Unlocking the Prenatal Care Door: A Community Approach

CityMatCH Conference, San Francisco
September 17-20, 2011
Unlocking the Prenatal Care Door
First Trimester Prenatal Care by Insurance
Solano County 2005

- All Insurance: 72%
- Private Insurance: 88%
- Medi-Cal: 44%
## Challenge

### Rates of Entry Into First Trimester Prenatal Care, By Ethnicity

**Solano County 2005**

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90%</td>
</tr>
<tr>
<td>Asian</td>
<td>80%</td>
</tr>
<tr>
<td>County Average</td>
<td>75%</td>
</tr>
<tr>
<td>Black</td>
<td>70%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>60%</td>
</tr>
</tbody>
</table>

Healthy People 2010 goal: 90%
Solution: Prenatal Care Access

The Prenatal Care Access Group is a community group organized to improve prenatal care in Solano.

*Members:*
Managed Care Healthplan
Employment & Eligibility Services
BabyFirst Solano Prenatal Collaborative
Medical Providers (Kaiser, CPSP, Private)
Coalition for Better Health
First 5 Solano
Community Based Organizations
3-Year Goal

90% OF PREGNANT WOMEN IN SOLANO COUNTY WILL ENTER PRENATAL CARE BY 12 WEEKS OF PREGNANCY
(based on Healthy People 2010 goal)
Recommendations

1. Conduct a consistent, sustained, *public education* effort aimed at increasing knowledge about (1) the importance of early prenatal care, and (2) how to obtain it.

2. *Improve insurance coverage* enrollment process.

3. Expand *prenatal care provider involvement* and help them reduce barriers to access.

4. *Establish standards for accessibility of prenatal care* and provide feedback and monitoring.
Recommendation 1: Public education

- Radio
- Television
- Pre-show Movie Advertising
- Internet
- Print
- Bus Ads
- Mall Kiosks
Recommendation 2: Improve insurance enrollment
Medi-Cal Pregnancy Applications

Application Processing

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2008</td>
<td>94</td>
</tr>
<tr>
<td>FY 2009</td>
<td>52</td>
</tr>
<tr>
<td>FY 2010</td>
<td>29</td>
</tr>
<tr>
<td>FY 2011</td>
<td>29</td>
</tr>
</tbody>
</table>
Recommendation 3: Reduce barriers to care

- Increase number of providers who accept Presumptive Eligibility Medi-Cal
- Share best practices and lessons learned
- Hold focus groups to learn more about barriers to early care (African-Americans, teens, Latinas, substance-using women)
Recommendation 4: Feedback and monitoring

Clinic A % of women accessing care within 12 weeks

ABC Rate
Lower Control Limit (2 SD)
Based on average of all sites (67.2%)
Upper Control Limit (2 SD)
Based on average of all sites (83.2%)
Mean of all sites (75.2%)
Recommendation 4: Feedback and monitoring
Collaboration

Why the Prenatal Care Access Group works:

- Shared vision for healthy moms and babies
- Key stakeholder participation/physician champion
- Diverse representation
- Facilitated discussion between programs
- Lead agency organizes group
- Shared data
- Joint ownership
- Standard measuring tools
- Small workgroup
Progress Toward the Goal
Entry Into Prenatal Care by Medi-Cal Mothers,
Solano County 2004-2010

source: Solano County Automated Vital Statistics System
Low Birth Weight and Premature Birth
Solano County 2005-2010

Source: Solano County Automated Vital Statistics System

Graph showing the trend of percentage premature birth babies and percentage low birth weight babies from 2005 to 2010.
What Does the Future Hold?

• Medi-Cal (Medicaid) applications will continue to come in online
• Additional women may apply for Medi-Cal once health care reform is implemented
• Expanded Geographical Information System mapping capability
• Prenatal Postpartum Practice Improvement Project will expand to other counties (6 total)
• Continue Go Before You Show campaign using focus groups to target clients more effectively
• Prenatal Care Workgroup will continue to meet to monitor access and utilization of prenatal care
Contact Information:

**Nancy Calvo**, Maternal, Child and Adolescent Health Director
ncalvo@solanocounty.com

**Nancy Forrest**, Employment and Eligibility, Program Specialist
ndforrest@solanocounty.com

**Katrina (Buehrer) Salas**, Partnership HealthPlan of California, Performance Improvement and Decision Support Supervisor
tbuehrer@partnershipphp.org