

Panel on Behavior Risk Factors

Panelists:

Melinda Sanders, M.S.N., R.N.

Ellen Silver, M.D.

Gilbert Webb, M.D.

Robert Massie, D.D.S

Mary Mason, M.D.

MO Model for Brief Smoking Cessation Training

Presented by: Melinda Sanders, M.S.N, R.N.

20.5% of pregnant women report smoking during the last 3 months of pregnancy (Pilot PRAMS) 2005.

Counseling by trained healthcare providers is effective in helping women quit smoking (30-70%).

MO Quitline (800-QUIT-NOW) provides FREE coaching and support



MO Model for Brief Smoking Cessation Training

Presented by: Melinda Sanders, M.S.N, R.N.

MO Model built on the 5 A's Intervention (Ask, Advise, Assess, Assist & Arrange)

Healthcare Providers: Nurses, Physicians, Dentists, Dental Hygienists, Pharmacists, Respiratory Therapists

3 month follow up survey

Strategy for Impacting High Risk Pregnancies

Presented by: Ellen Silver, M.D.

Anthem's Maternity Care Program, Future Moms, with focus on early prenatal interventions, risk assessments, and education for all pregnant women

Targeting of high risk pregnancies with additional interventions and support for at risk mothers

Coordination with Health Care Management nurses for authorization/benefit optimization needs



Identifying Risk Factors

Presented by: Ellen Silver, M.D.

Nurse Coaches with obstetrical backgrounds complete a comprehensive assessment on all pregnant women identified for the Maternity Care Program. The assessment focuses on identification of risk factors that may impact the pregnancy including:

- Smoking
- Stress / Depression
- Obesity and other Nutritional Disorders
- Previous Preterm Delivery

Behavioral Risk Factor: Smoking

Presented by: Ellen Silver, M.D.

Nurse Coaches certified* in smoking cessation:

**20 hr online certification course*

Assess Smoking History

Provide tailored and integrated support for quitting

- Assist member with goal setting for quitting
- Educate on smoking risk during pregnancy
- Provide pregnancy specific self-help tips
- Support behavioral change through identification of member specific barriers

3.4% of program participants were self identified smokers

27% of these participants met their smoking modification goal

Behavioral Risk Factor: Stress/Depression

Presented by: Ellen Silver, M.D.

Maternity Care Program includes prenatal and postpartum screening for stress and depression

- Integration with Maternal Depression Program
 - Clinician provides telephonic outreach, education and additional screening
 - Discussion around treatment options and support in obtaining behavioral health treatment (follow up calls based on clinical assessment)
 - Coordination of Care / Physician notification
 - All women referred receive a 3 month post-partum follow up call
 - 205 referrals to Maternal Depression Program in the past 12 months
 - Information is also sent to those members identified as pregnant, but not enrolled in the Maternity Care Program

Stress/Depression

Presented by: Ellen Silver, M.D......

Identify additional resources

- Anthem Social Worker
- Community resources

Education and Ongoing Support

- Risks associated with moderate/high levels of stress
- Stress reduction techniques



Behavioral Risk Factor: Obesity and Nutritional Disorders

Presented by: Ellen Silver, M.D.

Education on potential complications

Referral to registered dietitians with specialty training on nutritional disorders in pregnancy

- Gestational Diabetes
- Hyperemesis

Create individualized nutritional plan of care

Continued follow-up with the member to meet established goals

205 Referrals to registered dietitian



Previous Preterm Delivery

Presented by: Ellen Silver, M.D.

Assess pregnancy history to identify women who meet criteria for 17P(17 alpha-hydroxyprogesterone caproate)

Educate on the benefits of 17P

Integration between Maternity Care Program & Specialty Pharmacy

- Contact provider to confirm criteria is met and facilitate order/delivery of medication
- Foster communication between Specialty Pharmacy and provider
- Ongoing monitoring of compliance with administration regime

Comprehensive Integrated Prenatal Care

Presented by: Robert Massie D.D.S.



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Nurse case managed prenatal care

- +convenient walk in pregnancy testing
- +immediate entry into first prenatal care visit
- +direct phone access to individual nurse case manager

Behavioral risk management

- +“use” risk assessment
- +LCSW-assisted risk management strategy
- +progress review between LCSW and prenatal provider

Oral Health Care

- +early comprehensive preventive visit
- +dental procedures provided in collaboration with prenatal provider

Home visits

- +Community Health Nurse assessments
pre and post partum



Comprehensive Integrated Prenatal Care

Presented by: Robert Massie D.D.S.

Percentage of Low Birth Weight Babies (2005)

- 11.8%* City of St. Louis
- 7.5%** Family Care Health Centers

**State of Missouri Department of Health and Senior Services*

***Health Resources and Services Administration*



Current Centene Policy

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Previous spontaneous preterm delivery

May begin 16-28 weeks. (ideally 16-20 weeks)

Covered through 36 weeks

Previous loss after 20 weeks attributed to incompetent cervix

- Centene will cover these

Analysis of 110 Centene members with 17P authorizations since 1/07

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Average gestational age was approximately 35 weeks

Average birth weight was 2518 grams

38.2% delivered before 37 weeks

14.6% delivered before 32 weeks

33.6% of the infants were admitted

Without 17P would have expected a 54.9% preterm delivery rate

30% reduction in preterm delivery demonstrated

Managed Care January 2008

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Optimizing the Use of 17P in Pregnant Medicaid Members

Delay in 17P beyond the 16-21 weeks gestational timeframe does not affect prevention of premature birth as long member receives at least 5 weekly injections

Optimizing the Use of 17P (17 Alpha-Hydroxyprogesterone Caproate)

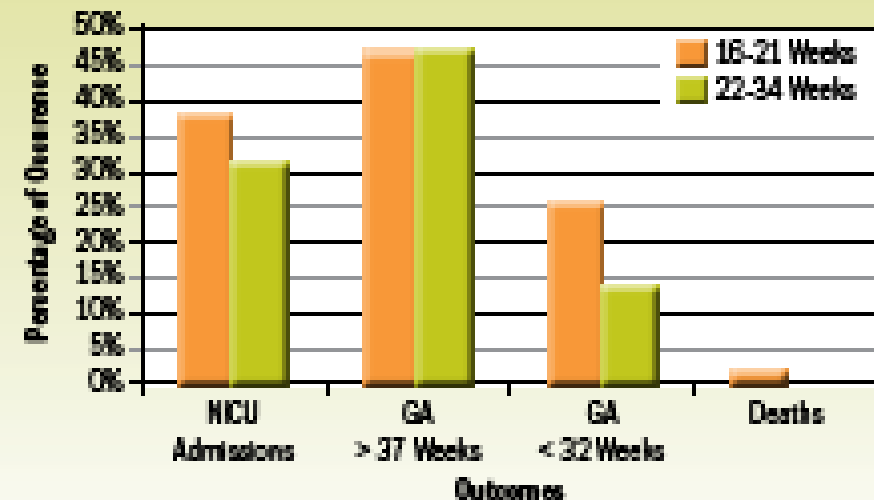
Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Group 1: Results

	18-21 Weeks Gestation		22-34 Weeks Gestation		P-Value Significance (p < 0.05)
	N	Percentage	N	Percentage	
N	47	100%	57	100%	
NICU Admits	18	38.2%	18	31.5%	None
Delivery <37 Weeks	22	46.8%	27	47.3%	None
Delivery <32 Weeks	12	25.5%	8	14.0%	None

Results: No significant change in birth outcomes when comparing the time of initiation of 17P

Group 1: Initiation of Tx Comparison



Optimizing the Use of 17P (17 Alpha-Hydroxyprogesterone Caproate)

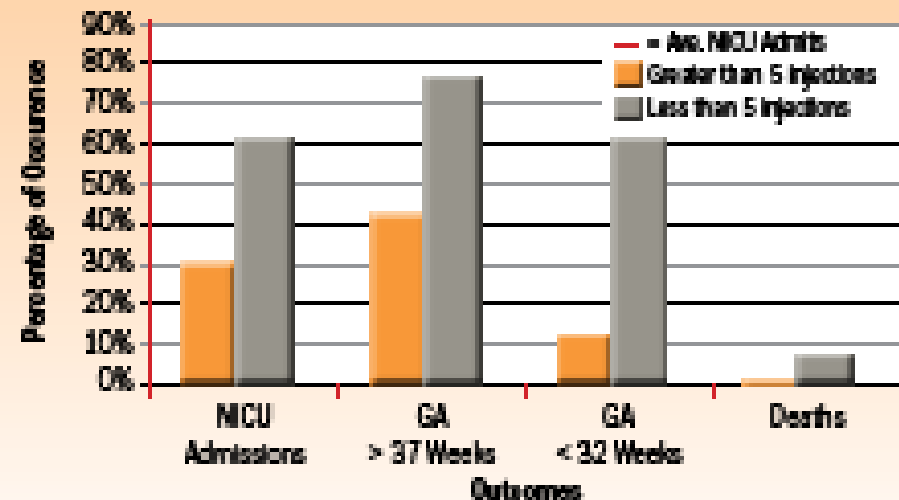
Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Group 2: Results

	< 5 Injections		> 5 Injections		P-Value
	N	Percentage	N	Percentage	
					Significance (p-value) (statistical significance)
N	18	100%	91	100%	
NICU Admits	8	61.5%	26	91.7%	P = 0.028
GA <37 Weeks	10	78.0%	38	42.8%	P = 0.021
GA <32 Weeks	8	61.5%	12	13.1%	P = 0.008

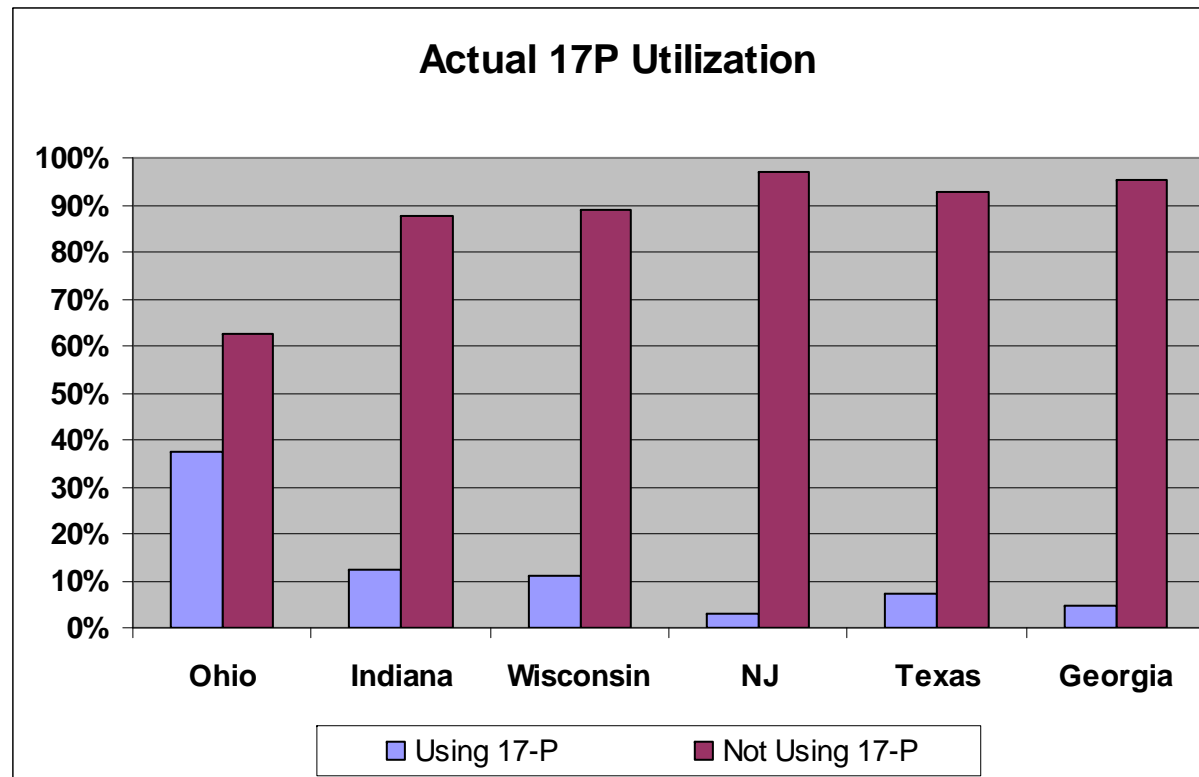
Results: Significant reduction in NICU admits at both <37 weeks gestation and <32 weeks gestation

Group 2: Total Injection Comparison



2007 17-P Eligible Members

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.



Historic 17-P Use

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

Plan	2006	2007	2008*	2009 goal**
Ohio	8	68	89	195
Indiana	9	48	55	109
Wiscons	4	26	27	71
NJ	0	0	7	26
Texas	18	75	128	372
Georgia	8	5	36	240
SC	0	0	6	1
FC	0	0	0	1
Total	47	222	349	1015
% increase		372.3%	57.4%	190.5%
* Estimated				
** Anticipating 4489 eligible members in 2009				



17-P Program Return on Investment

Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

1000 member goal

- 184 saved NICU admissions
- \$7.55 Million savings in 2009
- \$3.59 PMPM savings in 2009
- ROI 136%
- \$4,292.83 savings per individual 17-P member

17P Alpha Hydroxyprogesterone Caproate

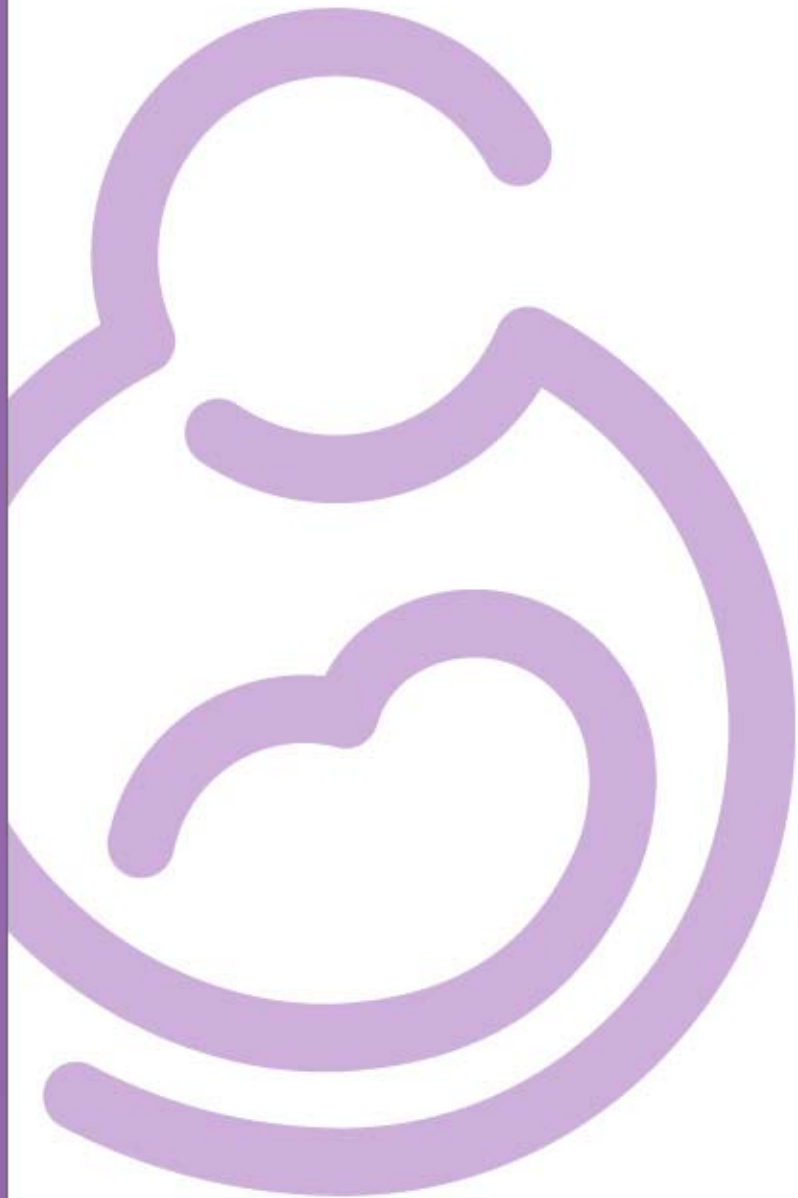
Presented by: Mary Mason, M.D., M.B.A., C.M.O., S.V.P.

“It was rewarding because it helped my child grow and be healthy. He made it to be a full term baby. I was pregnant for the whole nine months, unlike the others. He was born strong and healthy, weighing six pounds eight ounces and 18 ½ inches long. I know that this 17P shot helped me very much.”

-A.A

(a Superior Health Plan Start Smart member)





Panel Discussion

Please step to a microphone if you would like to ask a question.