-baby.html)
- Free Start Smart for Your Baby Program
- Pregnancy & Postpartum Support



This award-winning program helps pregnant women and moms who just had a baby. It gives you and your baby education and support needed to stay healthy. You can also receive a free breast pump, and pregnancy members with certain health conditions can get a free blood pressure monitor.

Complete a Notification of Pregnancy form within your first trimester. **You can earn up to \$50 in rewards through My Health Pays®.** The form can be downloaded from [IowaTotalCare.com](http://IowaTotalCare.com).



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# Survey Questions

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# March Survey Questions



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ITC Focus

Maternal Health

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# Introduction to Maternal Health

Visit [IowaTotalCare.com](https://www.iowatotalcare.com) and click on “**Pregnancy Resources**” to learn more!

## START SMART FOR YOUR BABY

Resources for You and Your Baby

- It Takes a Village
- Prepare Yourself for a Successful Pregnancy +
- Thriving with Your Baby at Home +
- Doula Program



### Resources for You and Your Baby

To help you find all the information you might need, we've compiled a handy list of links and resources.

Some of our resources make use of the words "mother" and "women." The Start Smart for Your Baby program recognizes the limitations of this language. We are dedicated to making our content as inclusive as possible and the use of these terms does not exclude any gender identity group from accessing these resources.



### Download Helpful Books

We have created two easy-to-read books to help you and your baby thrive. Download them now!

- [Your Guide to Pregnancy \(PDF\)](#)
- [Your Guide to Life After Delivery \(PDF\)](#)

## What are you looking for?

- [Notification Of Pregnancy Form](#) +
- [Support For You](#) +
- [Tips For A Healthy Pregnancy](#) +
- [Breastfeeding Support](#) +
- [Care Management Program Support](#) +
- [Resources For Your Baby](#) +
- [Community Resources](#) +
- [Birth Control Options](#) +
- [Support For Decreasing Substance Use](#) +

# Prenatal & Postpartum – What Do They Mean?

**Having a healthy *pregnancy* is one of the best ways to promote a healthy *birth*.**

What does Prenatal mean?

- Before birth; during or related to pregnancy.
- Starting prenatal care as soon as you are pregnant increases your chances of having a healthy baby.

Go  
Before  
You  
Show!

***Mom's* health matters too!**

What does Postpartum mean?

- The time immediately after the birth of a baby and typically lasts six weeks after birth.
- While your baby needs a lot of attention and care after it is born, so does Mom! Your body has undergone a lot of changes, so it is important to follow up with your provider during this postpartum period.

# Notification of Pregnancy Form

The Notification of Pregnancy (NOP) form identifies pregnant members, collects risk information, and automatically enrolls members into the Start Smart for Your Baby program.

Although we identify some pregnancies through claims data, there are 3 main things the NOP form provides that claims cannot:

- Due Date - this helps us prioritize interventions to the appropriate stage of pregnancy.
- Medical and social risk factors not coded on claims.
- Updated contact information. Preliminary data suggests up to 25% of the time, address on the NOP are different from the eligibility file.

Early identification of pregnant members and their risk factors is the key to better birth outcomes.

Incentive dollars are available for Members and Providers by completing and submitting an NOP form.

Members who have a complete NOP are 3.3x more likely to be compliant with prenatal care.

# Pregnancy Risk Factors

- The submission of the Notification of Pregnancy form allows us to identify members that may be at risk for adverse maternal or neonate birth outcomes.
- We will then send you a report with identified high risk members and their status in case management.

## Medical Risk Factors

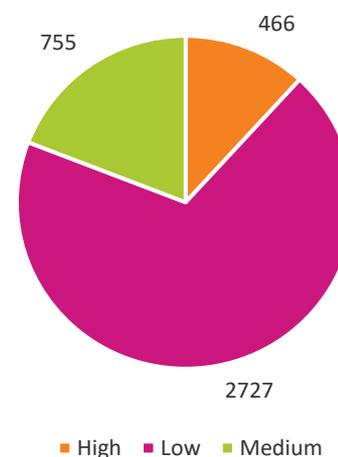
- Multiple gestation.
- Chronic medical conditions.
- Sexually transmitted infections.

## Social Risk Factors

- Lack of food or housing.
- Interpersonal violence.
- Transportation issues.

- Stratification of Risk
  - High – outreach weekly throughout pregnancy.
  - Mod – outreach bi-monthly throughout pregnancy.
  - Low – outreach each trimester.

NOP Risk Stratification



Source: Iowa Total Care SSB Microstrategy report 656

# What is Start Smart for Your Baby<sup>®</sup>?

- Members enrolled in the Start Smart for Your Baby Program receive prenatal and postpartum care from an obstetrical nurse, a NICU nurse, or a social worker familiar with care of the pregnant woman and newborns.
- All pregnant members are called by a care manager to identify any needs they may have. Depending on the need, they may be contacted:
  - Every week
  - Twice a month
  - Monthly
- Care managers are assigned to pregnant members and can help:
  - Find a doctor if they don't have one
  - Apply for programs like WIC (Women, Infants & Children) and SNAP (Supplemental Nutrition Assistance Program)
  - Find transportation and supplies such as:
    - Diapers
    - Car seats
    - Formula
    - Baby clothes
    - Cribs
    - Find housing

Did you know there are approximately 450 babies delivered every month?

# Notification of Pregnancy (NOP) Incentives

Incentives are based on timely submissions of the Notification of Pregnancy (NOP) form to Iowa Total Care. The questions help to identify high-risk members. The sooner we are notified of the pregnancy, the sooner we can begin to help our members choose healthy behaviors throughout their pregnancy.

## My Health Pays<sup>®</sup>

### Mothers-To-Be Earn Dollar Rewards

*You know your health is especially important when you are pregnant. But, did you expect that you could earn dollars for making healthy decisions for you and your baby?*

 Iowa Total Care's member rewards program, called **My Health Pays<sup>®</sup>**, gives you:

- **\$20** for completing and submitting the online **Notification of Pregnancy** (NOP) form using the Member Portal within the first three months (first trimester) of your pregnancy.
- **\$40** when you visit your doctor for a prenatal appointment within the first 12 weeks of pregnancy.
- **\$15** if you wait until your second trimester (months 4, 5 and 6) to fill out the NOP form and submit it using the Member Portal.
- **\$20** when you visit your doctor for a postpartum checkup (1-12 weeks after delivery).



You can also earn rewards for taking care of your new little one, whose healthy start in life depends on you.

- **\$20** for completing all six Infant Well Care Visits with baby's primary care provider at 2, 4, 6, 9, 12 and 15 months.
- **\$20** for completing both Early Child Well Care Visits at 15 and 30 months with child's primary care provider.

It goes without saying that the other rewards of motherhood are priceless.



# Pregnancy Resources

Enroll in Iowa Total Care's Start Smart for Your Baby® program to get support during and after your pregnancy. As an Iowa Total Care member, this program is already included in your benefits and won't cost you a thing. You can even earn dollar rewards for enrolling.

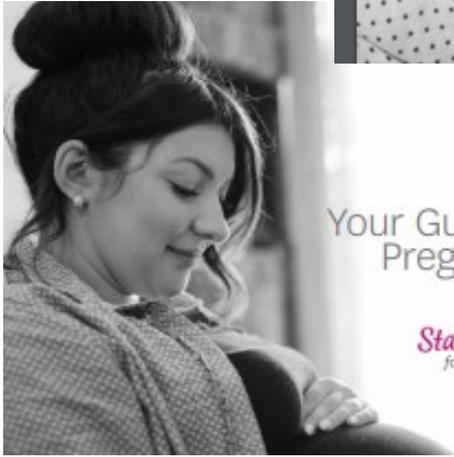
## How to Enroll

Submit a Notification of Pregnancy form or have your doctor complete one for you. The Start Smart for Your Baby (SSFB) team will:

- Call and talk with you about your pregnancy.
- Collaborate with your doctor.
- Answer questions you have about you and your baby.
- Help you understand how to use your extra benefits.

## Our Start Smart for Your Baby Team includes:

- Nurses
- Behavioral Health Specialists
- Social Workers
- Resource Specialists
- Health Coaches



Does your patient have Hypertension, Lupus, Renal Disease, Diabetes, or other conditions that require their blood pressure to be monitored?

Is it recommended that the patient monitor their blood pressure at home?

Iowa Total Care can provide a blood pressure cuff at **no cost** to your patient

### HERE'S HOW

- 1. Call our Iowa Total Care Member



Our Care Managers are also assisting! Our pregnant mothers with the following diagnosis will have a blood pressure monitor ordered for them:

- Hypertension, chronic hypertension, gestational hypertension
- Pre-eclampsia
- Diabetes (Type 1, Type 2, Type 2 diagnosed before 20 weeks gestation)

## Prenatal Information



Follow this guide to prescribe the most cost-effective prenatal vitamins to your patients, our members.

GENERAL PRENATALS	
<ul style="list-style-type: none"> <li>Triostat Rx 1 NDC: 3887-0007-10 PRENATAL WITH CALCIUM/IRON/FA</li> <li>Multi Nut true NDC: 3867-0770-01 PRENATAL VITAMIN, IRON 27MG, FA</li> <li>Prenatal Vitamins Plus NDC: 8904-0590-01 PRENATAL VITAMIN, IRON 27MG, FA</li> <li>Neutra Plus NDC: 8907-0027-01 PRENATAL VITAMIN, IRON 27MG, FA</li> <li>PrenTab NDC: 8942-0229-10 PRENATAL VITAMIN, IRON 27MG, FA</li> <li>VP-Phy-DNA Capsule NDC: 8944-0229-10 PRENATAL VITAMIN, IRON 27MG, FA</li> </ul>	<ul style="list-style-type: none"> <li>Prenatal Vitamins Plus Low Iron NDC: 3028-0106-10 PRENATAL WITH FERROUS FUM 27MG AND FA 1MG</li> <li>Niva-Plus NDC: 3581-0202-01 PRENATAL VITAMIN, IRON 27MG, FA</li> <li>PrenTab NDC: 8942-0229-10 NDC: 7642-0229-10 PRENATAL VITAMIN, IRON 27MG, FA 1MG</li> <li>Phy Tabs 29-1 NDC: 8942-0229-10 NDC: 7642-0229-10 PRENATAL VITAMIN, IRON 27MG, FA 1MG</li> </ul>
CHEWABLES	WITH DOCCUSATE

## Pregnant? Thinking of Becoming Pregnant?

### TAKE THESE STEPS.

- 1. Go Before You Show!**
  - Go to your doctor as soon as you think you are pregnant.
  - It's important to see a doctor in the **first 12 weeks** of your pregnancy.
  - Early and routine care will help protect you and your baby.
- 2. Complete an Iowa Total Care Notification of Pregnancy (NOP) Form.**
  - Let Iowa Total Care know you are pregnant.
  - Log in to your member portal account at [member.iowatotalcare.com](http://member.iowatotalcare.com) to complete an NOP form.
  - Or call Member Services at **1-833-404-1061 (TTY: 711)**.
- 3. Join our Start Smart for Your Baby® Program!**
  - Let us be your guide during pregnancy.
  - Get access to diapers, a breast pump, a car seat and more with our Start Smart for Your Baby® program.
  - Start your journey at [iowatotalcare.com](http://iowatotalcare.com).
- 4. Let Iowa Medicaid know.**
  - Call **1-877-347-5678** to report the change to your Medicaid.
- 5. Keep Healthy Lifestyle Habits.**
  - Exercise regularly, eat healthy meals and rest for 8-10 hours each night.
  - Refrain from using tobacco, alcohol or drugs.



Use our Find a Provider online tool to locate a doctor in your area. Just visit [findaprovider.iowatotalcare.com](http://findaprovider.iowatotalcare.com)

Get care for your baby and your budget! Earn up to **\$60** in My Health Pays® rewards in the first 12 weeks.

## Pregnancy Quick Reference Guide for Providers



Iowa Total Care is committed to achieving the best health outcomes for members during and after their pregnancy. This reference guide is designed to help you better understand the specifications for HEDIS® measures used to close care gaps and obtain information about programs and resources to support you and your patients.

### Supporting Your Care

**Prenatal Care**  
The member's first prenatal visit should occur within the first trimester (by the end of 13th week of pregnancy) or within 42 days of enrollment with Iowa Total Care. A visit with a registered nurse will **not** meet compliance. The visit must be with the following care provider types with a documented diagnosis of pregnancy:

- Midwife
- Obstetrician/Gynecologist
- Prenatal care provider
- Primary care provider (PCP)

### Postpartum Care

The member's postpartum visit with a care provider must occur on or between 7 and 94 days after the baby is delivered to close the HEDIS® measure. This visit is an opportunity to:

- Screen the mother for depression, anxiety, substance use, etc.
- Discuss family planning for month six

### Notification of Pregnancy Form (NOP)

A Notification of Pregnancy (NOP) is an assessment that identifies pregnant members, collects risk information, and automatically enrolls members into the Start Smart for Your Baby program. It also aids in establishing a relationship between the member, provider and health plan staff which lead to better maternal and health outcomes. It is recommended to complete the form during the first prenatal visit and submit electronically through our [www.iowatotalcare.com](http://www.iowatotalcare.com) or fax to **833-257-8323**. Fax forms are available online at [iowatotalcare.com/providers/resources.html](http://iowatotalcare.com/providers/resources.html).

Our Start Smart for Your Baby Care Managers will review the form and use it to support the provider and member during and after the pregnancy.

### Makena® (17P)

Makena (17P) is covered for Iowa Total Care members who had a previous preterm birth or premature



# Pilot Doula Program

## Benefits of Doula Care

### *Reduction in:*

- Use of medications for birth.
- Intensive Care admissions.
- Stress.
- Use of vacuum or forceps.
- Length of labor.
- C-sections.

### *Increase in:*

- Length of gestation.
- Birth weight.
- Breastfeeding.
- Satisfaction with birth.

- A doula is a trained non-medical companion that supports pregnant people. A doula can also:
  - Answer questions about pregnancy, labor, and after birth.
  - Provide comfort through physical and emotional support.
- Iowa Total Care has identified three counties— Polk, Johnson, and Muscatine — for the Pilot Doula Program.
- Pilot doula program will serve a total of 60 pregnant women.
- Eligible members may be referred by;
  - SSFB/Care Manager or provider.
  - Outreached to by Doula Vendor.
  - The member may call member services to participate.
- 20 members enrolled.

# Baby Blues: Postpartum Depression

## Signs of postpartum depression:

- Crying a lot.
- Withdrawal from family/friends.
- Loss of interest in activities.
- Weight loss.
- Feelings of guilt.

Postpartum depression can be treated with great results.

## How to get help:

- Talk with your doctor.
- Call the National Suicide Prevention line at 988.

## Your Feelings as a New Parent

*After delivery, many parents get a mild form of depression called "baby blues." You may be moody, irritable, and anxious. These feelings are usually temporary and resolve within 2 weeks. If you are feeling down one day and better the next, this is totally normal. You may feel like you should be happy after having a baby. Give yourself a break! This is a challenging time. There is nothing wrong with feeling emotional. Your body and your life are going through a lot of changes.*

### SIGNS OF POSTPARTUM DEPRESSION

Sometimes, feelings of sadness are severe and don't go away on their own. If you feel sad or worried more often than not, you might have postpartum depression. Below are some common signs of postpartum depression:

- Crying a lot.
- Withdrawal from family and friends.
- Loss of interest or pleasure in activities you used to enjoy.
- Weight loss.
- Feelings of worthlessness or guilt.
- Thoughts of death or suicide. **If you have these thoughts, call for help right away.**

If you answer yes to either of the following questions, you could have depression:

- During the past month, have you often been bothered by feeling down, depressed, or hopeless?
- During the past month, have you often had little interest or pleasure in doing things?

If you are having these feelings, reach out for help from your doctor, a friend, or your partner. There is support available to you. You can find our resources page in the back of this book.



### HOW TO GET HELP

Postpartum depression can be treated with great results. There is help.

- If you are thinking of harming yourself or others, call 911 or the National Suicide Prevention Lifeline at **1-800-273-TALK (9255)** for help right away.
- Complete the Patient Health Questionnaire on your health plan member portal.
- Talk to your doctor about possible medications you can take to help lift the feelings.
- Many people find talking to a counselor can help. If you don't feel comfortable talking to a counselor, talk to a friend, a family member, or another parent you trust.

# HRA for Newborns

- Health Risk Assessment or Health Risk Screening is a tool Iowa Total Care uses to help members, including newborns, to identify and understand their health risks and monitor their health over time.
- Health Risk Assessments for newborns include questions about:
  - Birth history.
  - Health and safety.
  - Social concerns.
  - Physical health .
  - Behavioral health.
- HRA for newborns helps to set a baseline or starting point for member's healthful journey.
- Completed HRA may qualify member for a \$30 My Health Pays reward.



## How to Complete the Health Risk Screening

The Health Risk Screening (HRS) is a questionnaire that asks you about your health history and if you have any healthcare conditions. We want to know about your health right away so we can help match your needs with the right healthcare team. **That's why we give you a \$30 My Health Pays® reward if you complete this questionnaire within 90 days of becoming a member.**

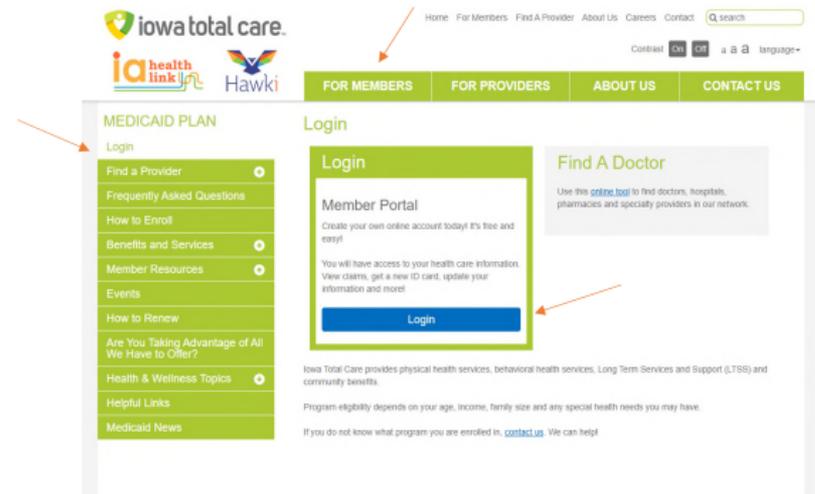
It's easy! You can complete a Health Risk Screening three ways:

- Call us at **1-833-856-7666 (TTY: 711)**.
- Use the **member portal**.
- Use the **mobile app**.

Review the following steps to learn how to complete the HRS using the member portal and mobile app.

### How to complete the Health Risk Screening using the member portal:

1. Go to [IowaTotalCare.com](http://IowaTotalCare.com). Click on **FOR MEMBERS**, and then select **Login**.



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# CAHPS

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# Consumer Assessment of Healthcare Providers & Systems (CAHPS®)

## What is CAHPS?

- Survey on health plan & health care providers.
- Sent to members by mail.
- All responses are confidential.
- Your feedback is valuable!



## Provider Resources

- CAHPS resource guide.
- CAHPS Corner page on ITC website.

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# Health Equity

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# Health Equity – Culture & Linguistics

## Health Equity and Maternal Child Health

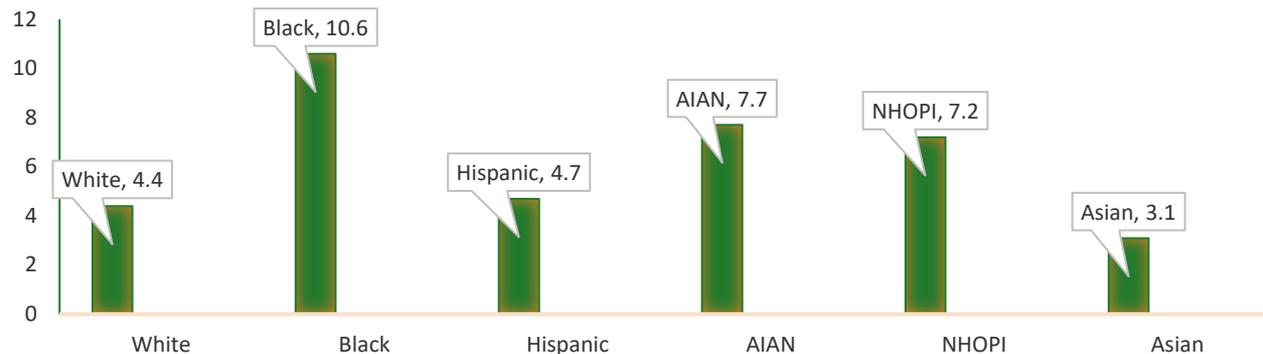
Black, American Indian, and Alaska Native (AIAN) women are at risk for:

- Higher rates of pregnancy-related infant deaths.
- Higher preterm births.
- Low birthweight births.
- Births for which they received late or no prenatal care compared to White women.

Pregnancy resources can be found through the Krames Library on the Iowa Total Care website:

[iowatotalcare.com/members/medicaid/health-wellness.html](http://iowatotalcare.com/members/medicaid/health-wellness.html)

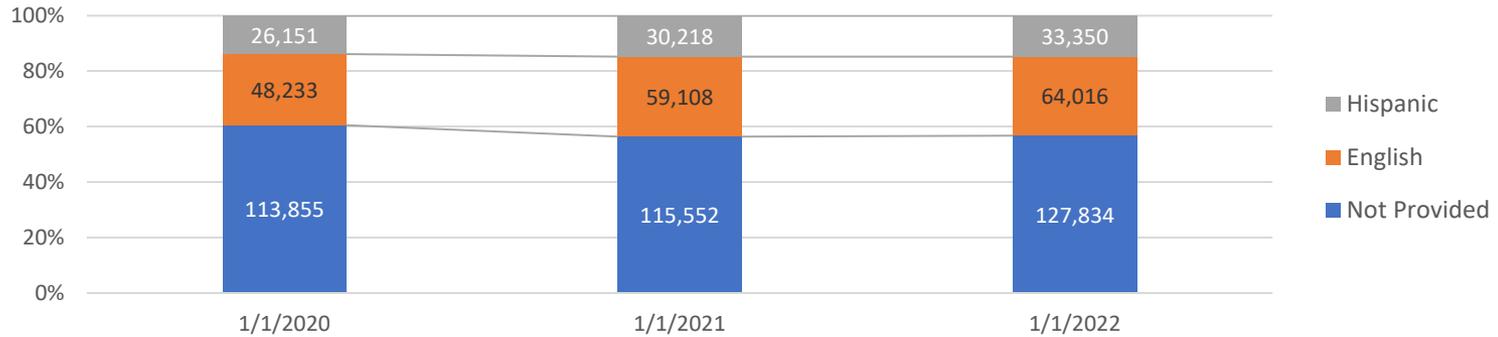
## INFANT MORTALITY PER 1,000 LIVE BIRTHS BY RACE/ETHNICITY



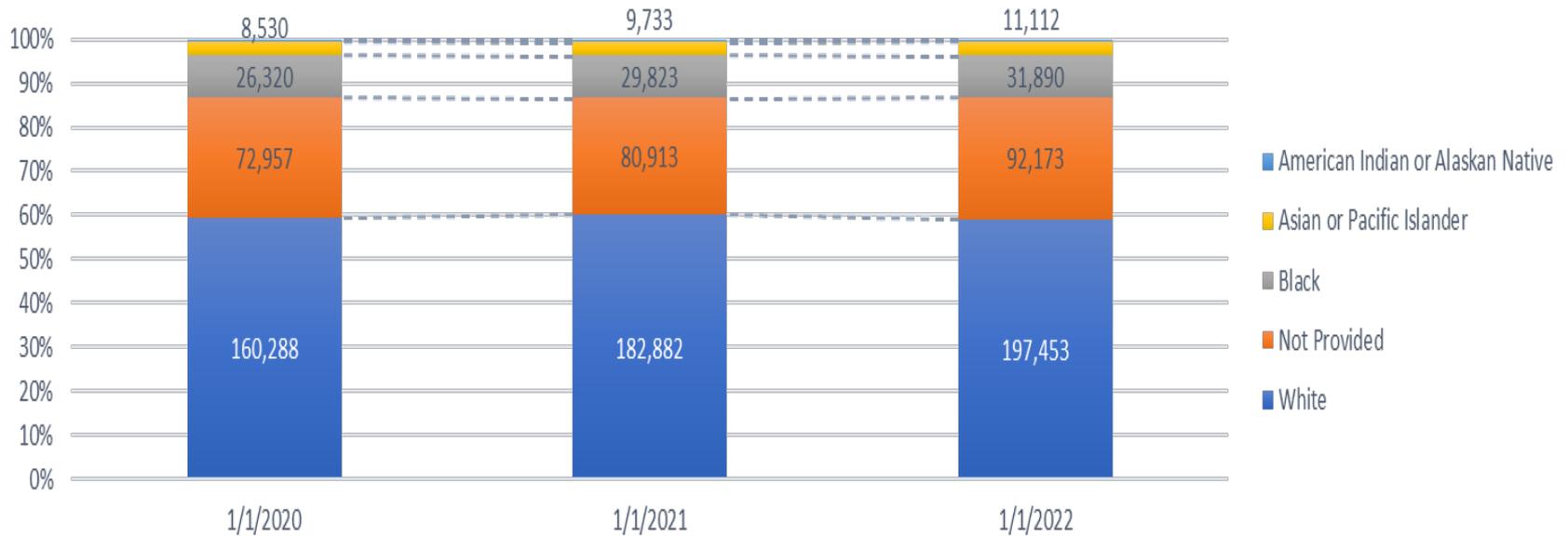
Kaiser Family Foundation (KFF) 2020 Trends

# Health Equity – Culture and Linguistics

% Membership By Top 3 Ethnic Categories



% Membership By Race

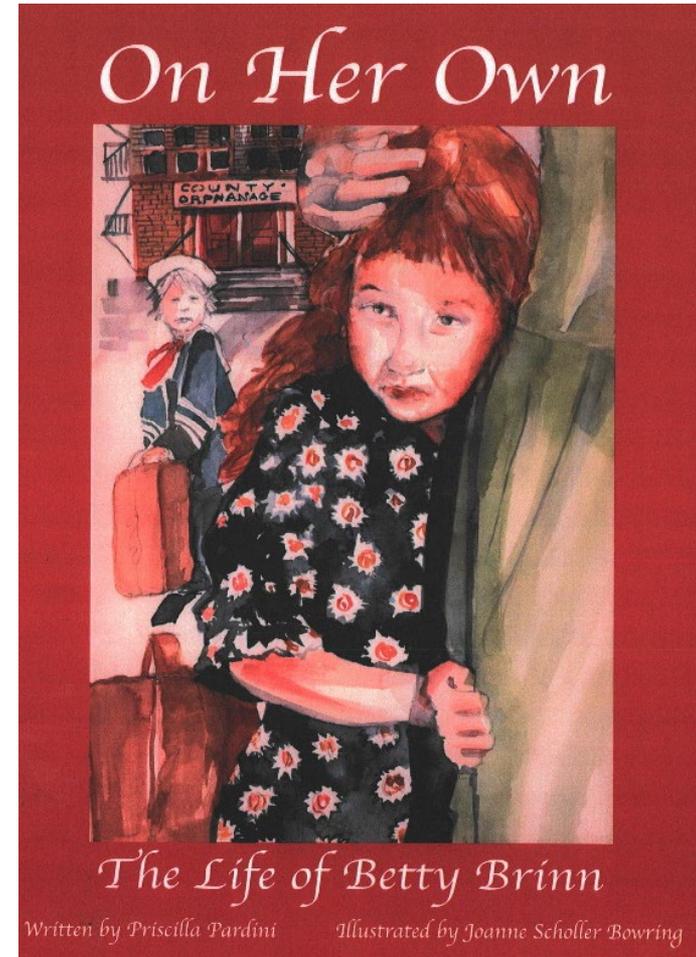
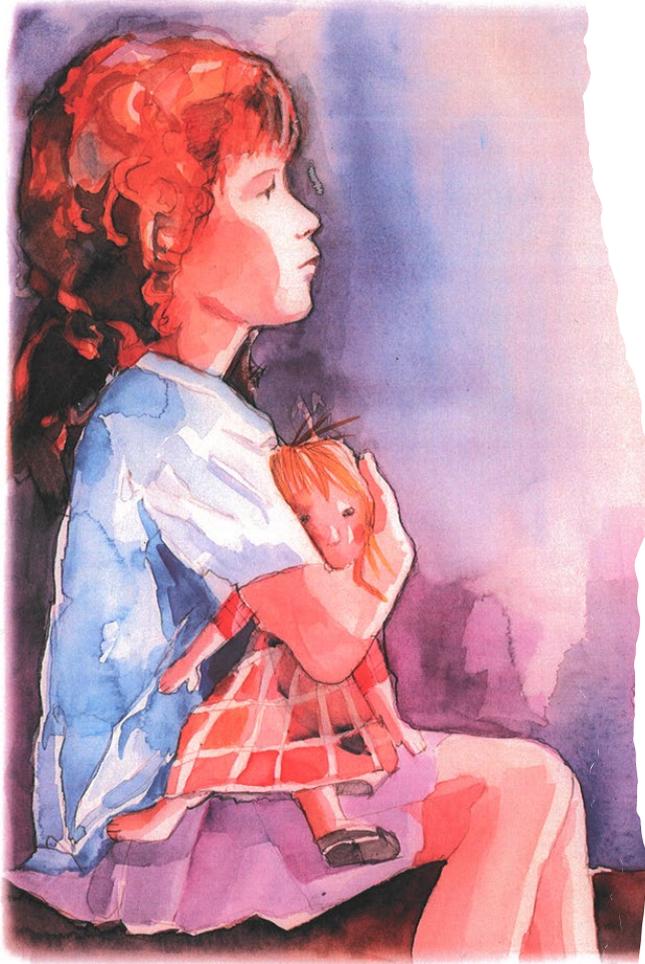


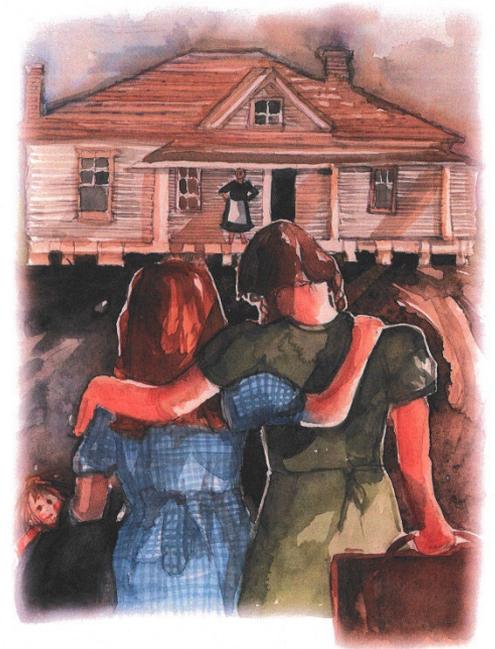
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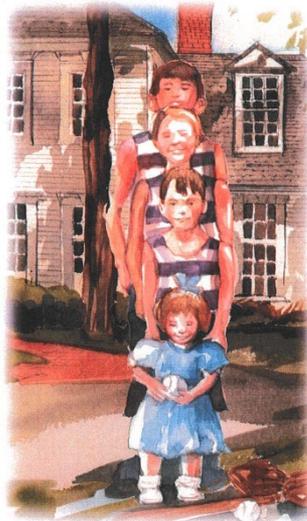
# Message from the CEO

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# Who was Betty Brinn?







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# Open Discussion

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# Meeting Details

- Upcoming Meeting Dates:

<p><b>June 7, 2023</b></p> <ul style="list-style-type: none"><li>• Child Wellness</li></ul>	<p><b>September 6, 2023</b></p> <ul style="list-style-type: none"><li>• Agenda being finalized</li></ul>
<p><b>December 6, 2023</b></p> <ul style="list-style-type: none"><li>• Agenda being finalized</li></ul>	<p><b>March 7, 2024</b></p> <ul style="list-style-type: none"><li>• Agenda being finalized</li></ul>

- Phone Number: **1-833-404-1061 (TTY: 711)**