

Medicaid Maternity Episode of Care Management

Industry Insights

Data walk of the risks and costs affiliated to the healthcare coverage spectrum (uninsured-to-Medicaid-to-private) for maternity patients.

The Holista Experience

Introduce Holista's end-to-end solution and the value to each healthcare constituent within maternity care.

Patient Example

Walkthrough the Holista experience for a Maternity Care Pathway.

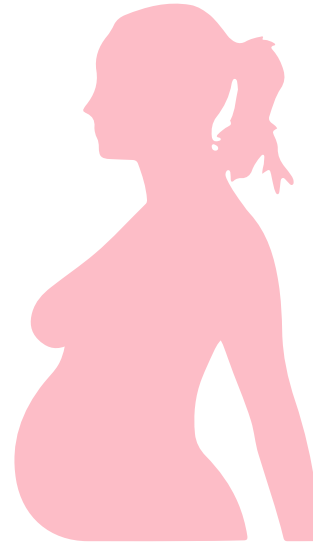
The Results

Holista's Maternity Care Pathway Client Results.



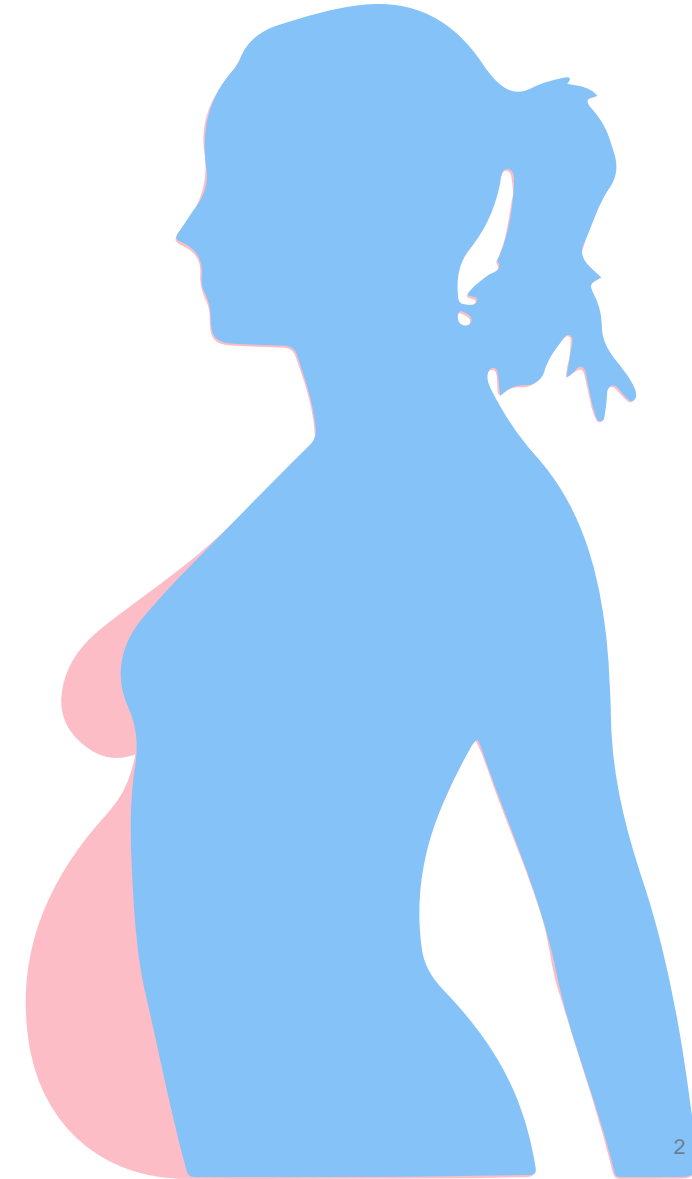
50%+ Pre-existing conditions

More than half of women whose births are paid for by Medicaid are either overweight or obese & almost 15% smoked cigarettes prior to pregnancy



31% Did NOT Start Prenatal Care

Still did not seek prenatal care in the first trimester.



43%
of births paid by
Medicaid Nationally.

Higher Risks

Women with Medicaid coverage are more likely to have preterm births and low-birthweight infants (CMS 2016) and Women with low incomes tend to experience more chronic conditions and related risk factors that can negatively affect maternal health and birth outcomes (Singh et al. 2017, Bombard et al. 2012).

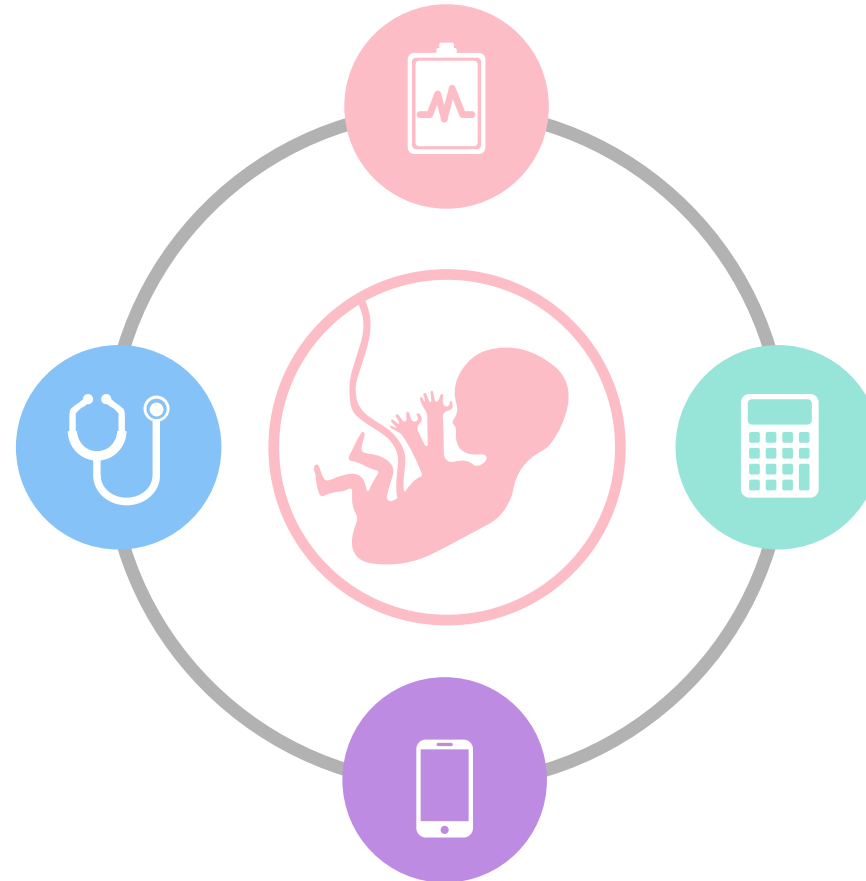
Source: MACPAC, 2019, analysis of U.S. Centers for Disease Control and Prevention WONDER online database



HOLISTA The Solution | Maternity Episode of Care Management

Maternity Care Pathway Advancement

Leverage Holista’s best-practice maternity care pathway program from Prenatal-to-Delivery-to-Postpartum Care.



Clinical Care Support

Holista leverages a patient portal to provide access to a Clinical Care Team for on-demand support, telehealth visits and digital communication for patients to be cared for at the comfort of their home; an extension of the provider office visits.

Value Based Reimbursement

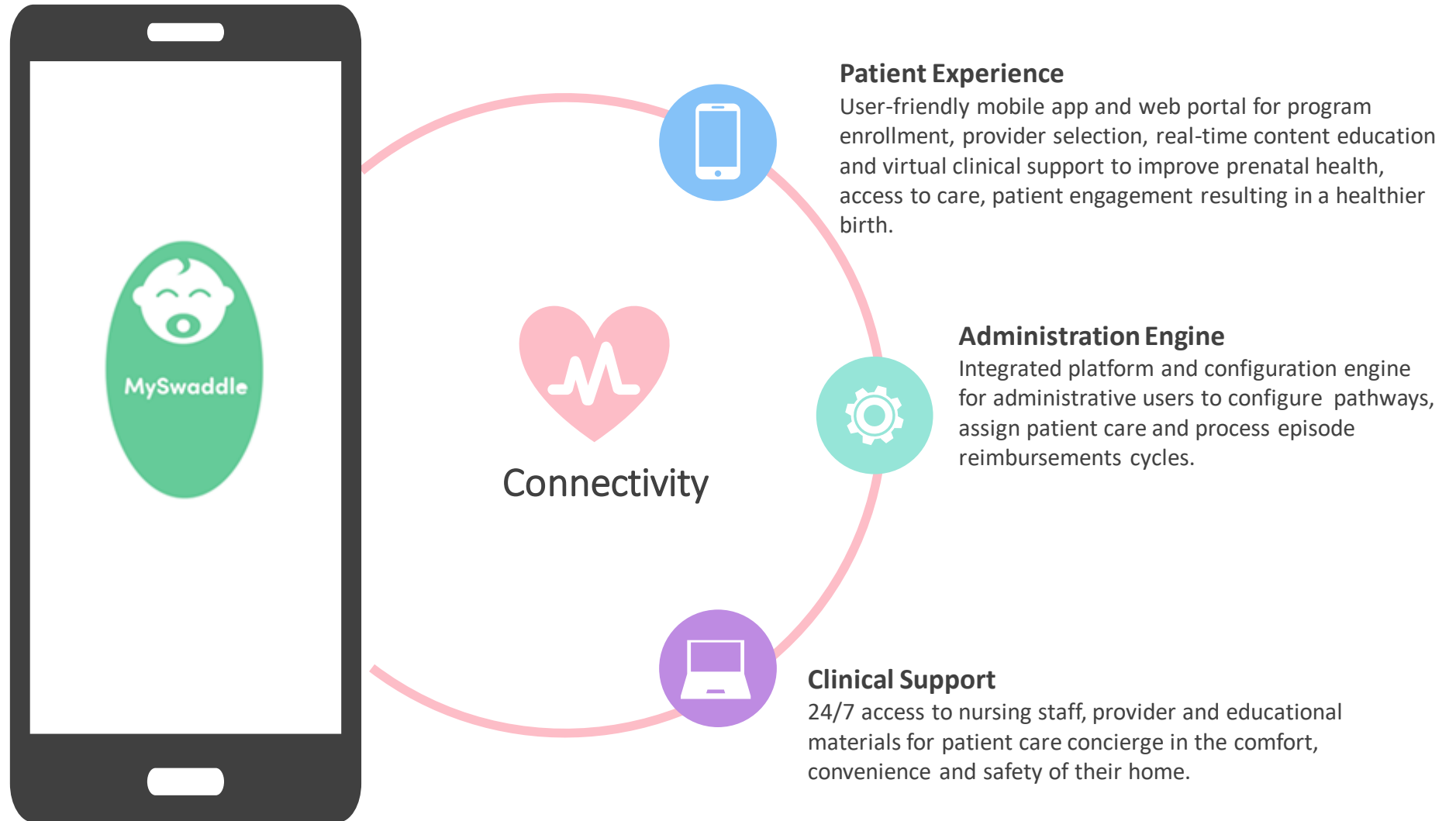
Prospective value based contracts for Payers and Providers to manage cost, mitigate risk and drive quality outcomes.

Patient Engagement

“In the moment” enrollment, outreach and early intervention to mitigate downstream risks via right-time education and real-time communication with patients at their fingertips.

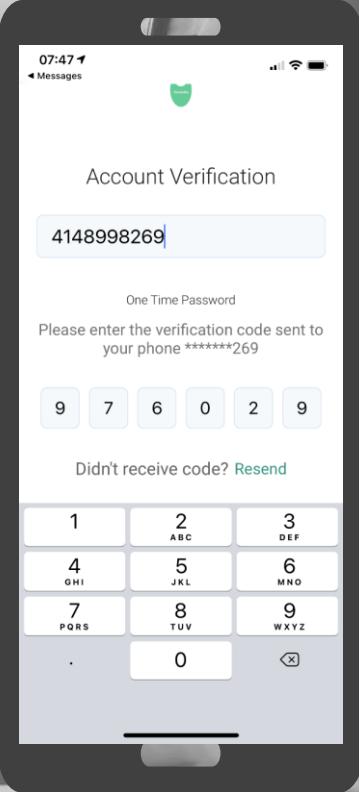
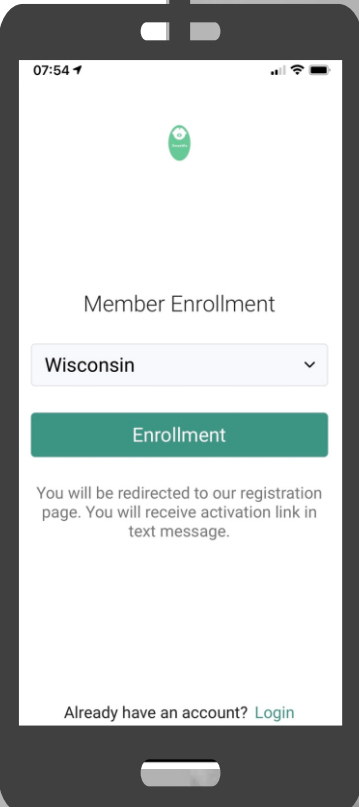
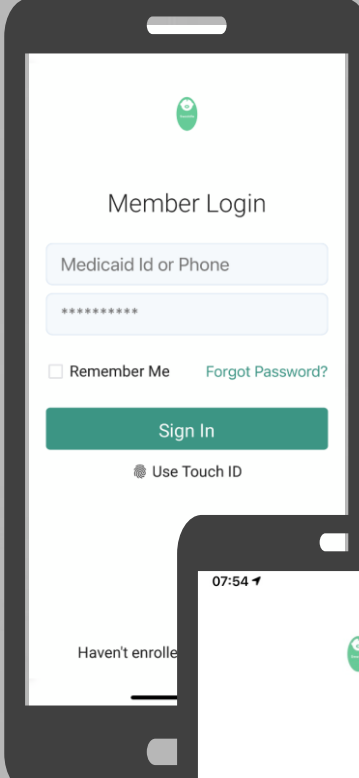


HOLISTA Digital Experience | Real-time, secure, fully integrated



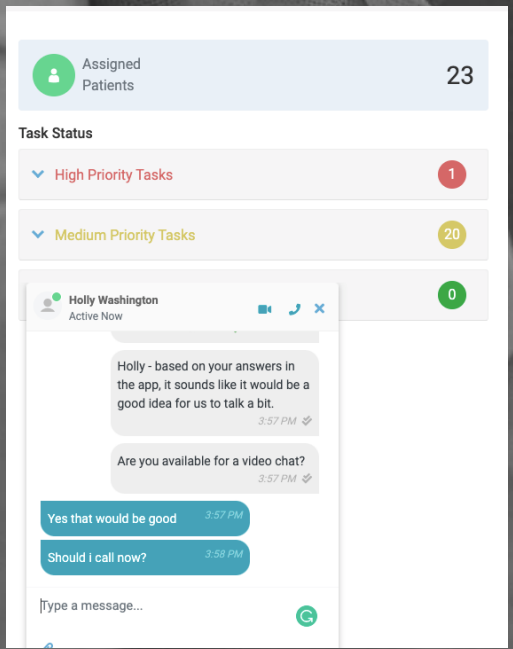
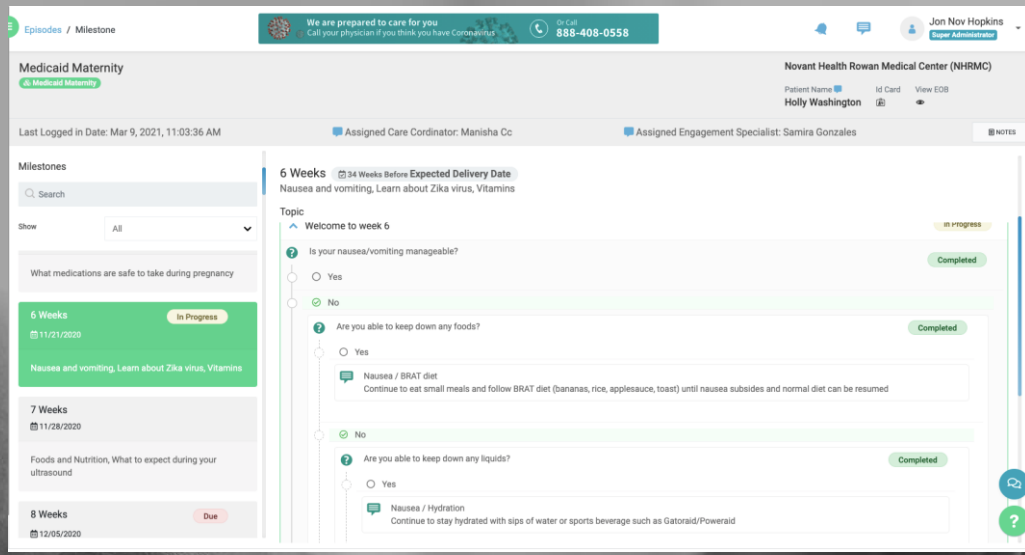
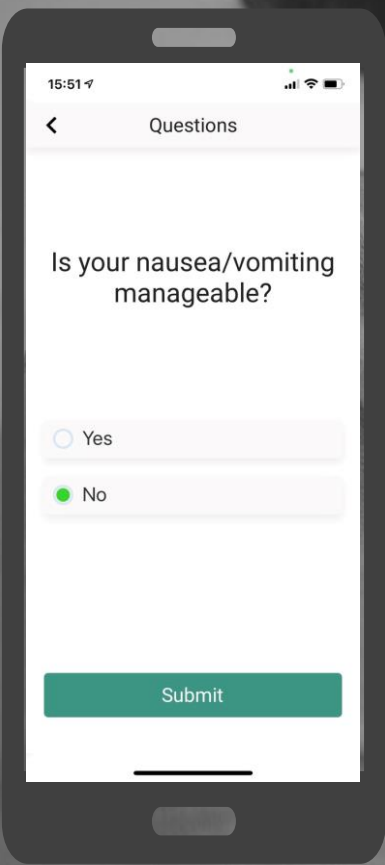


Holly takes at home pregnancy test and wants to confirm her results at local family planning clinic.



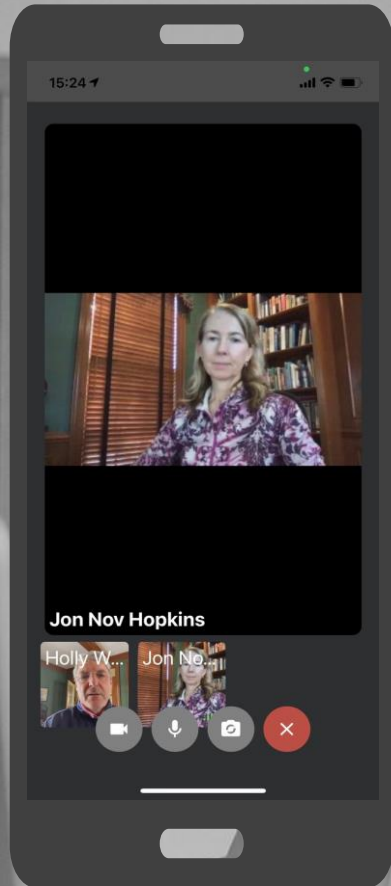
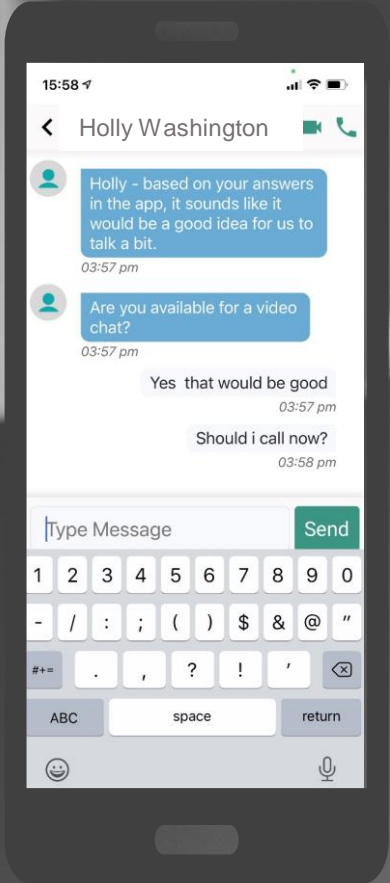
Holly's pregnancy is confirmed and she is taken through the process to enroll into Medicaid (if applicable) and the Episode program right from her phone.

Holly's first prenatal appointment is not for several weeks, but she receives educational content via notifications and text messages.

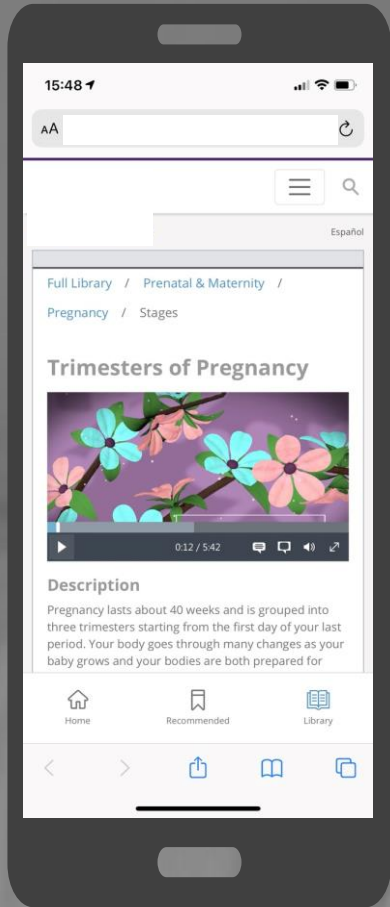


Throughout various phases of Holly's pregnancy she is continually sent text messages asking how she is feeling both physically and mentally. Her responses are not only tracked, but the smart-response feature provides Holly real-time materials and communications based on her answers to ensure preventative interventions.

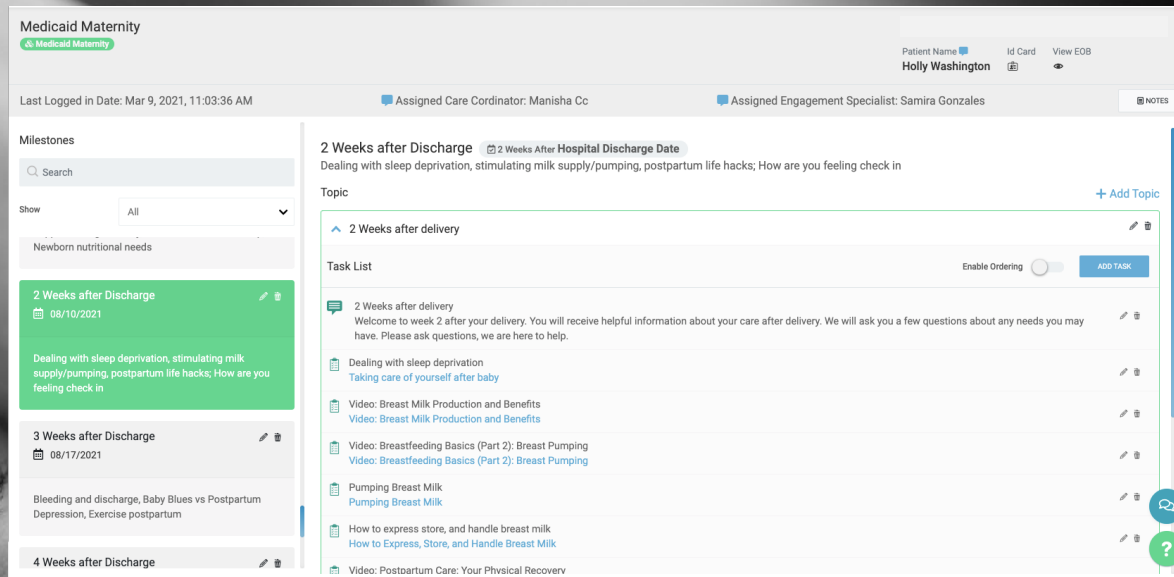
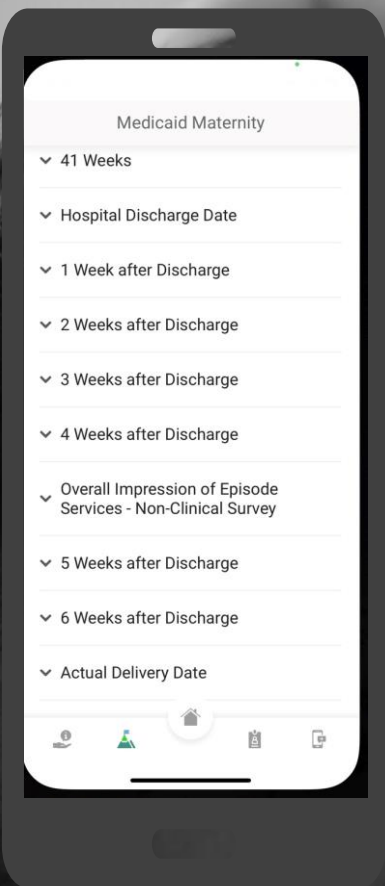




Holly wakes up feeling very nauseous and not well, but does not have an appointment for another month. She chats online with her assigned Nurse and her Nurse immediately does a telehealth visit to walk Holly through her symptoms.



Holly is moving along to another trimester and is able to take her recommended childbirth preparation and breastfeeding classes online from the comfort of her home.



Holly has safe delivery and she continues to be provided educational information and clinical support during her postpartum.

The Results | Maternity Care Pathway Value

-demonstrated in the Commercial Patient Population



“Holista is experienced and forward thinking. Their prospective bundled pricing model and care pathway management technology are their differentiators.”

“Holista services and technology are designed to meet patients where they are; making engagement convenient and friendly.”

➤ Decrease in Emergency Department utilization associated with preterm labor, nausea and anxiety.

➤ Decrease incidence of low birth weight infants and premature delivery.

➤ Maternity episode members accessed 95% of the content provided weekly through their patient app.

➤ 99% indicated they were well prepared for childbirth.



HEDIS MEASURE IMPACT

Prenatal and Postpartum care: Timeliness

new measure for 2020



Enrollment to first clinical interaction facilitating prenatal care; seamless and immediate via the app at the time of pregnancy confirmation:
95% engagement rates via the app



Postpartum visit to an OB/GYN or other prenatal care practitioner or PCP between 7 and 84 days after delivery:
Built-in outreach through 6 weeks post partum via the app and clinical call center/telehealth

Prenatal (PND) and postpartum (PDS) depression screening and follow-Up

new measure for 2020



Depression Screening: The proportion of deliveries in which members were screened for clinical depression using a standardized instrument during pregnancy.

Follow-Up on Positive Screen: The proportion of deliveries in which members received follow-up care within 30 days of screening positive for depression.



The EPDS depression survey is administered during the prenatal AND postpartum phases of the care pathway.

Survey is administered, scored with all positive responses receiving immediate outreach from our clinical call center