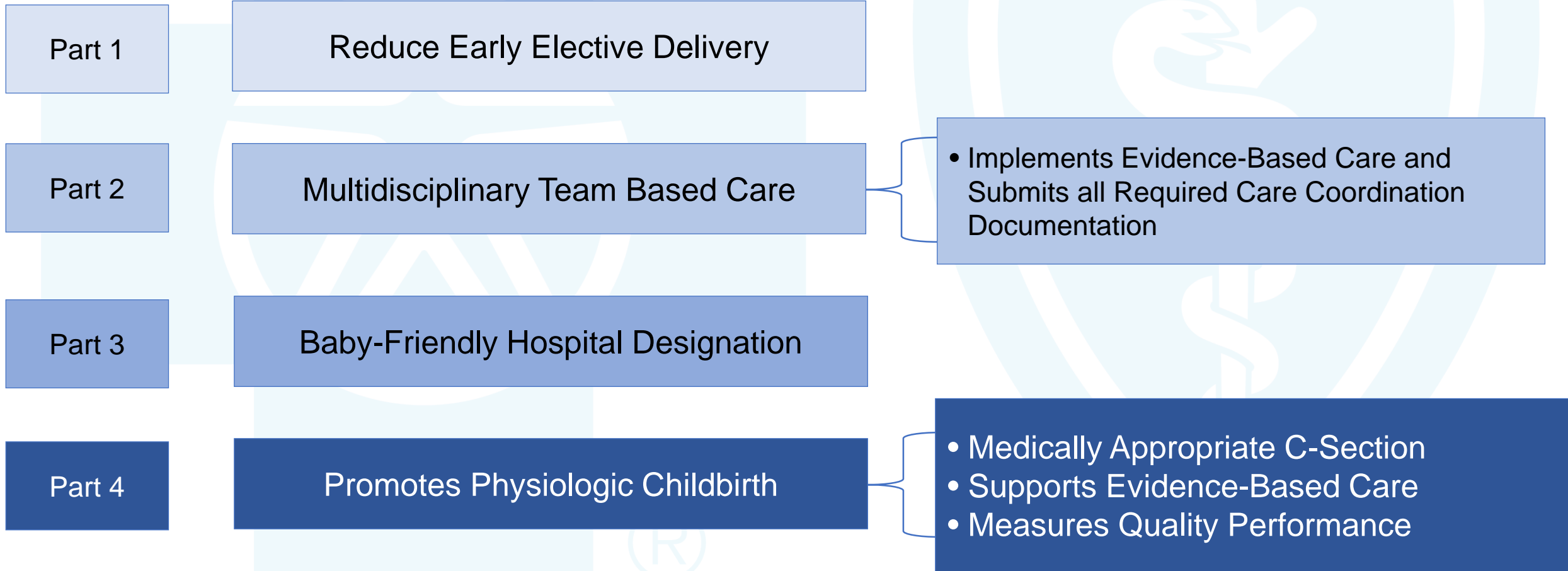


**Improving Outcomes Using  
the Maternity Quality Model**  
*Dr. Sarah Broom*



# Blue Cross & Blue Shield of Mississippi Maternity Quality Model

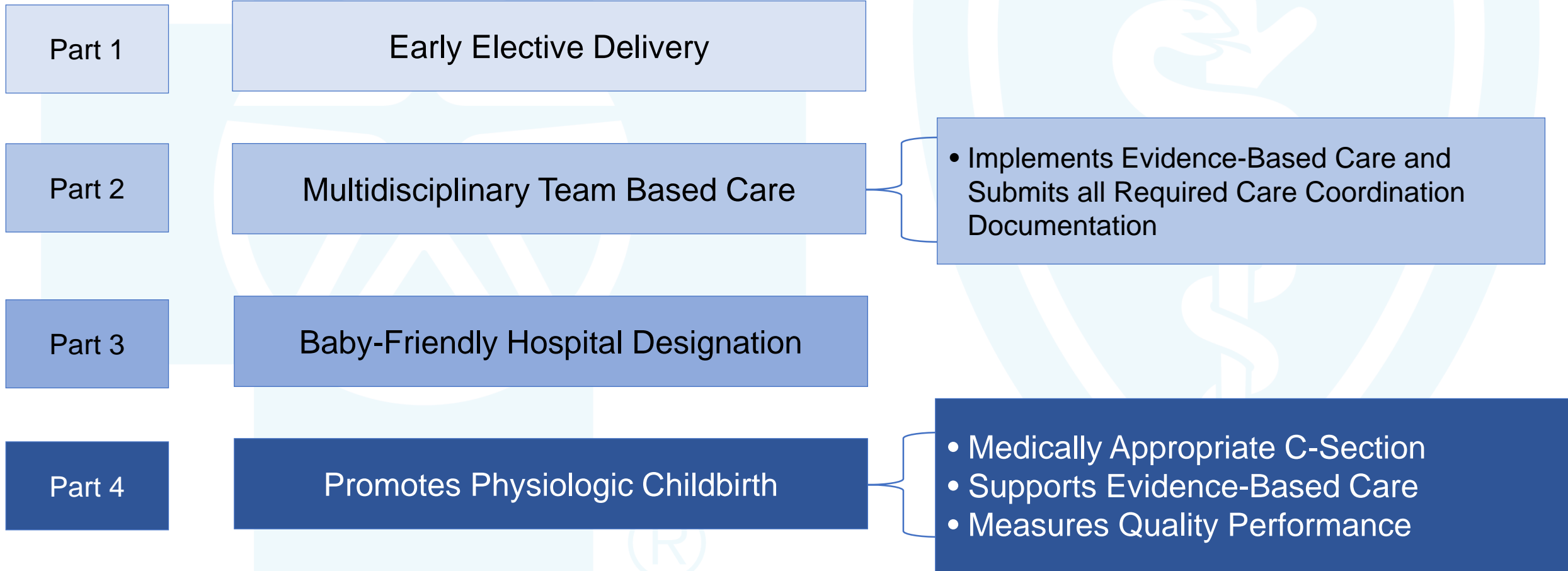


# Medically Indicated Early Term Delivery Medical Policy

- Put in place to reduce deliveries prior to 39 weeks gestation that do not have a medical indication
- 6,076 Total Births in 2016, 2,549 of those births occurred prior to 39 weeks
  - 17 births denied as not medically necessary
- Top reasons for early delivery
  - Chronic and gestational hypertension
  - Polyhydramnios
  - Complications of pregnancy
- Next Steps



# Blue Cross & Blue Shield of Mississippi Maternity Quality Model



# Care Coordination

- Early identification of high risk pregnancy
- Reduce complications where possible
- Facilitate care and delivery at the location that can support the needs of mother and neonate
- Patient education on the impact of prenatal and inter-conception health on pregnancy outcomes

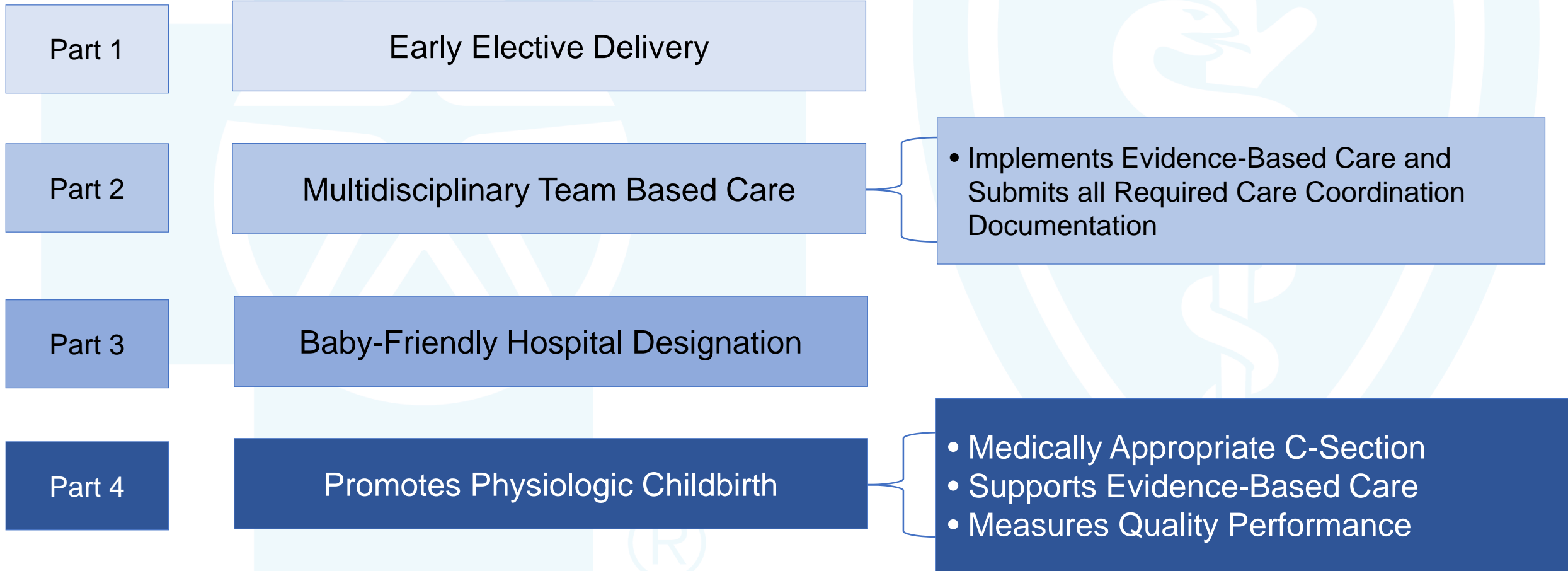


# Care Management of High Risk Pregnancies

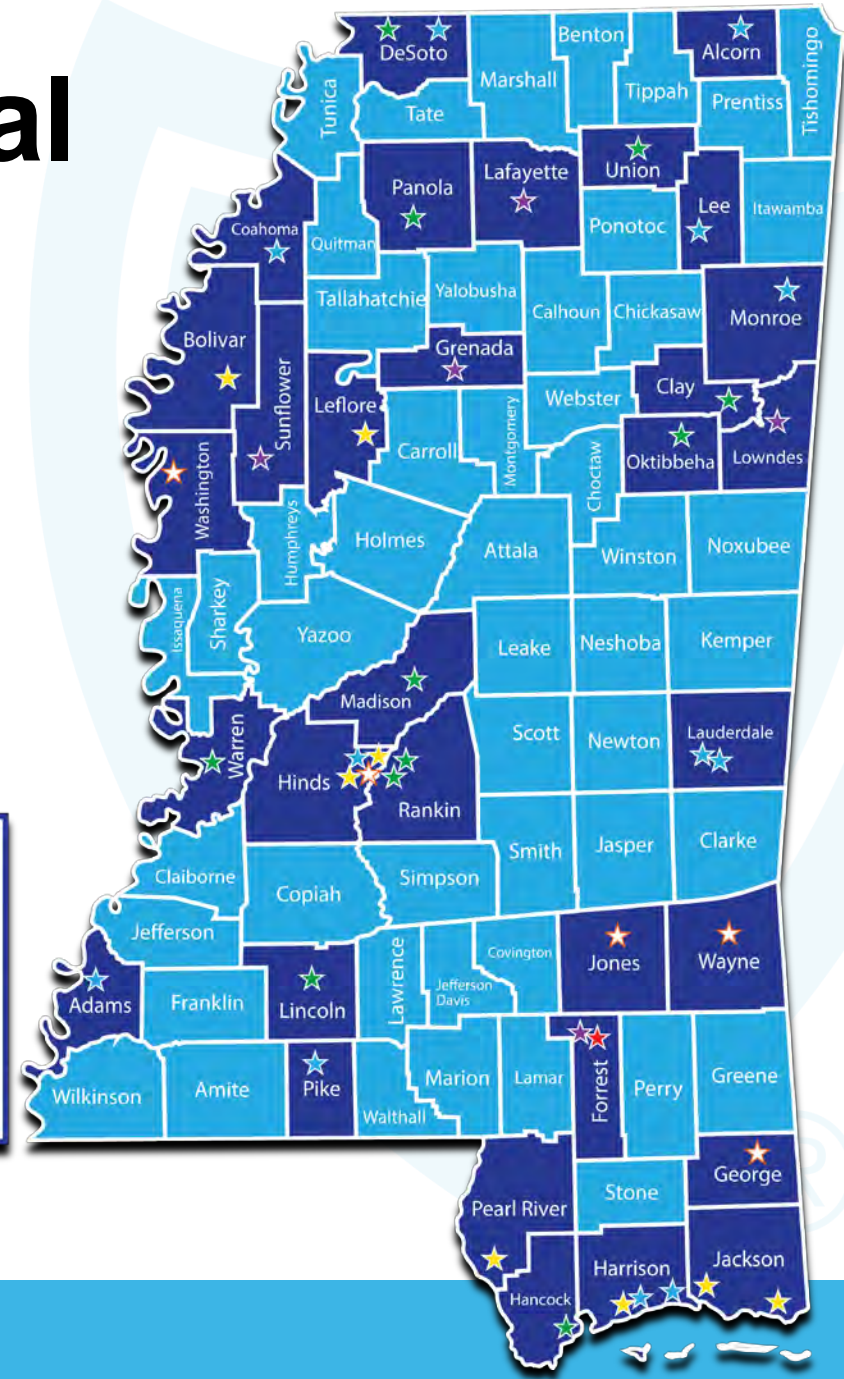
- BCBSMS Nurses work with Network Providers to develop and follow a plan of care including
  - Appropriate place of treatment
  - Access to medications such as 17-hydroxyprogesterone
- High Risk Patients identified through
  - Claims
  - Hospital census



# Blue Cross & Blue Shield of Mississippi Maternity Quality Model



# Baby-Friendly Hospital Designation



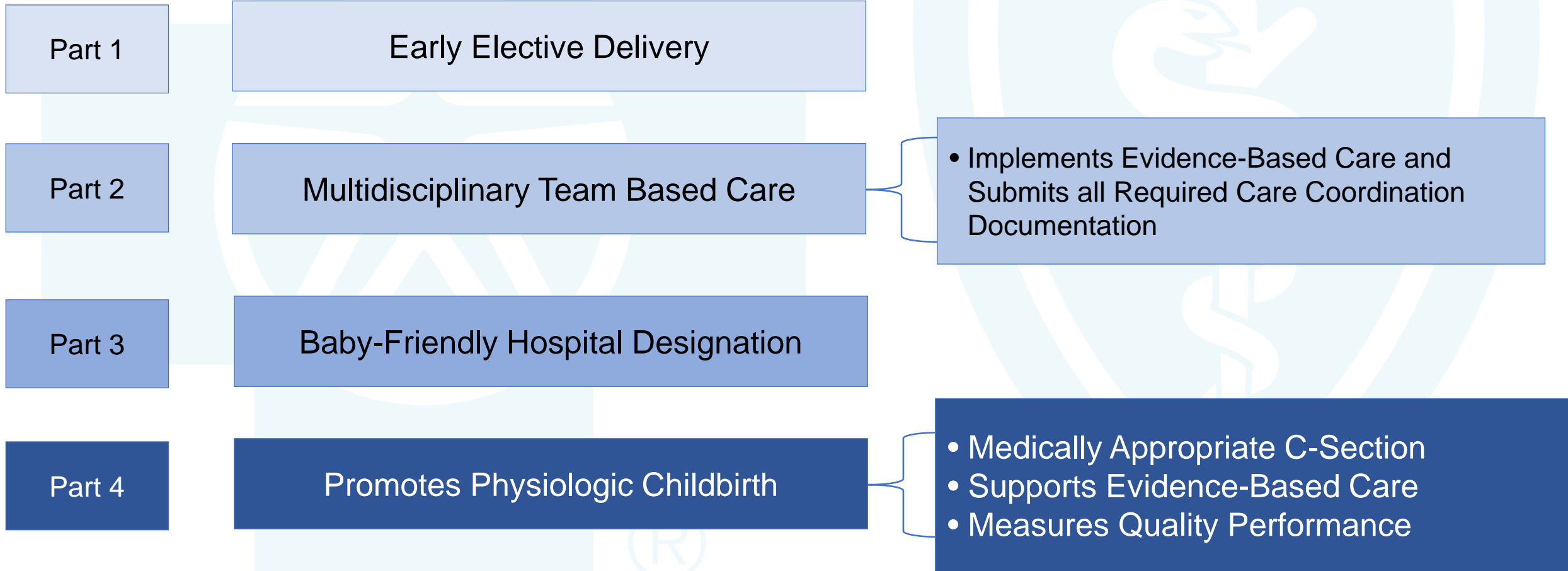


# Maternity Quality Care Indicators Mississippi – 2011

	MS	USA
Infant Mortality Rate (per 1,000 live births)	9.4	6.1
Breast Cancer Deaths (per 100k)	24.8	22.2
Type 2 Diabetes	11.6%	8.4%
Ever Breastfed Rate	50.3%	74.6%
Exclusive Breastfeeding at 6 Months	5.7%	14.8%



# Blue Cross & Blue Shield of Mississippi Maternity Quality Model



# Promotes Physiologic Childbirth

- **Hospital Level:** Safety Bundles: Hypertension, obstetric hemorrhage, safe reduction of Cesarean section
- **Member Level:** Education on importance of managing health risks before pregnancy
- **Provider Level:** Care Management to assist in risk management





**Break**

