

Future Moms

Our contact with members doesn't end when they enroll in a plan. Here's how we keep them engaged in their health.*

Type of contact	Risk level	Timing	Reason
Contact #1			
Self enrollment		Inbound call	Calls from members after mailing, employer promotion, referral or other communication To check if eligible and learn about program
Contact #2			
Initial assessment	All	Following enrollment	To check for high-risk health issues, current and past pregnancy problems, and psychosocial and behavioral risk factors; identify educational needs and give education and support, if needed
Welcome kit	All	After first assessment	To give information on having a healthy pregnancy, how to spot signs of a problem and tools to track how they feel physically and emotionally
Contact #3			
28-week assessment	All	At 28th week of pregnancy	To check for new problems or gaps in pregnancy screening/testing and make sure member follows treatment plan; check if member is prepared for delivery and able to take care of baby
28-week mailer	All	At 28th week of pregnancy	To tell member about delivery choices, tests she may have in late pregnancy and why it's important to wait until the 39-week mark for any surgeries or to be induced if it's not an emergency
Ongoing clinical interactions	High	Timing based on severity and control of symptoms/risk factors; contact made at least once a month until delivery	To check for, monitor and educate about risk factors
After delivery			
Postpartum follow-up assessment	All	2 to 4 weeks after delivery	To screen for postpartum depression and make sure member is going to follow-up appointments for herself and baby; get delivery information
Birth kit materials	All	After postpartum follow-up	To give educational information on infant care and home safety
Satisfaction survey	All	Sent to a random sample after postpartum follow-up	To get member feedback and rating of the Future Moms program and nurses; check if member is satisfied
As needed			
Pharmacist, dietitian	All	After referred by nurse; timing depends on member's needs	To make sure member is taking medicine and/or following nutrition/diet plan
Unscheduled member contact (inbound)	All	Depends on member's needs	To answer any questions or take care of concerns
Case management support	Intensive high-risk	Based on risk assessment or claims data	Case management support for high-risk prenatal cases including conditions such as acute preterm labor, placenta previa, and multiple admissions previous to delivery