

A graphic consisting of five green, rounded rectangular shapes of varying sizes, arranged in a descending staircase pattern from top-left to bottom-right, representing a footprint.

# FIRST STEPS

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Maegan Pelatt, Maternal Child Youth Programs Manager  
Maranda Varsik, Transformation Specialist  
Emileigh Canales, Quality Improvement Analyst

# 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



baby the best possible start.



Enroll in First Steps

**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



Columbia Pacific CCO™

Activity	Incentive Amount	Maximum # (Total \$)
<b>Prenatal Appointments</b> – complete prenatal visit	\$10	x15 (\$150)
<b>Timeliness to Care</b> – complete prenatal visit within the first 12 weeks	\$25	x1 (\$25)
<b>Tobacco Reduction</b> – reduce tobacco use	\$25	x1 (\$25)
<b>Tobacco Cessation</b> – quit tobacco use	\$50	x1 (\$50)
<b>Dental Care Visit</b> – complete first dental visit	\$10	x1 (\$10)
<b>Dental Care Visit</b> – complete second dental visit	\$15	x1 (\$15)
<b>Car Seat Fitting</b> – complete car seat fitting service	\$35	x1 (\$35)
<b>Discretionary Incentive</b> — activity to be determined by provider	\$15	X1 (\$15)
<b>Home Nursing Visits</b> – complete home nursing visit	\$15	x10 (\$150)
<b>Breast-feeding Counseling</b> – complete breast-feeding counseling	\$10	x1 (\$10)
<b>Social Work Screening</b> – complete screening with Social Worker	\$10	x1 (\$10)
<b>Social Work Visit</b> – complete visit with Social Worker if screened positive	\$15	x1 (\$15)
<b>Postpartum Visit</b> – Complete postpartum visits	\$10	x3 (\$10)

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 12<sup>th</sup> week of pregnancy (94%)

## Timeliness of prenatal care in 2017 and 2018, by CCO.

✓ indicates CCO met benchmark or improvement target. Grey dots represent 2016.



## Percentage of women receiving postpartum care in 2017 and 2018, by CCO.

Grey dots represent 2016.



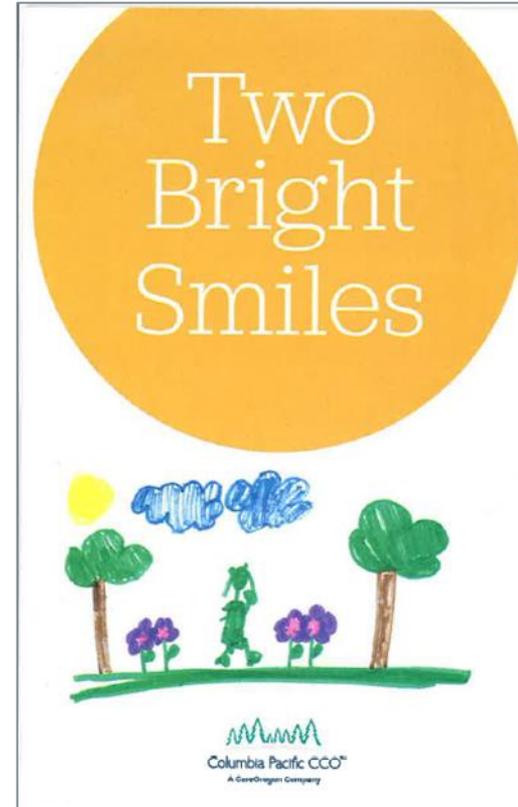
# First Steps 2018 Results

## 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



[Home](#) | [Log Out](#)  
Logged In: **Alexa Jett**  
Role: [Office Staff - View All](#)

text size **A A A**

- Office Management**
  - Eligibility
  - Claims/Remittance
  - Authorizations
  - Member Roster
  - Code Lookup
  - Document Manager
  - Dental Care Request
  - Oregon Medicaid ID Application
- Administration**
  - User Preferences

## 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 503-488-2812 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:

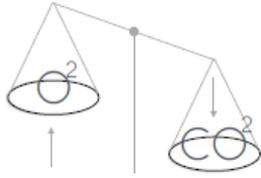
- Cap – period of purple
- Tote bag
- Onesies
- Children's book
- Sleep sack
- Infant tooth brush



Smitten Bassinet Box



# Clinical Benefits



Materials and design prevent carbon dioxide from pooling around an infants face and helps prevent suffocation

## About Smitten

Backed by science: every design decision was thoughtfully made and verified by scientific testing.

Largest bassinet box on the market allows for longest use.

Crafted using Consumer Product Safety Commission basinet safety standards.

Designed by one of the country's leading safe-sleep experts.

Safe-sleep tips printed directly on headboard.

Ships flat, saving on freight costs and storage space.

CertPUR Certified foam mattress.

Gender-neutral modern design.

Weights 2 pounds. Holds 100 pounds.

100% cotton sheet.

Smooth, non-toxic corrugate and firm mattress reduce CO2 rebreathing.

Water-repellent sealant makes cleanup easy.

Skirted sides promote airflow.

Stackable, allowing for efficient storage of multiple Smittens.

BPA-free waterproof mattress.

Prominent safety labeling ensures all caregivers know how to keep baby safe.

BPA and phthalate-free handles protect little hands and big fingers.

Hard lid means no worries about a caregiver or older child placing lid over a sleeping infant.

Each Smitten Sleep System Contains:

- 1 mattress
- 1 sheet
- 10 adhesive strips
- 2 handles
- 1 Smitten bassinet box

Safe and non-toxic ink.

Green product, can be repurposed and recycled.

Sturdy 30% post-consumer recycled corrugate.

For Infants 0-6 months

smitten.com

PIP & GROW

smittensleepsystem

Supports:

- Safe sleep 0-6months
- 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<sup>nd</sup> birthday)
- Developmental screening (and follow up)
- Dental visit

# Questions?

Email questions to:

[firststeps@careoregon.org](mailto:firststeps@careoregon.org)

