



Improving Maternal and Infant Health Outcomes CMCS Crosswalk of Current Activities and Identified Potential Strategies

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Crosswalk between Current and Planned CMCS Activities and Expert Panel Identified Strategies

The Centers for Medicare & Medicaid Services (CMS), Center for Medicaid & CHIP Services (CMCS) and partner, Provider Resources, Inc., collaborated with individual experts in the field of maternal and infant health outcomes (*Expert Panel for Improving Maternal and Infant Health Outcomes*) to identify potential payment and policy options across four core areas ripe for improvement in the near term.

- **Enhanced Maternal Care Management:** Strategies for management of high risk pregnancies, considering care during inter-conception, preconception and postpartum intervals
- **Effective Reproductive Health Enablers:** Policies to ensure that reproductive services reach those of highest risk of preterm birth
- **Perinatal Payment Strategies:** Payment packaging that would provide incentives for implementing evidence-based care at hospital and clinician provider levels
- **Data Measurement and Reporting:** Measurement strategies for Medicaid that enhance federal and national measurement initiatives, including the CMCS maternal and infant health core measures, and support other expert panel strategies

Across these core areas, policy and payment options were identified that have the potential to improve perinatal outcomes in Medicaid and CHIP. Actions may be taken using federal or state levers, or by supporting provider or delivery system change through quality improvement activities and strengthening collaborations with public health partners or other entities.

Alignment of Strategies with Current and Planned Activities

Critical to achieving optimal results is alignment of these strategies with current CMS activities and leveraging state, federal, and other partnerships as they relate to implementation of the identified strategies.¹ This crosswalk provides a summary of the identified strategies in relation to current and planned CMS improvement activities. It also indicates the various leads that are critical to maximizing the impact of the strategies to improve outcomes. The lead indicators are offered only as a guide and provide context for the level at which implementation of policy change and the execution of programs and/or incentives that will impact outcomes may take place.

¹ These strategies do not encompass an exhaustive list of important improvement opportunities. The CMS Centers for Medicare and Medicaid Innovation is addressing early elective deliveries under its Strong Start for Mothers and Newborns initiative (<http://innovation.cms.gov/initiatives/strong-start/>). Other CMS efforts are underway related to smoking cessation.

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Data Measurement and Reporting Strategies			Lead(s)		
Summary of Strategies	Current Activity	Planned Activity	State	CMS	Other (e.g. professional societies, federal agencies)
Improve measurement of the timing and content of postpartum care	<ul style="list-style-type: none"> Co-lead for the Health Resources and Services Administration (HRSA) Collaborative Improvement & Innovation Network (COIIN) Interconception Care Strategy Team Quality Improvement (QI) 201 Maternal and Infant Health (MIH) State Improvement teams and Adult Quality Grant performance improvement projects 	<ul style="list-style-type: none"> Developing capacity at the state level to improve collection of maternal and infant health core measures through a collaboration with the Centers for Disease Control and Prevention (CDC) and HRSA 		√	√
Adopt contraception and family planning measures as a gateway to inter-conception care	<ul style="list-style-type: none"> Collaboration with CDC on developing quality measures for family planning, including birth spacing 			√	√

Perinatal Payment Strategies			Lead(s)		
Summary of Strategies	Current Activity	Planned Activity	State	CMS	Other (e.g. professional societies, federal agencies)
Unbundle global based obstetric fee schedules			√	√	
Adopt blended payment for Cesarean and vaginal deliveries			√		
Include obstetric services in value-based payment arrangements incorporating maternal and neonatal regionalization strategies when appropriate			√		
Reimburse qualified educators for childbirth education		<ul style="list-style-type: none"> Develop web module to inform states of new regulatory authority that allows Medicaid payment for preventive services administered by health workers recommended by licensed professionals 	√		

Enhanced Maternal Care Management Strategies			Lead(s)		
Summary of Strategies	Current Activity	Planned Activity	State	CMS	Other (e.g. professional societies, federal agencies)
Assure the appropriate use of progesterone treatment			√		√
Provide coverage for continuous doula support during labor	<ul style="list-style-type: none"> Participated on CDC/HRSA Expert Panel: Promotion and Support of Community Based Doula Programs to guide program implementation and explore systems options for sustainability, including coverage 		√		√
Support coverage for comprehensive prenatal care for women with chronic conditions	<ul style="list-style-type: none"> The Center for Medicare and Medicaid Innovation (CMMI) Strong Start Strategy for Mothers and Newborns Initiative: Enhanced Prenatal Care Models 		√	√	√
Implement payment, program and policy actions to support breastfeeding	<ul style="list-style-type: none"> Issue Brief on Medicaid Coverage of Lactation Services Collaborated with the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) to disseminate information Federal Breastfeeding Workgroup 	<ul style="list-style-type: none"> Explore posting a link on Medicaid.gov directing to the Association of State and Territorial Health Officials (ASTHO) information on state laws regarding lactation services Explore development of a map of state coverage of lactation services Possible Medicaid module that expands on the Issue Brief to provide additional tools for states 	√	√	√
Education and other supports for treatment of mental health conditions such as depression	<ul style="list-style-type: none"> Maternity Core Measure, Behavioral Health Risk Assessment QI 201 MIH State Improvement Teams and Adult Quality Grants 	<ul style="list-style-type: none"> Informational bulletin planned in collaboration with The Substance Abuse and Mental Health Services Administration (SAMHSA) Reviewing Managed Care Organization (MCO) Performance Improvement Projects (PIPs) in 2 states to improve screening and outcomes related to depression 	√	√	√
Develop programs and policy for screening, referral and treatment of women with substance abuse disorders			√		√

Effective Reproductive Health Enablers Strategies			Lead(s)		
Summary of Strategies	Current Activity	Planned Activity	State	CMS	Other (e.g. professional societies, federal agencies)
Implement reimbursement and new policies to promote coverage of Long-acting reversible contraception (LARCs)	<ul style="list-style-type: none"> Supported CDC in releasing a web brief profiling South Carolina's efforts to remove payment barriers to inserting LARCs immediately after delivery Supporting states exploration of policy and reimbursement options through HRSA COIIN Interconception Care Strategy Team 	<ul style="list-style-type: none"> Prevention Learning Workgroup session on reducing teen pregnancy Developing web module on inter-conception care options outlining family planning waivers and other mechanisms to improve preconception care 	√		√
Improve the rates and content of adolescent well care visits through incentives, measurement and data system infrastructure	<ul style="list-style-type: none"> Evaluation and outcomes of Children's Health Insurance Program Reauthorization Act (CHIPRA) demonstration grant considering school based options to improve access Early Periodic Screening, Diagnosis, and Treatment (EPSDT) Strategy Guide for adolescent well-care visits Annual collection and reporting of data on adolescent well child visit Abstracted information from External Quality Review Organizations (EQRO) technical reports on MCO PIPs to improve adolescent well-care visits 	<ul style="list-style-type: none"> Conversations with CDC about a campaign to improve adolescent well-care visits Assess status and opportunities of Electronic Health Records (EHR) related activities Development of a Medicaid.gov learning module 	√	√	√
Provide coverage and provider incentives to increase rates of well-woman visits	<ul style="list-style-type: none"> HRSA COIIN Interconception Care Strategy Team 		√		√
Develop reimbursement and service delivery policies that engage adolescents, parents and physicians to promote appropriate physical, mental and reproductive care		<ul style="list-style-type: none"> Assisting the National Health Law Program by providing information to state based advocates about pregnancy and reproductive health coverage for women, with emphasis on adolescents, enrolled in Medicaid Expansion or the Exchange 	√		√

Cross-Cutting Strategies			Lead(s)		
Summary of Strategies	Current Activity	Planned Activity	State	CMS	Other (e.g. professional societies, federal agencies)
Develop a model template that states, exchange navigators and providers can use as a reference about states' coverage and eligibility options			√	√	
Develop and support consumer friendly tools for all literacy levels to support shared decision making (SDM) in maternity care, as well as evaluation of the most effective models to implement SDM in maternity care clinical settings	<ul style="list-style-type: none"> Pilot project with 4 states using mobile messaging to support SDM through consumer/patient education 		√	√	