

# Healthier Babies: A Regional Collaborative to Improve Birth Outcomes for Pregnant Women on Medicaid

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***National Disease Management Summit***

**Baltimore, MD**

May 13, 2003

# Maternity in Medicaid

- ◆ **High prevalence**
  - **Medicaid population demographics**
  - **Pregnancy as Medicaid qualifying event**
- ◆ **Big percentage of overall hospital use in a Medicaid Plan (NCQA data)**
  - **Total Discharges/1000 MM=8.35**
  - **Maternity Discharges/1000 MM=3.55**
  - **Meaning Maternity=42.5% ALL Hosp**

# Clinical and Financial Impact of LBW

- ◆ **LBW infants 40 times more likely to die in first 4 weeks of life**
- ◆ **Average 1<sup>st</sup> year of life costs for LBW infants: \$93,800**
- ◆ **Savings for LBW over VLBW infant: \$59,700**
- ◆ **Estimated savings per dollar invested in LBW prevention: \$3**

**Source: NCQA**

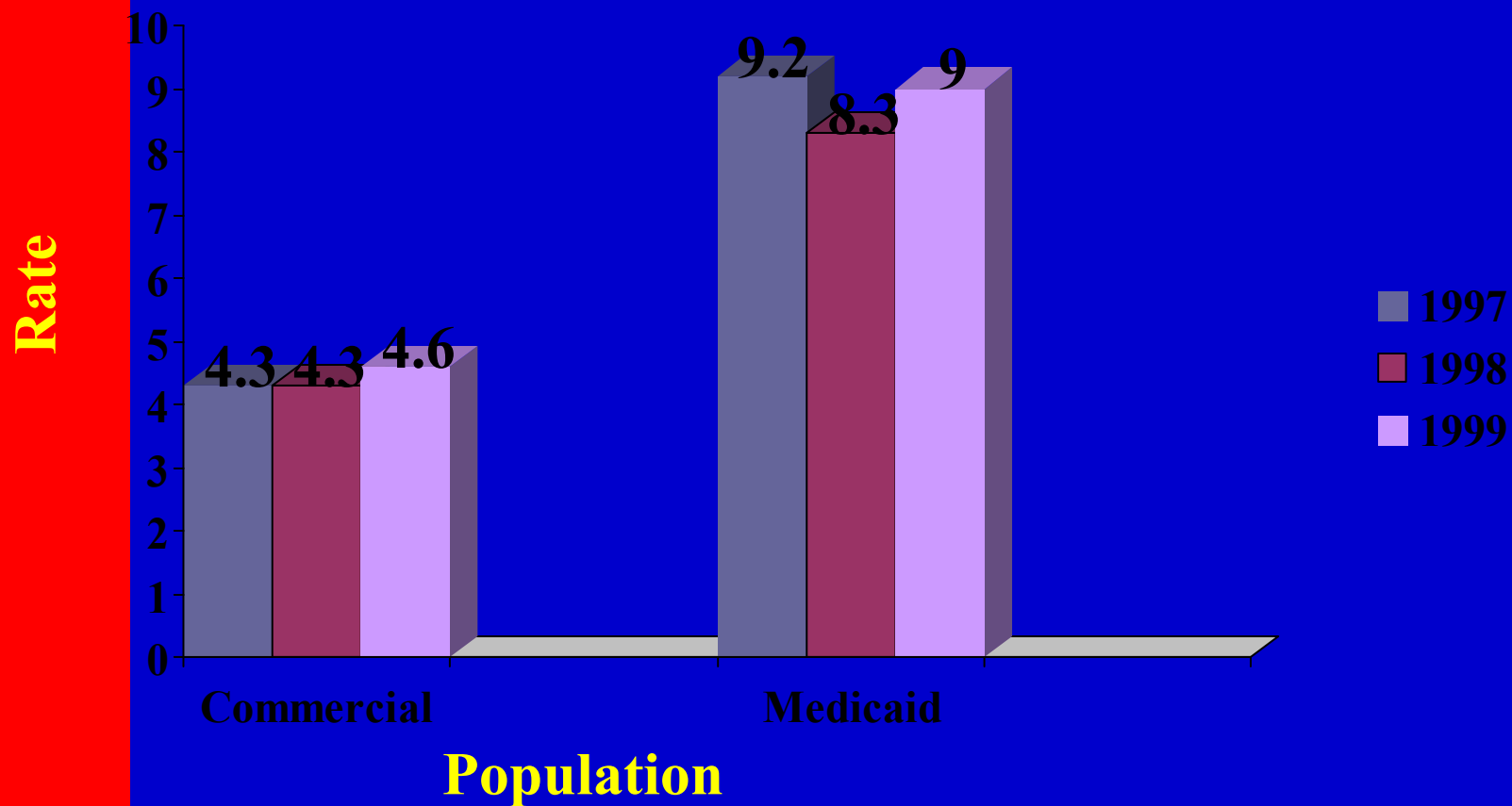
**Web Site**

# Medicaid Patients do *worse*

- ◆ **NY State Pooled Managed Care Data**
  - **Total population: 6,977,275**
  - **25 Commercial Plans, 21 Medicaid Plans**

# Risk-Adjusted Low Birth Weight

## Commercial v.s. Medicaid



# Medicaid Patients do *worse*

- ◆ **Healthy People 2000 LBW Goal: 5%**
- ◆ **Healthier Babies Medicaid LBW: 11.3%**

# What are the challenges to improving birth outcomes?

## ◆ **Some intrinsic to Medicaid**

- **Population turnover**
- **“Social issues”**: housing, poverty, education
- **Cultural barriers**

## ◆ **Some “clinical”**

- **Absence of clear knowledge base on “what works”**
- **Significant co-morbidities (Substance Use, HIV, Mental Health. . .)**

# History and Background

## HBHF

- RWJF RFP: “Mending the Safety Net”
- HealthChoices: Pennsylvania’s Mandatory Medicaid Managed Care Program
  - Philadelphia and 4 surrounding counties
- 4-6 Potential Contractors
- 15,000 deliveries per year



# Broad, simple concept:

- Agree on one standard prenatal clinical data collection tool for MMCOs
  - Replace a heterogeneous, overlapping approach
- Build a centralized database to receive data
- Link with DOH Birth Certificate Database
- Produce state-mandated HEDIS and other reports

# Problems identified at RWJF/CHCS site visit:

- Long term funding
- Confidentiality
  - Administrative/legal
  - Control/appropriate use
- Ownership

# UPEF Development

- Clinician in charge
- Commitment to a one page form
- Commitment to obtain only data that would or should be available to a clinician at each visit
- Commitment to capture relevant clinical **and** “social” risks
- Initial input broadly participatory, final execution very narrow
- Field tested

# Barriers

- Competitiveness
- Resource constraints under HealthChoices
- Confidentiality
- Marketplace events
- Provider and Advocate concerns
- “Null hypothesis” for prenatal intervention

# Governance

- New non-profit corporation: Healthier Babies, Inc
- Solved both ownership and control issues
- Three classes of Directors
  - Appointed Directors
  - Health Department Directors
  - At Large Directors
- Has itself created opportunity for collaborative action

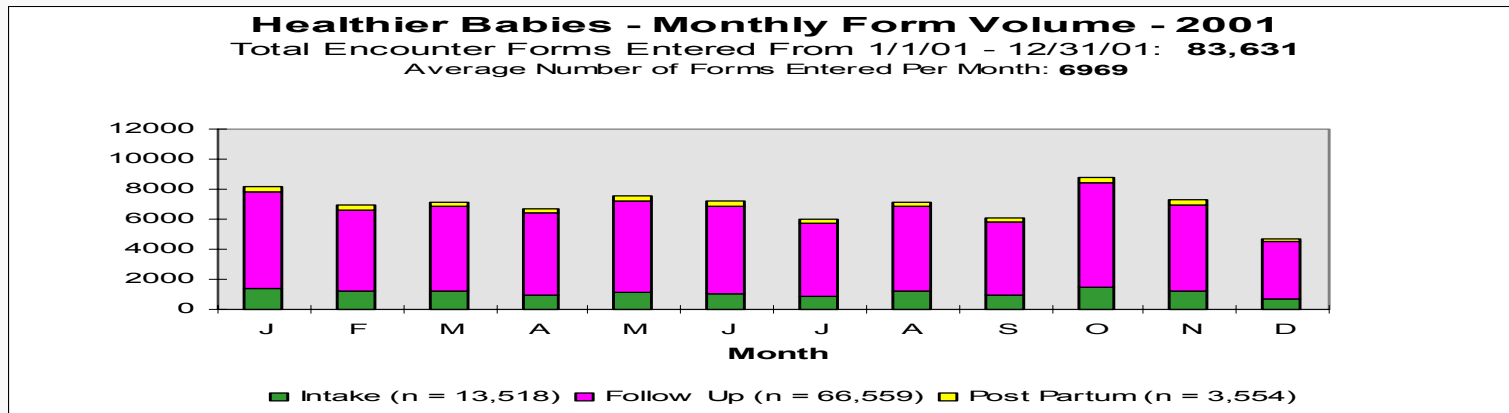
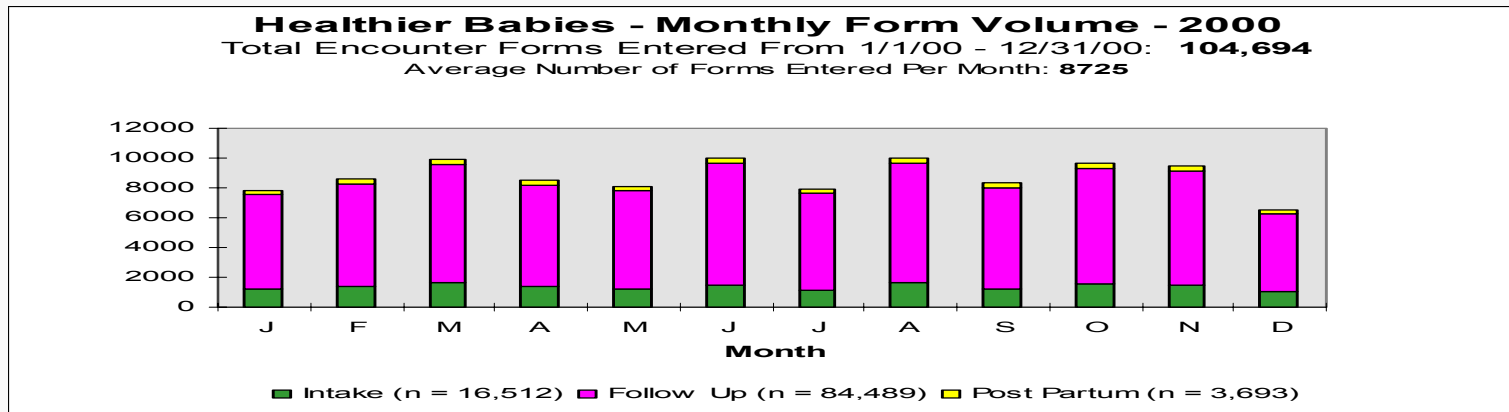
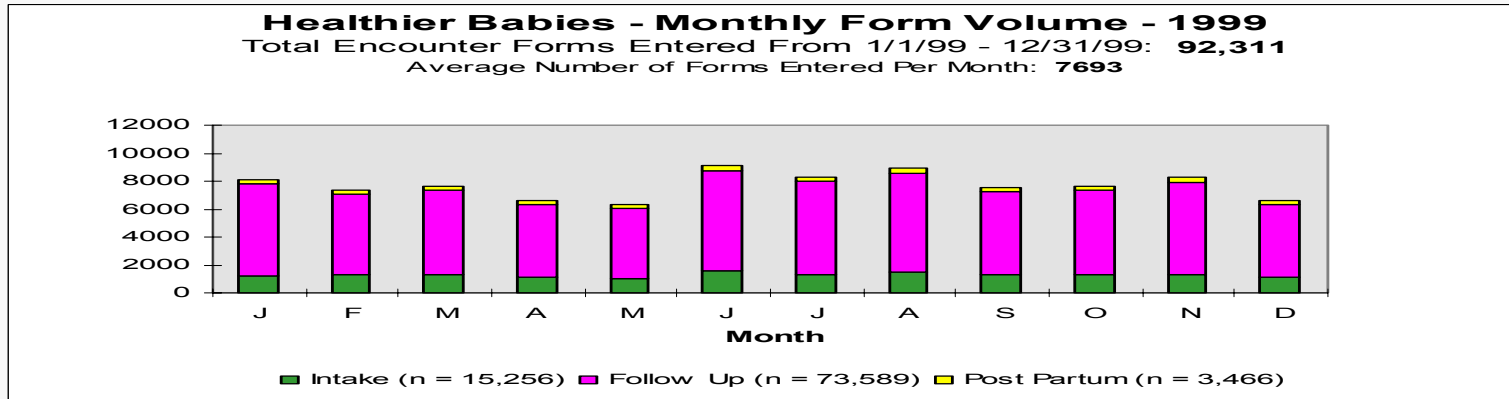
# Critical Success Factors

- Defined universe of MMCOs
- Defined universe of providers
- Clearly (sort of) defined clinical data set
- Leadership

# Results

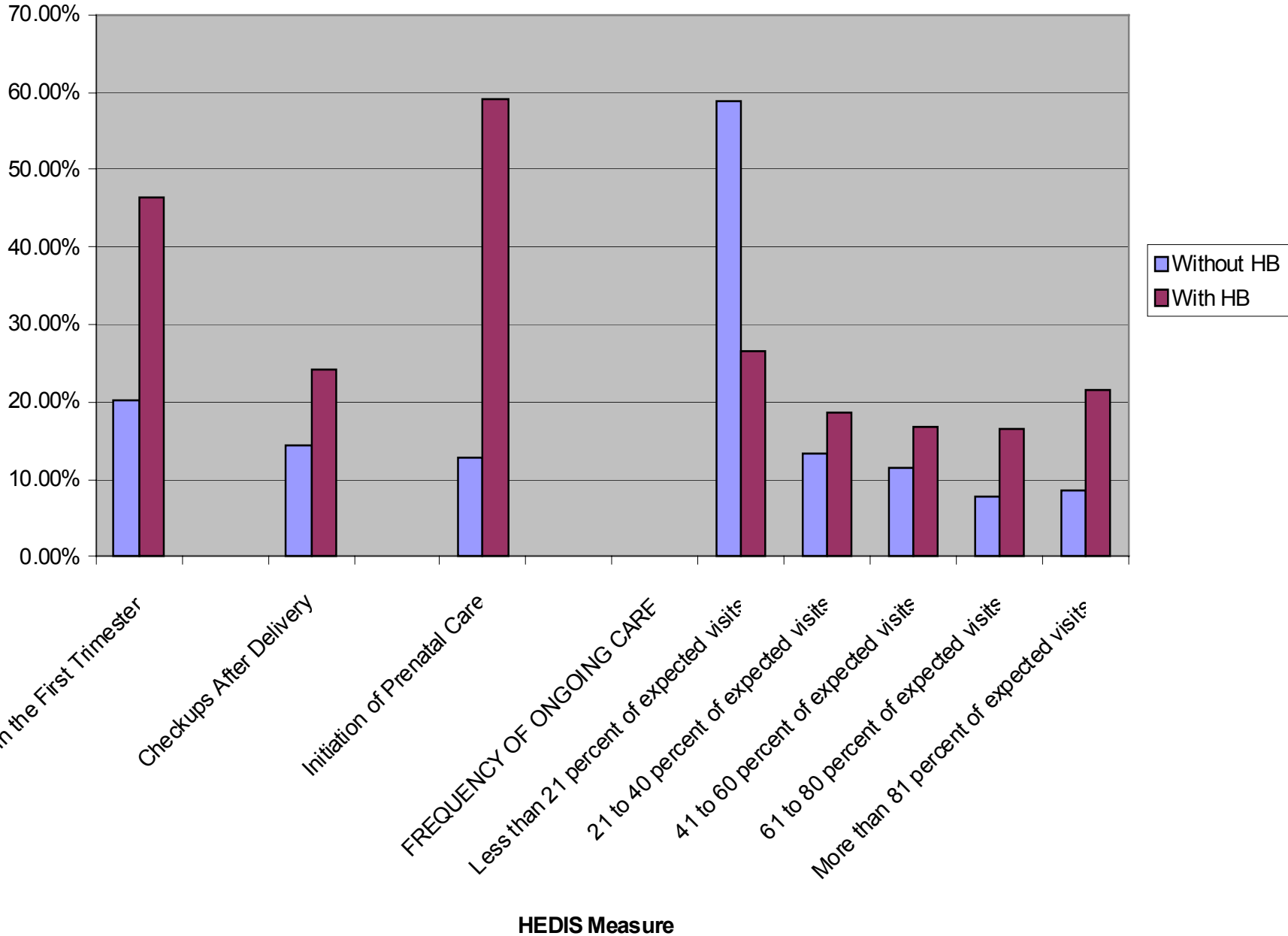
- We exist, Board meets every other month
- We have Bylaws, contracts, money
- Over 90% of prenatal encounters are reported
  - 5 counties, 225 sites, 800 providers
- Database actually works
  - Case management
  - Reporting

# HEALTHIER BABIES: UPEF ENTRIES: 1999-2001

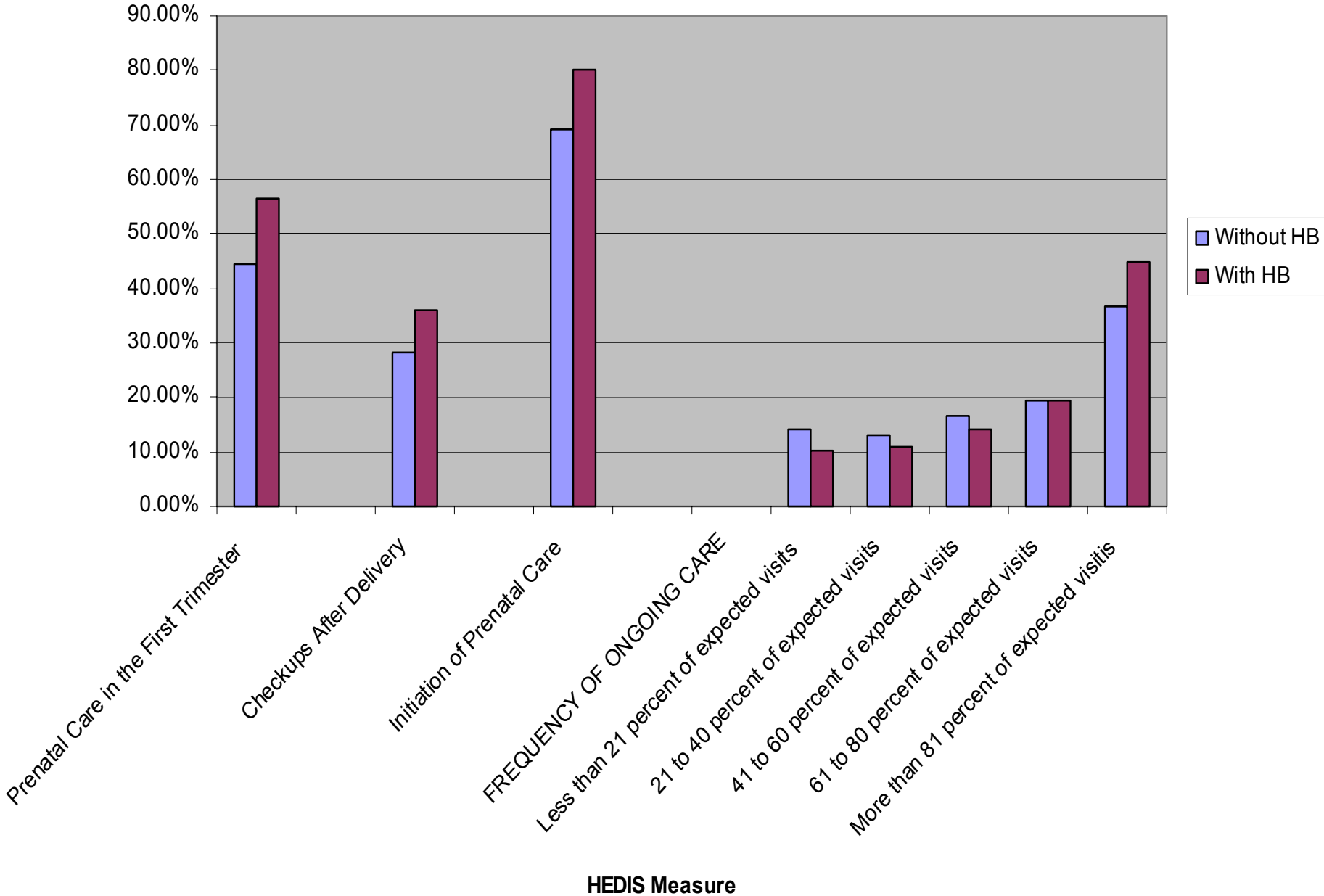




# Company A HEDIS Improvement



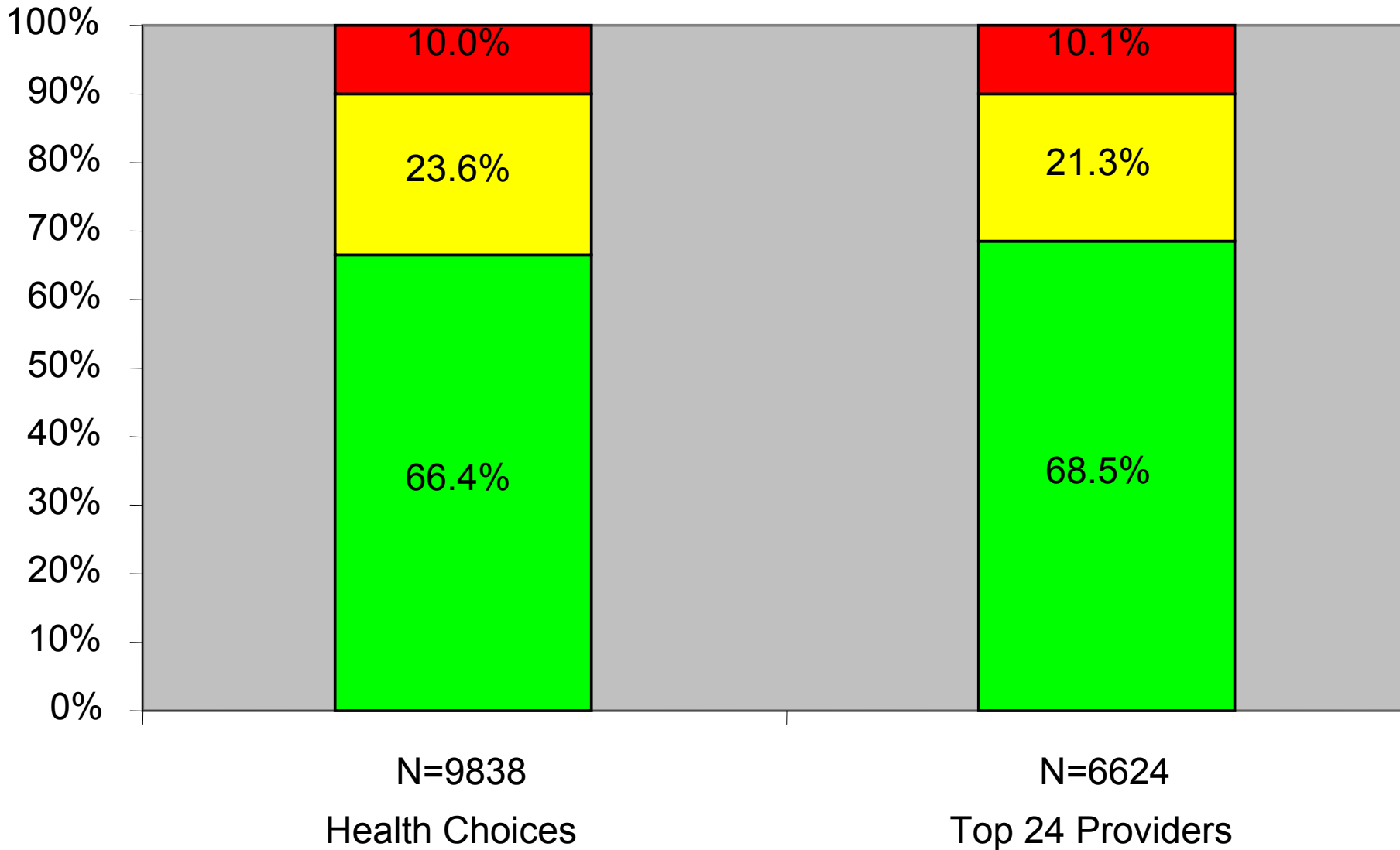
# Company B HEDIS Improvement



**Figure 1. Weight Of Selected Risk Factors  
Based On Their Strength Of Predicting  
Poor Birth Outcome  
(2000/2001 Births)**

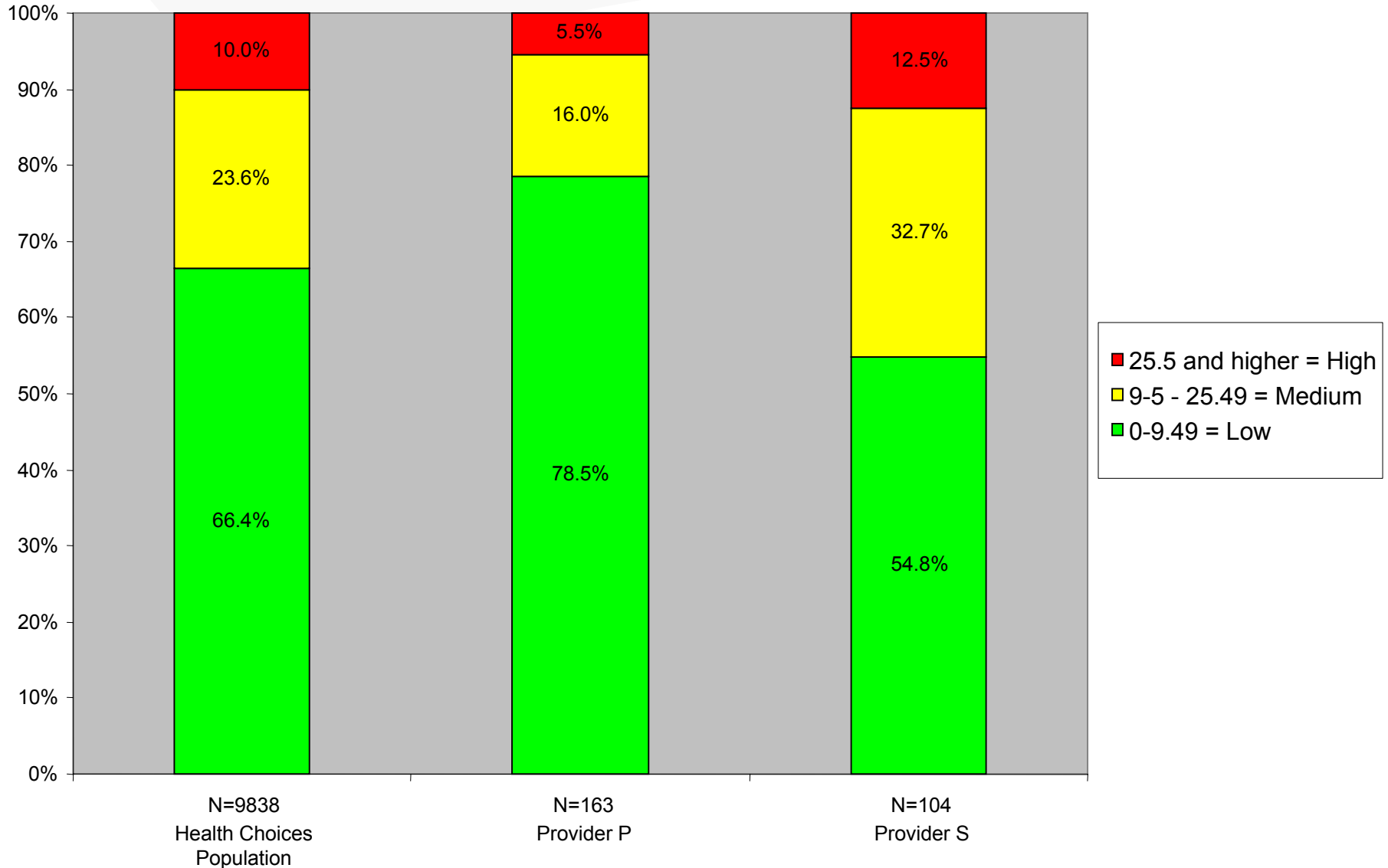
<b>Risk Factor</b>	<b>Population Prevalence</b>	<b>Weight</b>
Prior Preterm Birth	9.29%	13.9
Prior Low Birth Weight	9.98%	12.9
Cocaine/Heroin/Amphetamine Use	1.86%	12.4
Medical History: Diabetes	1.11%	10.2
Medical History: Hypertension	1.66%	10.0
Prior Pregnancy Complication	13.68%	9.6
Prior Infant Death	2.66%	9.0
Disabled Eligibility Status	4.0%	8.7
Less than 3 Recorded Visits	19.75%	6.7
Alcohol Use	3.94%	6.1
Prior Pregnancy Hypertension	3.29%	6.0
Marijuana Use	4.57%	4.8
Age Greater than 34	5.97%	4.7
Ever Homeless	5.87%	4.0
Tobacco Use	15.03%	3.7
Mental Illness	5.37%	2.7

**Figure 3. Weighted Risk Score**

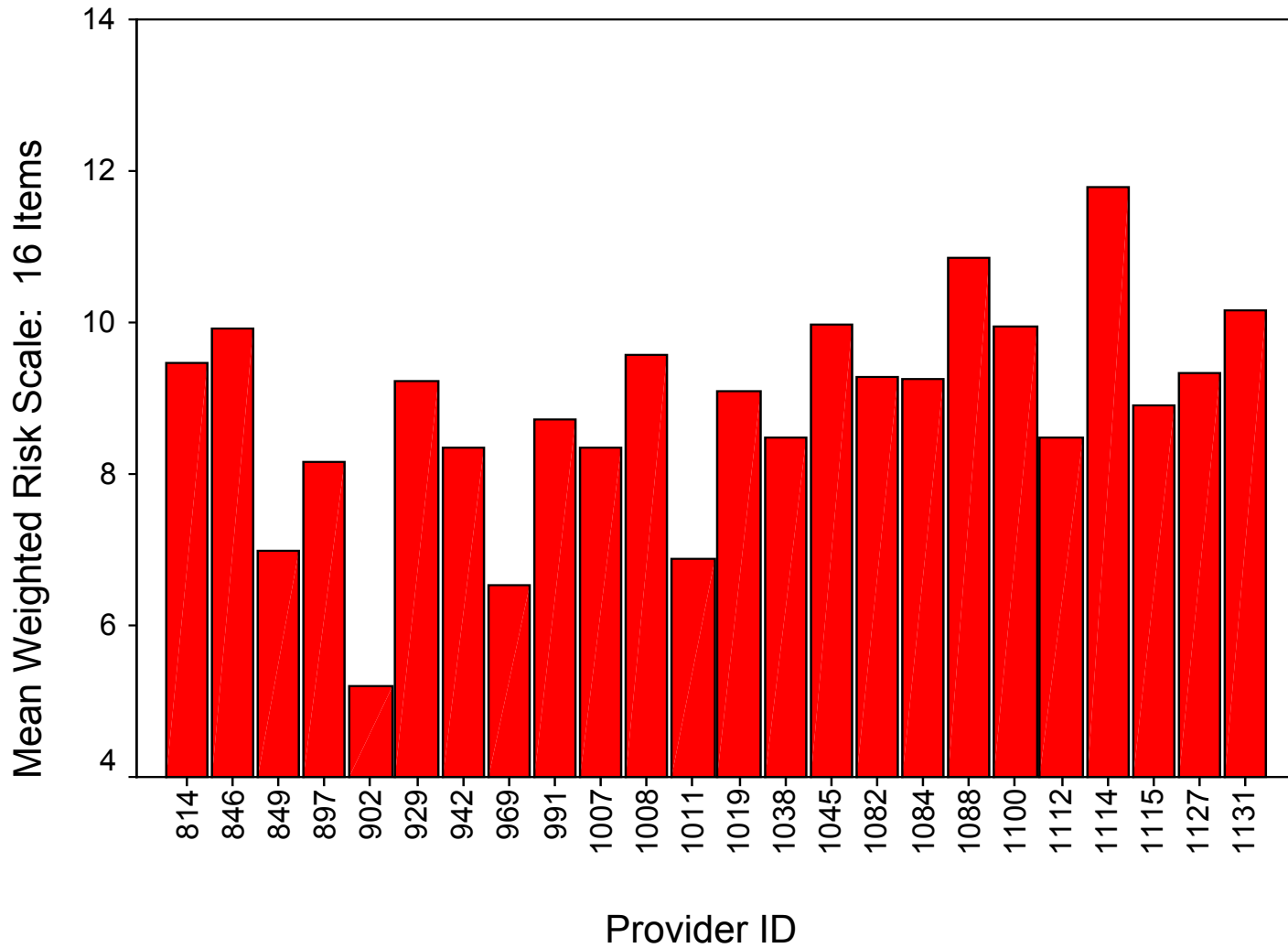


■ 0 to 9.49 = Low    ■ 9.5 to 25.49 = Medium    ■ 25.5 to 120 = High

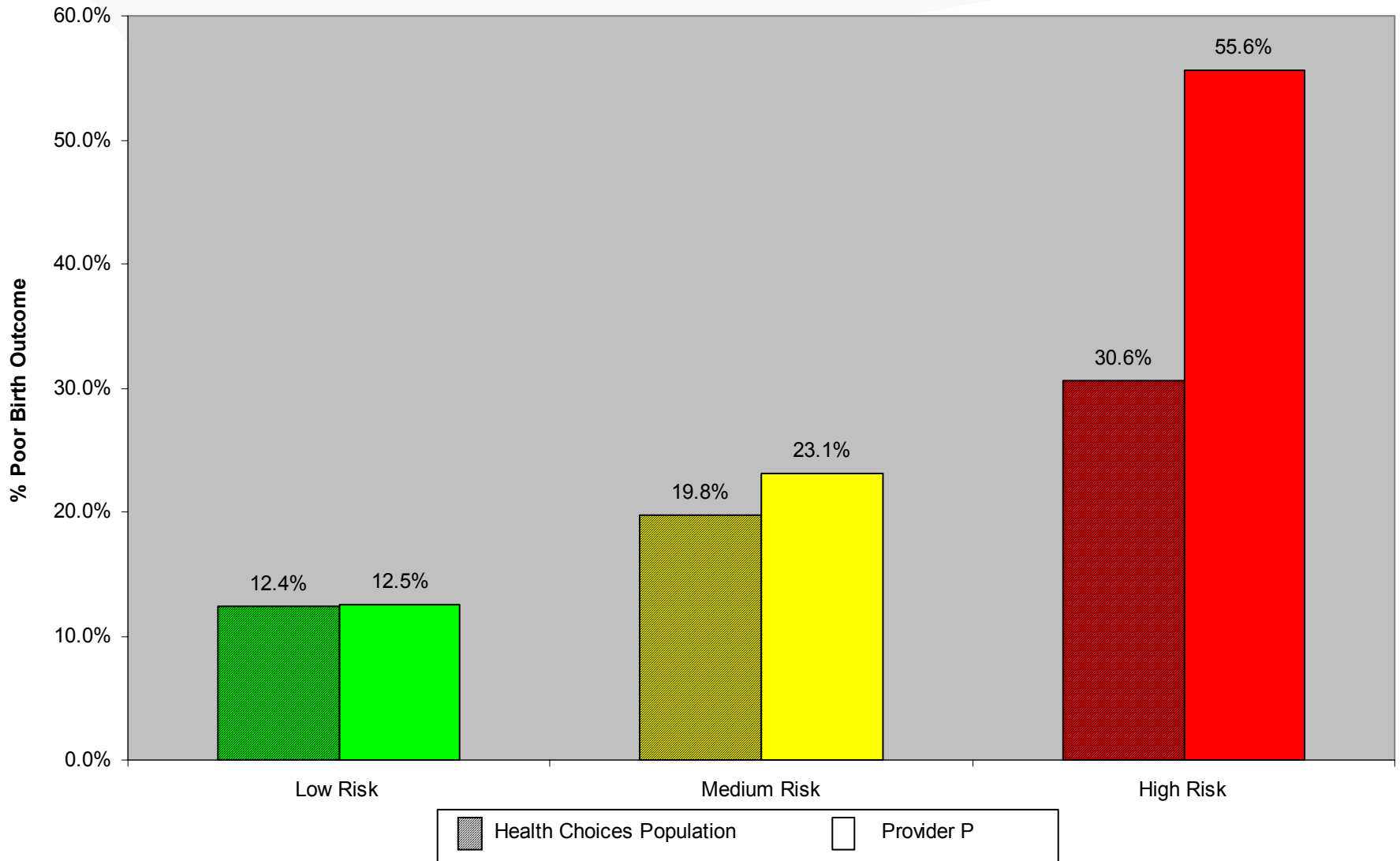
Figure 4: Weighted Risk Score for 2 Selected Individual Providers Compared to Health Choices Population



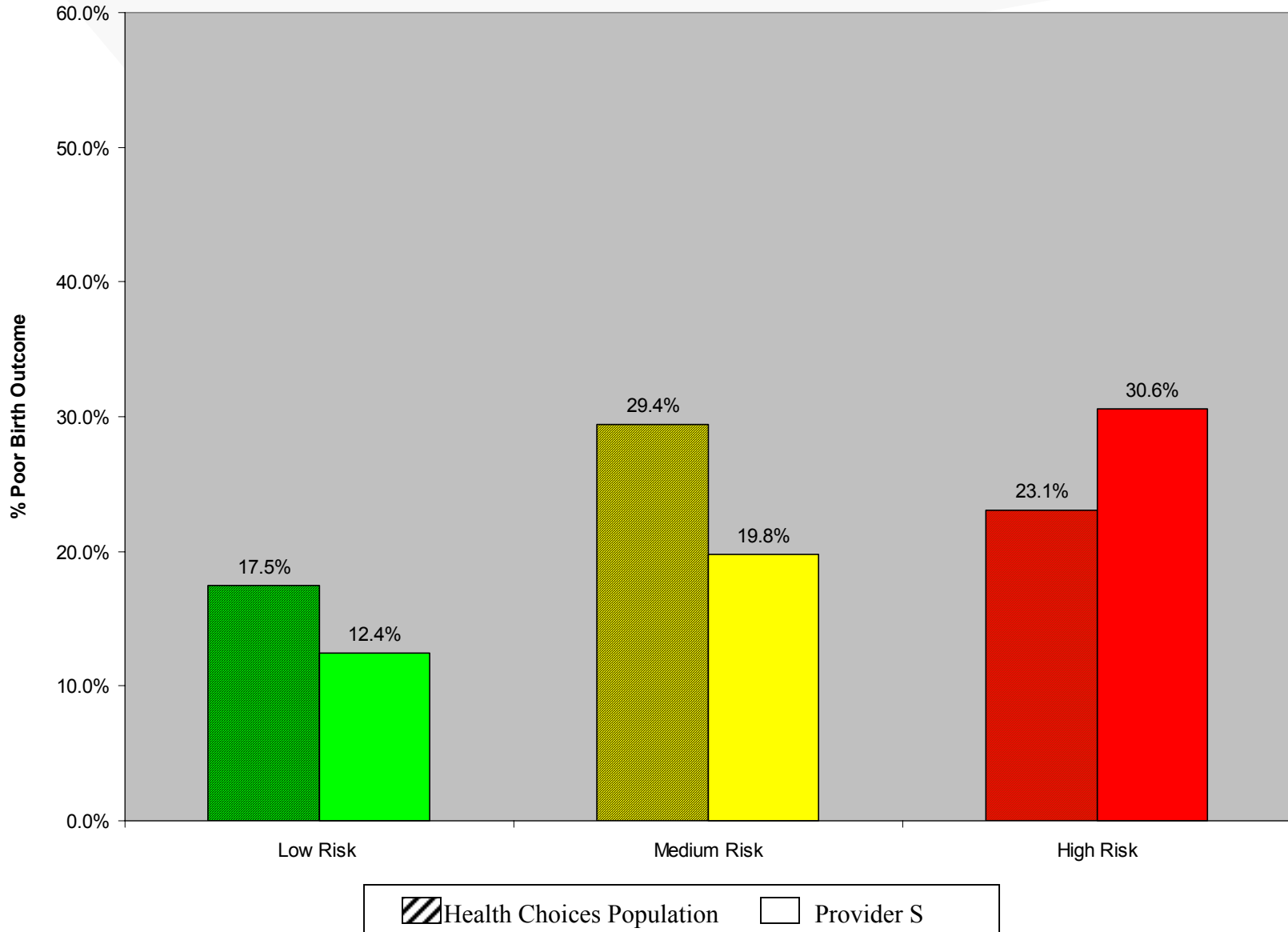
**Figure 5. Mean Weighted Risk Scale: Top 24 Providers (Overall Mean = 9.49)**



**Figure 6a. Sample Provider Outcome Report: Low Medium, and High Risk Group  
Poor Birth Outcomes Compared To The Population**



**Figure 6b. Sample Provider Outcome Report: Low, Medium, and High Risk Group  
Poor Birth Outcomes Compared to The Health Choices Population**

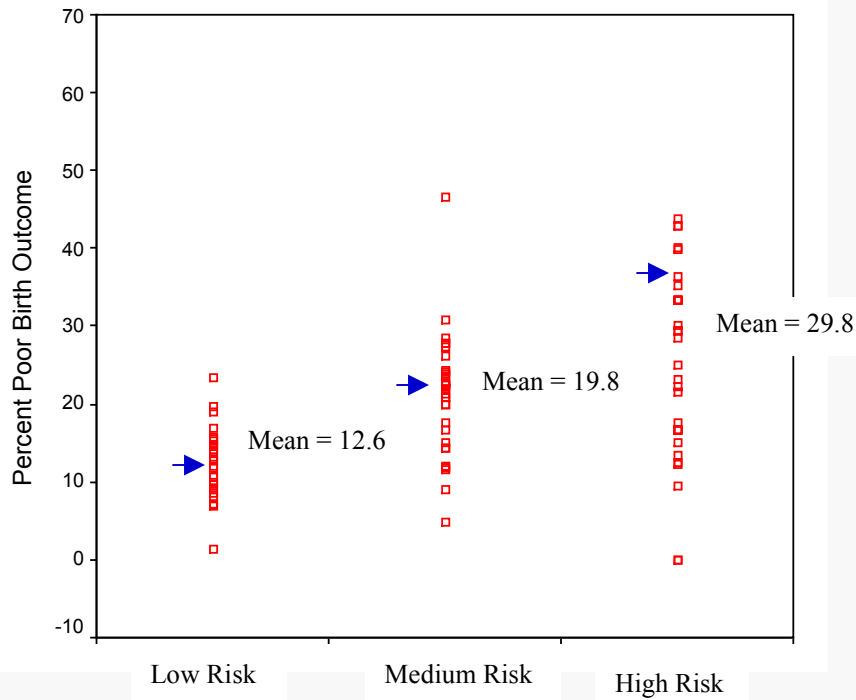




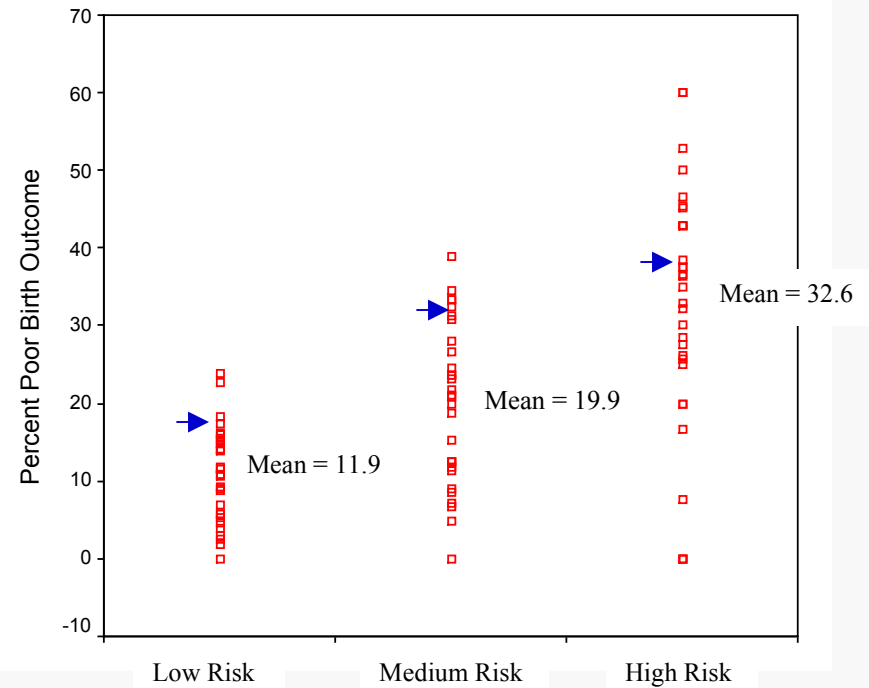
# Figure 6. Provider Variation in Birth Outcome By Risk Group

(Largest 30 Providers)

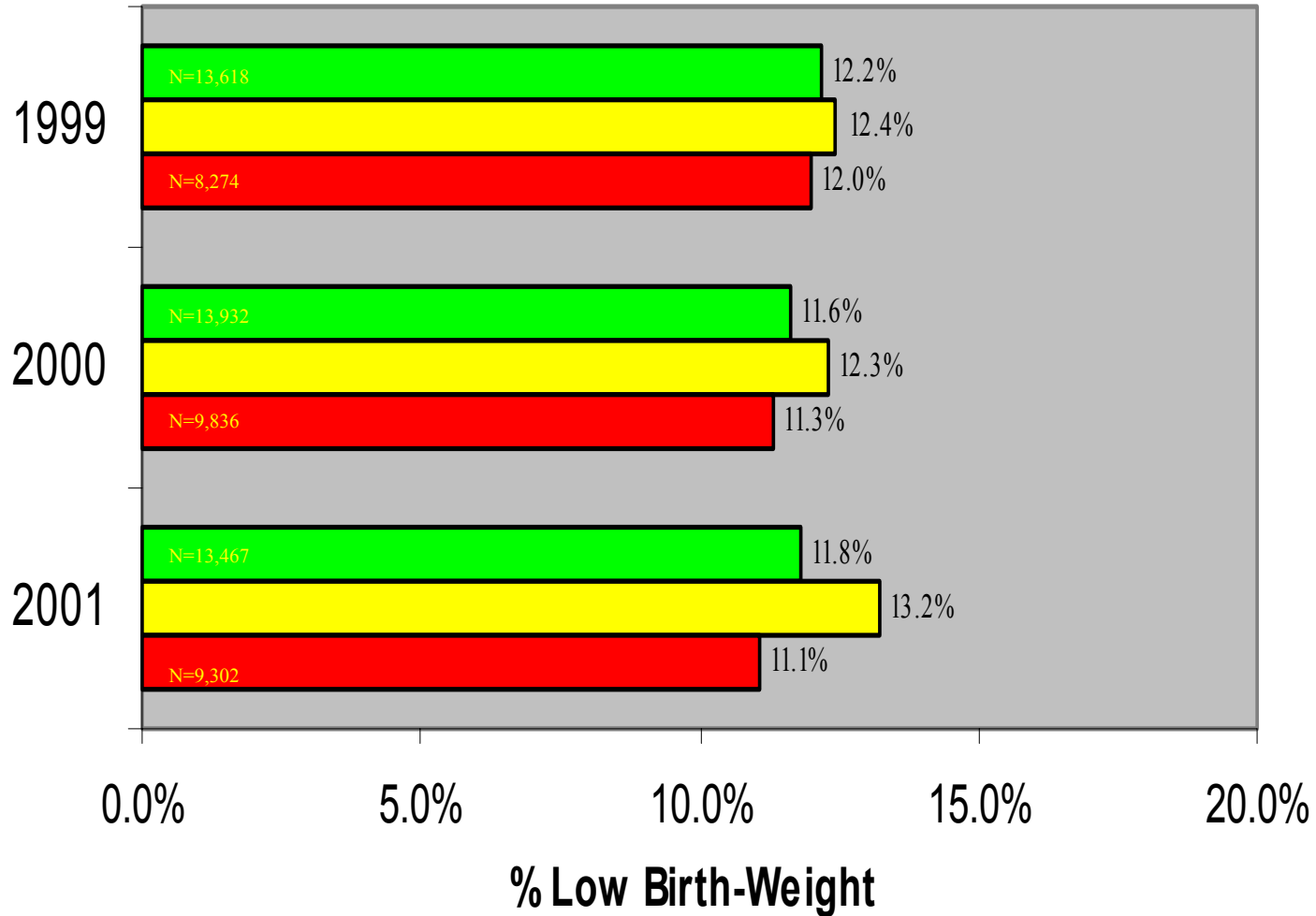
## 2000: Provider Variation in Birth Outcome



## 2001: Provider Variation in Birth Outcome



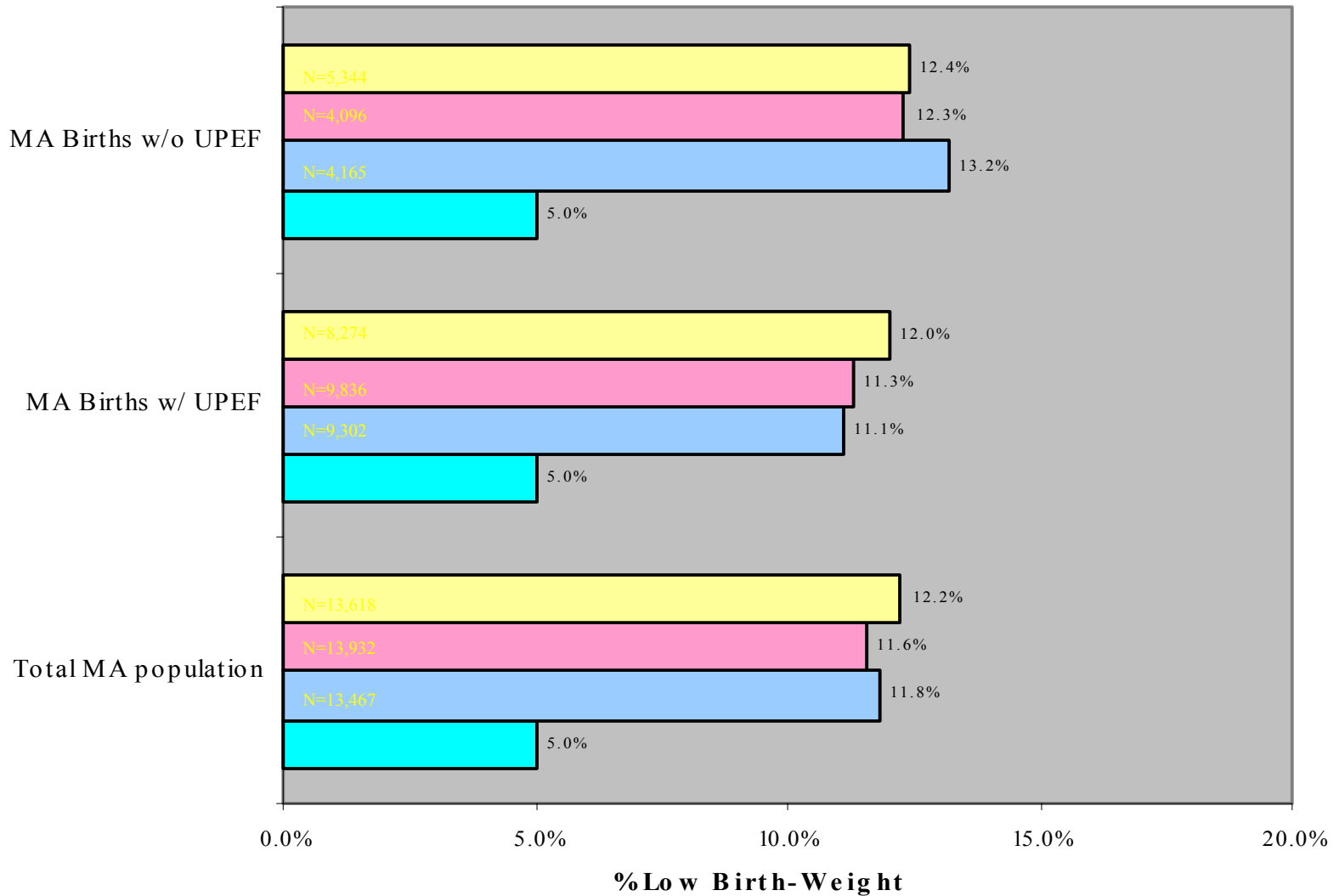
# Low Birth-Weight in Healthier Babies Population



■ Total MA population ■ MA Births w/o UPEF ■ MA Births w/ UPEF



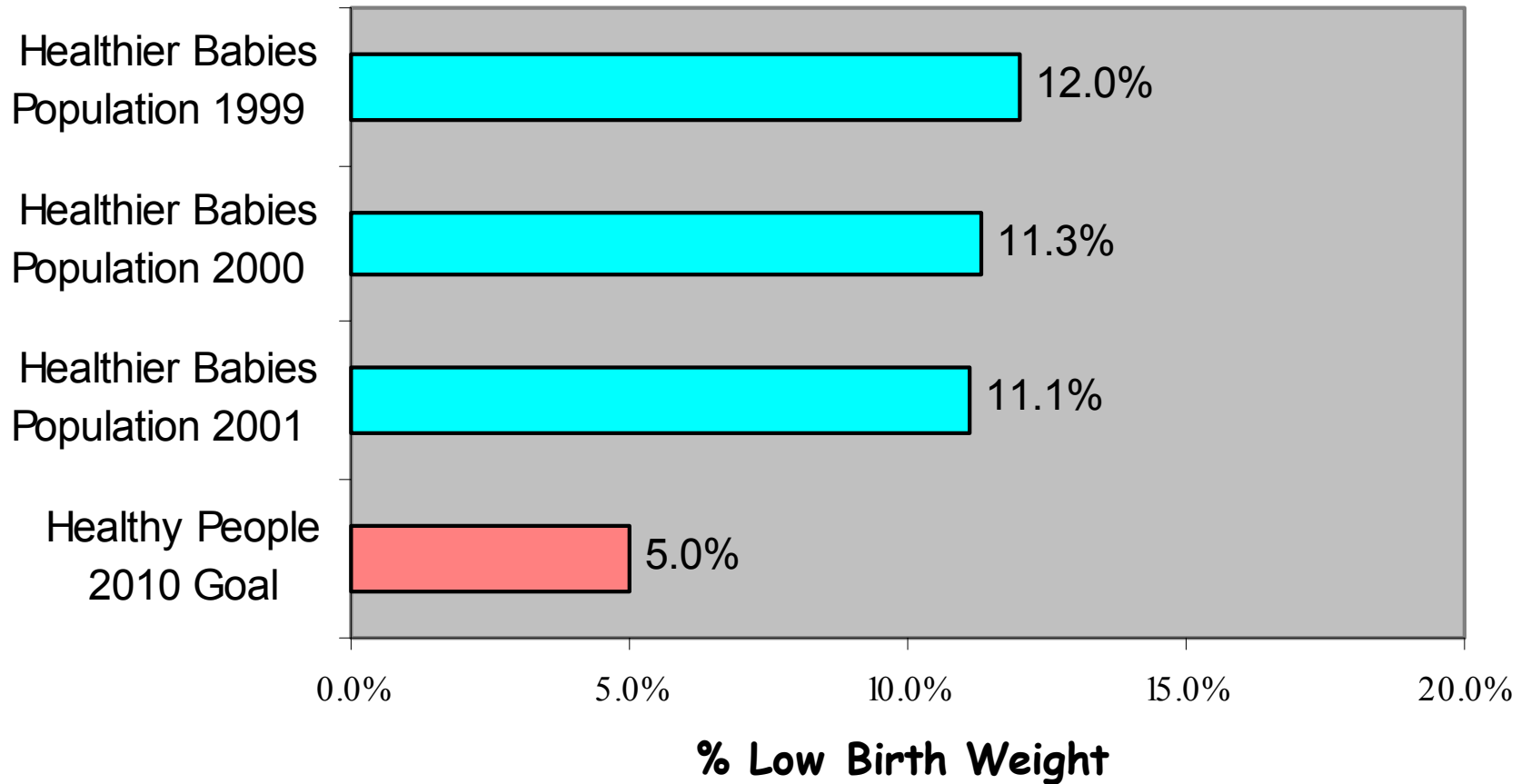
# Low Birth-Weight Percentage in Healthier Babies Population



■ Healthy People 2010 Goal     
 ■ Healthier Babies Population 2001  
■ Healthier Babies Population 2000     
 ■ Healthier Babies Population 1999



## Low Birth Weight Percentage in Healthier Babies Population (MA births with at least one UPEF)



# Key Constituents

Healthier Babies, Healthier Futures, Inc.

- AmeriChoice of Pennsylvania
- Health Partners of Philadelphia
- Keystone-Mercy Health Plan
- Community Behavioral Health System
- Philadelphia Health Management Corp
- Philadelphia Department of Public Health
- Department of Public Welfare, Commonwealth of Pennsylvania