Learning Objectives

• Describe one CCO’s approach to utilizing an incentive program to engage members in recommended prenatal and pediatric care, and improve network service access.

• Leverage shared information and cross-sector partnerships to increase engagement in prenatal, postpartum, and pediatric health care.
Problem Statement

• Low performance on Timeliness of Prenatal Care
• Lack of coordination among primary care and community-based organizations
• Limited access to services in rural community
First Steps

**Purpose:** Encourage pregnant CPCCO members to participate in activities that are associated with a healthy pregnancy.

**Description:** Once enrolled in First Steps, members receive an Amazon Gift Cards for completing qualifying activities. Amazon Gift Cards are emailed to members on a weekly basis for all activities that were reported during the previous week.

**Funding:** Program funded through quality pool. Members may earn up to $450 per year.
First Steps

- Community and Clinical Partners track activities for members via a shared report weekly

- Partners:
  - OHSU Scappoose
  - Columbia Health Services
  - Healthy Families (all three counties)
  - Columbia Memorial Hospital
  - Providence Seaside
  - Adventist Tillamook
  - Tillamook County Community Health Centers
Partner Responsibilities

• Connect members with program and help them enroll (online)

• Track completion of incentivized activities completed weekly

• Help troubleshoot any issues and provide feedback to CPCCO

Hello, pregnant moms!
Welcome to First Steps, a great start for you and your baby

Every day of your pregnancy is an opportunity to do things that build your baby’s brain and body. So count on us at Columbia Pacific CCO to help you give your baby the best possible start.
<table>
<thead>
<tr>
<th>Activity</th>
<th>Incentive Amount</th>
<th>Maximum # (Total $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prenatal Appointments – complete prenatal visit</td>
<td>$10</td>
<td>x15 ($150)</td>
</tr>
<tr>
<td>Timeliness to Care – complete prenatal visit within the first 12 weeks</td>
<td>$25</td>
<td>x1 ($25)</td>
</tr>
<tr>
<td>Tobacco Reduction – reduce tobacco use</td>
<td>$25</td>
<td>x1 ($25)</td>
</tr>
<tr>
<td>Tobacco Cessation – quit tobacco use</td>
<td>$50</td>
<td>x1 ($50)</td>
</tr>
<tr>
<td>Dental Care Visit – complete first dental visit</td>
<td>$10</td>
<td>x1 ($10)</td>
</tr>
<tr>
<td>Dental Care Visit – complete second dental visit</td>
<td>$15</td>
<td>x1 ($15)</td>
</tr>
<tr>
<td>Car Seat Fitting – complete car seat fitting service</td>
<td>$35</td>
<td>x1 ($35)</td>
</tr>
<tr>
<td>Discretionary Incentive — activity to be determined by provider</td>
<td>$15</td>
<td>X1 ($15)</td>
</tr>
<tr>
<td>Home Nursing Visits – complete home nursing visit</td>
<td>$15</td>
<td>x10 ($150)</td>
</tr>
<tr>
<td>Breast-feeding Counseling – complete breast-feeding counseling</td>
<td>$10</td>
<td>x1 ($10)</td>
</tr>
<tr>
<td>Social Work Screening – complete screening with Social Worker</td>
<td>$10</td>
<td>x1 ($10)</td>
</tr>
<tr>
<td>Social Work Visit – complete visit with Social Worker if screened positive</td>
<td>$15</td>
<td>x1 ($15)</td>
</tr>
<tr>
<td>Postpartum Visit – Complete postpartum visits</td>
<td>$10</td>
<td>x3 ($10)</td>
</tr>
</tbody>
</table>

Maximum incentive of $450 per member; average incentive earned is $200.
Program Timeline

2015
- Pilot Phase (with 2 clinics) in May
- Spread to Clatsop County in Q4

2016
- Spread to Tillamook County in Q1
- Add incentives for home visiting

2017
- Begin improvement plan (enrollment, reporting, communication, etc.) based on partner feedback

2018
- Onboard clinics onto new process
- Two Bright Smiles (dental) Training
- Add incentive for postpartum visit
- Pilot ACEs screening (with 1 clinic)

2019
- Third Trimester Engagement on Safe Sleep

2020
- Launch First Years program which incentivizes activities for age 0-2 years
First Steps 2018 Results

- 182 members in program (50% of all CPCCO’s pregnant members)
- 171 were engaged prior to 12th week of pregnancy (94%)
First Steps 2018 Results

ACEs Screening Pilot

• 47 patients completed parental ACEs screening (26% of First Steps enrollees)
• 45 of those (96%) continued to see a LCSW afterwards
• Expanded clinics that are performing ACEs screening but EMR storage and turn over have been barriers

Two Bright Smiles

• 36 completed a dental visit (20% of First Steps enrollees)
• Bolster partnership with Dental Care Organizations through list sharing - monthly lists of pregnant members are sent for care coordination
Dental Referral Portal

Request for Dental Services

Today's Date: 4/6/2019

- Non-Urgent/Routine
- Urgent (pain, managed infection or swelling)

For Dental emergencies (unusual swelling or infection of the face/gums, tooth avulsion) please call Dental Care Coordination at 503-489-2812 Monday thru Friday from 8am to 5pm PST.

Referrals submitted online are processed once daily.

Patient Information

* Patient First Name: 
* Patient Last Name:
First Steps 2018 Results

• 112 postpartum visits incentivized (347 deliveries in 2018)
  • 32.3% completed a postpartum visit

• Clinics have difficulty bringing in patients for postpartum care and incentive helped

• Members involved with public health nurses completed 100% postpartum care

• Bundle with car seat fitting and $65 dollars in incentives are available!
Lessons Learned

1. Strong partner commitment is needed
   • Communication with patients and community partners
   • Reporting
   • Input on improvements and next steps

2. Turn over inevitable – strong training and documentation is key
   • Clinic and CCO

3. Incentives can identify areas in which better access is needed
   • Car seat fitting
   • Breast feeding counseling
   • Dentist comfort with pregnant members
Third Trimester Engagement

Purpose: Identify, Incentivize, and Inform

Proposed Intervention: Provide all CPCCO members who are pregnant in their third trimester a baby starter kit.

History: Inspired after Finland’s program that has been using this intervention for over 75 years and has the world’s lowest infant mortality rates
Third Trimester Engagement

Makes a safe sleep choice the easy sleep choice

New baby starter kit includes:

• Cap – period of purple
• Tote bag
• Onesies
• Children’s book
• Sleep sack
• Infant tooth brush
Clinical Benefits

Materials and design prevent carbon dioxide from pooling around an infant's face and helps prevent suffocation.

Supports:
- Safe sleep 0-6 months
- Breastfeeding
- Infant/parent bonding
- Opportunity for care team to provide education
First Years of Life - 2020

Plan to roll out an inventive program in 2020 that covers the first two years of life

- Well child checks
- Immunizations (bonus if done by 2\textsuperscript{nd} birthday)
- Developmental screening (and follow up)
- Dental visit
Questions?

Email questions to:
firststeps@careoregon.org