

Healthy Moms, Healthy Babies High Risk Obstetric Medical Home Pilot

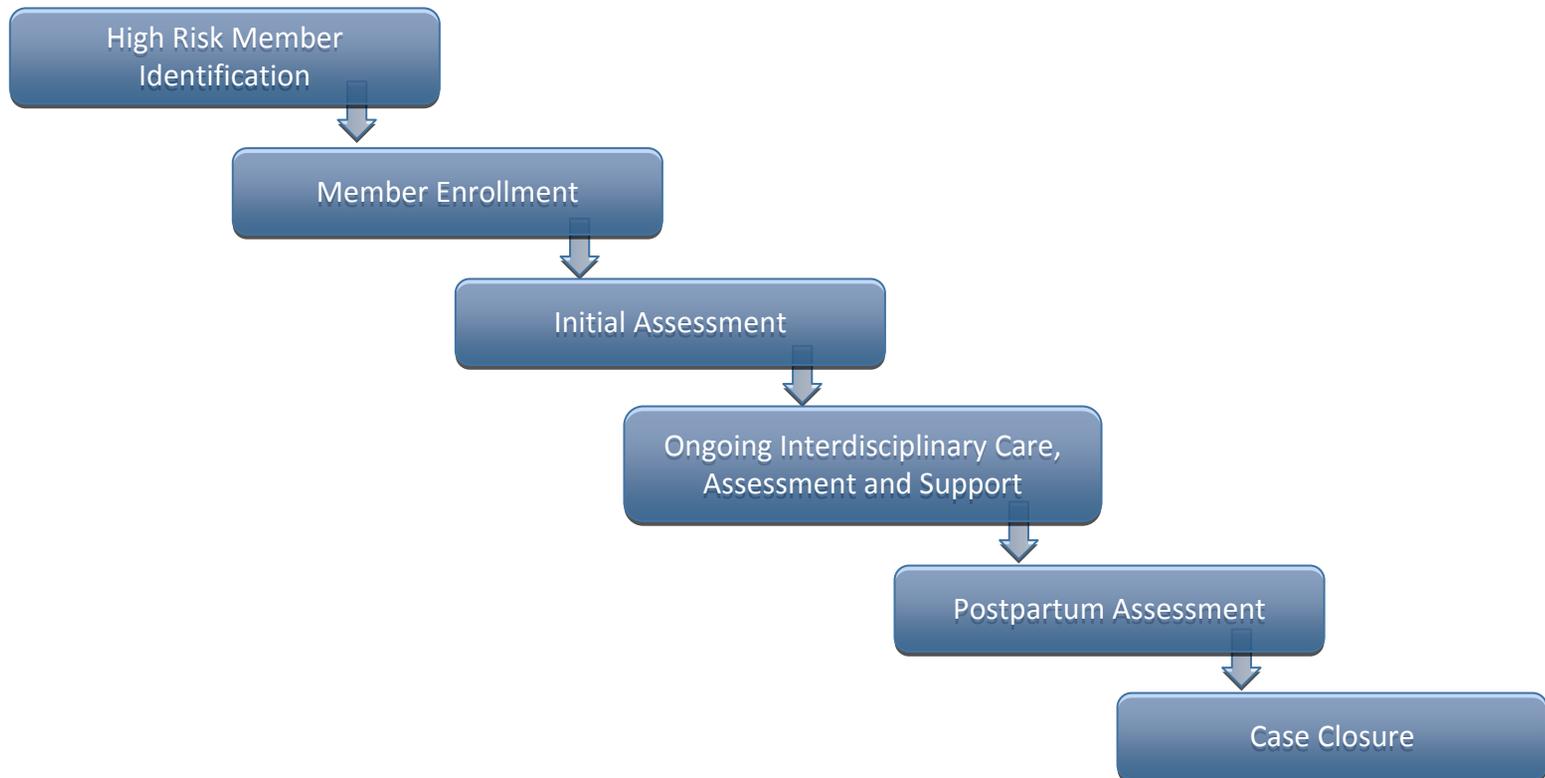
**Statewide Advisory Committee on Eliminating Racial and
Ethnic Disparities in Birth Outcomes**

March 17, 2011

Healthy Moms, Healthy Babies Pilot Goals

- Provide high-risk pregnant members with enhanced access to comprehensive care
- Address the psycho-social and social support needs of our high-risk pregnant members through interdisciplinary care management and linkages to community-based resources and services
- Enhance the involvement of members in their care
- Ensure continuity and coordination of care among all providers involved in a member's care

Meeting our Goals



Healthy Moms, Healthy Babies Partners

Medical Home Sites

- Aurora Midwifery & Wellness Center
- Aurora St. Luke's Family Practice Center
- Columbia St. Mary's Family Health Center (MCW Residency Site)
- Sixteenth Street Community Health Center
- St. Joseph's Women's Outpatient Center
- St. Joseph's Family Care Center (MCW Residency Site)
- Waukesha Family Practice Center (MCW Residency Site)
- Westside Health Care Association

Community-Based Agencies that provide services to pregnant women

Community Advocates



COMMUNITY
ADVOCATES

Where Meeting Basic Needs
Inspires Hope

Community Advocates

Identify pregnant members during CCH Welcome Calls, Health Risk Assessments, and outreach events

Provide case management services to address basic needs barriers faced by our high-risk pregnant members

Healthy Moms, Healthy Babies Pilot Update

Member Enrollment

- *4 members have been identified as eligible by our medical home partners*
- *5 members have been identified as eligible through Welcome Call screening*

Expand efforts aimed at identifying eligible members

- Screen all members who self-identify as pregnant during the CCH Welcome Call
- Leverage our partnership with Community Advocates' outreach team to ensure CCH presence at community-wide health events
- Conduct outreach and build partnerships with all community-based agencies that serve pregnant women in Southeastern Wisconsin

Thank you.

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