

*Enhancing Prenatal Access to Home Visiting Through Innovative Health Partnerships*

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The Ounce  
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# Presentation Objectives

- Share how collaboration between First 5 LA and Blue Shield/Promise Health aims to address social determinants of health for children and pregnant people and furthers plan objectives to deliver quality, patient-centered health care
- Highlight the Home Visiting Referral Project which advances perinatal and child health and may have the potential to reduce preterm birth, capture critical health screenings, and provide social support
- Share lessons learned and discuss opportunities for collaborations with Managed Care Organizations (MCOs) to increase access to Home Visiting

# First 5 LA

## Our Vision

By 2028, all children in LA County will enter kindergarten ready to succeed in school and life.

- As a systems change leader, we work in partnership with others to change community norms; local, state and federal public policies; and family-centered systems for sustainable impact.



# Blue Shield of California

## Mission

To ensure all Californians have access to high-quality health care at an affordable price that is worthy of our family and friends

- Blue Shield of California serves 4.3 million Californians
- Blue Shield Promise Health Plan serves 493,311 individuals covered under Medi-Cal
- Addresses the needs of diverse members holistically, including their social needs, through innovation and partnerships
- Serves 3,500 pregnant people in LA County annually

# LA County Board of Supervisors' Vision for Home Visiting

Together, we aspire to achieve the following vision of high-quality home visiting supports:

A system of voluntary, culturally responsive, home-based family-strengthening services available to all Los Angeles County families with children prenatal through age five that:

- Optimizes child development
- Enhances parenting skills and resilience
- Safeguards maternal and infant health
- Prevents costly crisis intervention
- Reduces adverse childhood experiences
- Demonstrates improved educational and life outcomes

Under this vision, all Los Angeles families with young children would have access to trusted support and coaching in their homes, matched appropriately to their needs, so that they and their children may thrive.

# What comes to mind when you think LA County?



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Word Cloud Link:

<https://www.mentimeter.com/s/fee2696403bd8d588d9d05af8a748de4/9fe60425d7d9/edit?>

# The Antelope Valley



- Population: 396,357
- Area: 1,169 sq. miles
- A story of growth
- Strong collaborative spirit
- Poppy Reserve
- Recreation and Art



# The Antelope Valley Within LA County



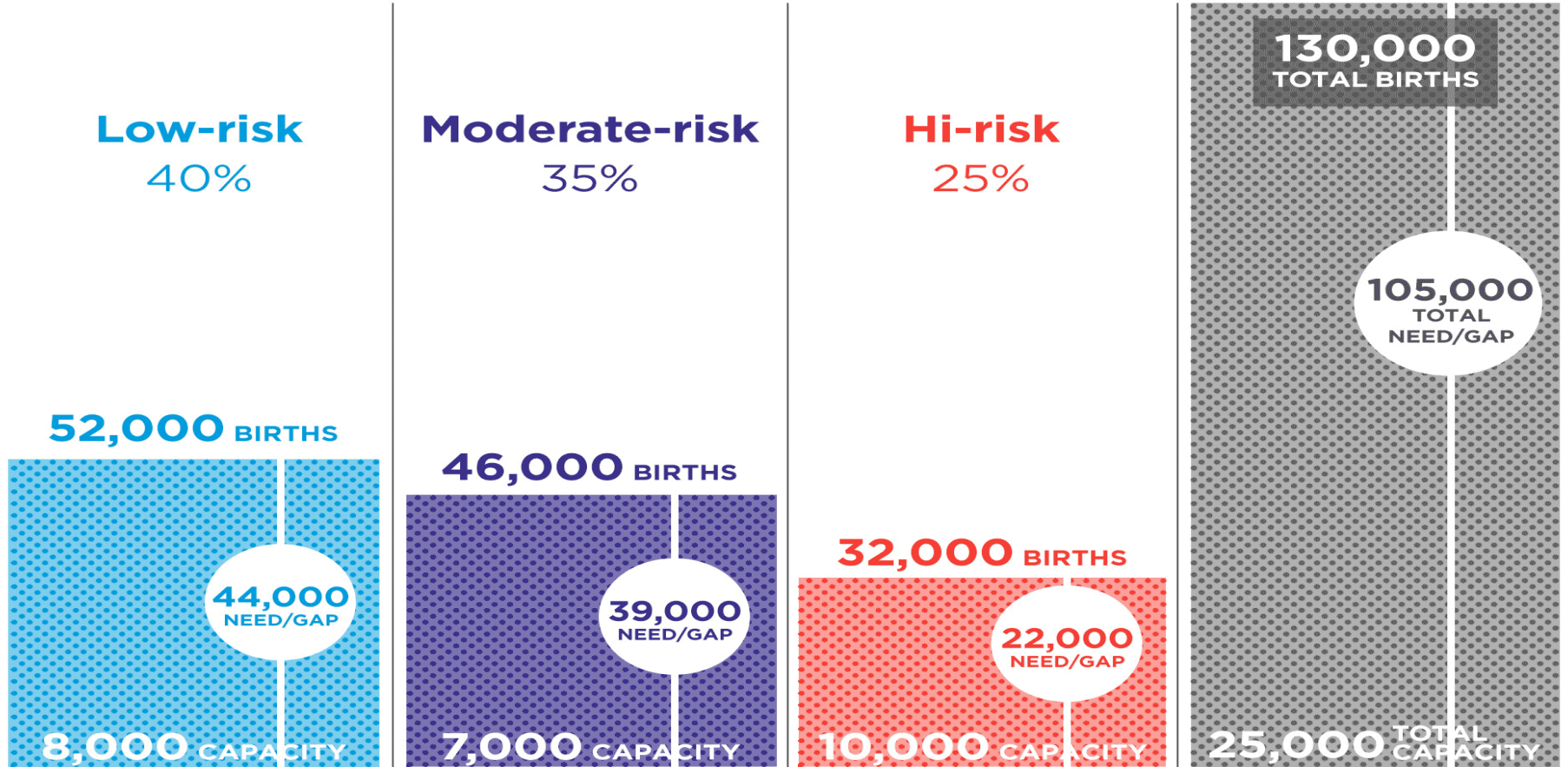
# Antelope Valley Needs

- 
- Transportation
  - Food Security
  - Child Care
  - Health Care
  - Housing Security

Home visitation offers an opportunity to make an impact in this growing community.



# Meeting the Needs of L.A. County Births

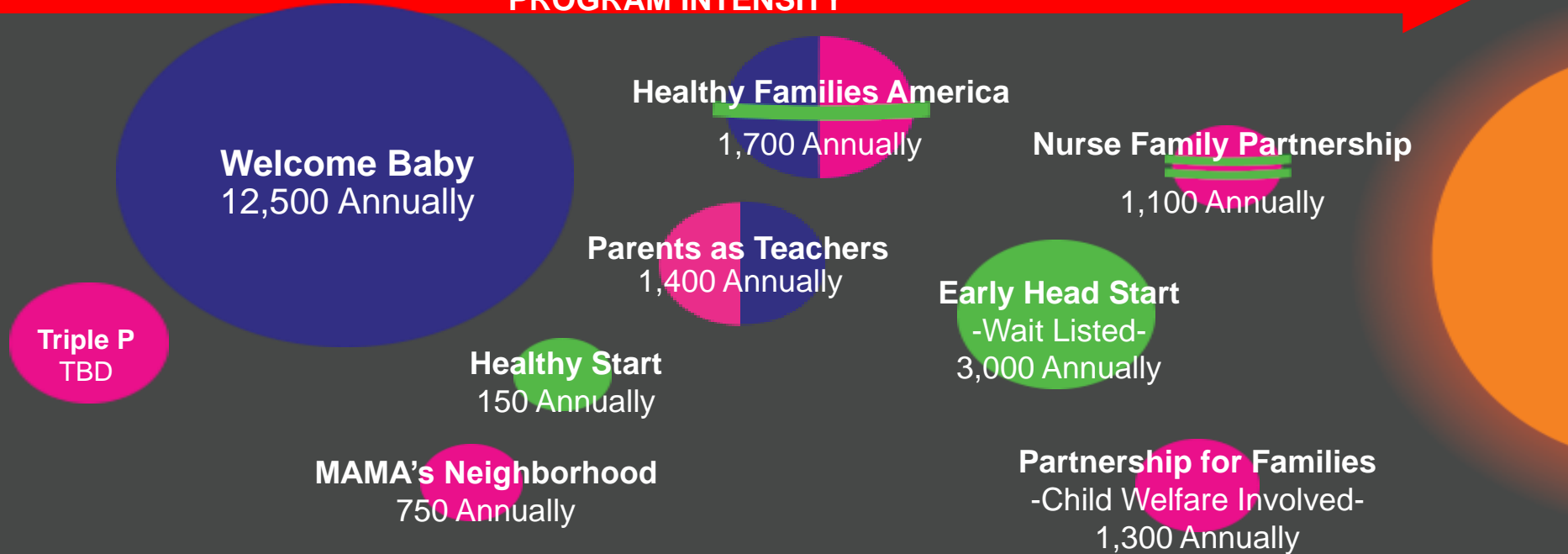


# Growth of Home Visiting Models in LA County: Intensity and Funding Source

LOW TOUCH

HIGH TOUCH

PROGRAM INTENSITY



FUNDED BY:



Los Angeles County



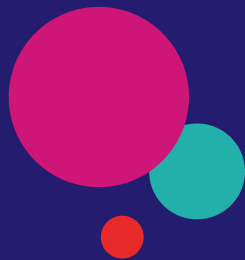
First 5 LA



Federal



# Home Visiting Alignment with Blue Shield of CA Promise Health Plan



# Poll Question #1:

What is your current feeling about collaborations between managed care organizations and home visiting?

- a) Been there, done that and could teach a class on how
- b) Uncharted territory, a bit scary but want to learn more
- c) Have not thought about this type of partnership

# Poll Question #1: Results

What is your current feeling about collaborations between managed care organizations and home visiting?

# Why Promise Health's Focus on Maternal and Infant Health Now?

## Financial Sense

- Healthy births provide return-on-investment for plans with stable membership; potential for C-section avoidance and preterm birth prevention
- Pregnant women are ideal health plan population for coverage retention and member engagement; women are consumers and make plan and provider choices

## Quality Improvement

- Prepare for 2024 CMS Adult Core Measures (low birth weight, developmental screening)
- Key priority to focus on health equity- evidenced by the new Health Disparities Performance Improvement Project (PIP) requirement- and to reduce gaps in infant mortality
- New (July 2019) maternal depression screening requirements



# Home Visiting Participation is Associated with MCO Quality Objectives

Metric	Home Visiting Clients in LA County <sup>1</sup>	2018 Statewide MCO Rate <sup>2</sup>
<b>Maternal Depression</b>	100% screened by a Home Visitor for depression in past 3 months	TBD; Requirement effective July 2019
<b>Postpartum Visits</b>	79-84% had a timely MD postpartum visit	64.41%
<b>Childhood Immunizations</b>	83-95% of children received immunizations	70.47%

Sources:

1 EQR Technical Report- Multi-Year Statewide Medi-Cal Managed Care Weighted Average Performance Measure Results

2 LA County Home Visiting Summit, Los Angeles Best Babies Network



# Pilot and Early Lessons Learned



# First 5 LA / Blue Shield Promise Pilot Care Integration in Action

1. MCO physicians at two primary care clinics make direct referrals to First 5 LA's home visiting partner, Antelope Valley Partners for Health (AVPH), *immediately* upon pregnancy diagnosis.
2. MCO and First 5 LA to study impact of MD/health plan-driven early referrals to home visiting on uptake, timeliness, acceptance, and clinical outcomes.
3. MCO is currently exploring contracting with First 5 LA as a care management entity to perform Comprehensive Perinatal Services Program (CPSP)-like functions- similar to other models for community-based care management.

# First 5 LA / Blue Shield Promise Pilot

## What attracted Blue Shield Promise?

### MCO Reflections:

- Data on maternal health revealed that they could do better for expecting mothers on outcomes and equity.
- Interventions at the hospital and the provider offices are not enough; there is a whole life experience outside of clinical walls.
- Home visiting programs are already available in the county for expecting and new parents.

### Opportunity:

- Collaborate with First 5 LA to develop a streamlined process to refer members early and proactively.

### Phase 1: Pilot and Refer – Antelope Valley

- 91 women have been referred (Jan-Dec 2019) from two primary care clinics serving 11,500 Medi-Cal members; 38 have enrolled

### Phase 2: Expand Referral Base

- Expand to all of Los Angeles County providers

### Phase 3: Value Based Payment

- Develop case rate payment to First 5 LA for a sustainable partnership

# Early Lessons Learned from Collaboration

- MCOs and health providers benefit from having “an aggregator function” or entity for care management, when there are multiple community-based programs
- Our collaboration is an opportunity to:
  - capture existing care management work in the field
  - explore revenue potential for community-based programs with health and social outcomes
  - support MCO quality strategy
  - bolster equity by addressing needs early
  - leverage relationships of home visitors as trusted cultural and linguistic brokers

# Group Activity

At your tables, discuss the following questions:

- 1) What partnership opportunities have you explored, or do you plan to explore, to increase access to home visiting?
- 2) If you have developed innovative partnerships, who were they with and what were some points of alignment?
- 3) Share out.



# Questions?

