Introducing Maternity Management Program

This is an update to information contained in the UniCare Provider Operations Manual. The manual will be updated at the next scheduled revision. To view the current manual, go to www.unicare.com.

UniCare Health Plan of West Virginia, Inc. (UniCare) appreciates the time and effort you take to care for our members and your patients. With this in mind, we strive to provide care management programs to complement your care and help ensure positive health outcomes for our members.

Introducing Maternity Management Effective June 1, 2012

UniCare is pleased to introduce a new care management program, “Maternity Management,” effective June 1, 2012. Maternity Management will replace our current program, “Healthy Habits Count for You and Your Baby.”

Maternity Management builds on the success of Healthy Habits Count for You and Your Baby and features new resources to help moms-to-be experience successful pregnancies and have healthy babies. The program is available to members enrolled in West Virginia Medicaid Managed Care.

**IMPORTANT:** The success of UniCare’s new Maternity Management program relies on the timely submission of Notification of Pregnancy Report forms by our providers. We ask that providers fax completed Notification of Pregnancy Report forms to 1-800-551-2410 within seven days of assessment.¹

Key Components of Maternity Management

Maternity Management uses risk assessments, early interventions and education to help reduce complications during pregnancy. The program is staffed by specialized obstetrics case managers who are registered nurses. These nurse case managers assist in assessing, coordinating, planning and evaluating options and services available to meet the individual needs of each member.

Maternity Management nurse case managers establish and maintain relationships with members, helping them to become more engaged, self-confident and active in their own care. The program is based on nationally recognized clinical guidelines and serves as an excellent adjunct to physician care.²

How Maternity Management Works

**Outreach and Enrollment** — Outreach is conducted by a Maternity Management nurse to enroll members in the program. After enrollment, members receive continued telephonic outreach and educational mailings. Members and providers may request enrollment in Maternity Management by calling 1-877-681-6694.

¹ Members are also identified through medical and pharmacy claims data.

² Members are instructed that Maternity Management nurses do not provide separate medical care or advice. They support physicians’ care plans and member compliance with physicians’ instructions.
Maternity Management Welcome Kit — Moms-to-be receive a Welcome Kit that includes:

- Customized Welcome letter
- Maternity Management prenatal book
- Important Numbers wallet card
- 28-week mailing with Labor and Delivery brochure
- Postpartum Nurture book
- Customized program letters

Assignment of Nurse Case Managers — Each Maternity Management member is assigned a primary registered nurse case manager who provides the member with continuous support.

- Nurse coaches are available Monday – Friday from 8:30 a.m. to 11 p.m. and Saturday from 9 a.m. to 7:30 p.m. Eastern Time
- Nurses are also available 24 hours a day, 7 days a week through the toll-free NurseLine at 1-888-850-1108

Risk Assessment — Members are stratified into low, moderate and high-risk categories. The program includes ongoing assessments and depression screenings, as well as smoking cessation, lifestyle management, nutritional and behavioral change counseling. Assessments, interactions and interventions are based on the member’s risk level.

High Risk Obstetrical Team (HROB) — Members identified as high risk are triaged to the High Risk Obstetrical (HROB) team. These members may be teens, have substance abuse issues, or have serious co-morbid health concerns, such as diabetes, heart disease, hypertension, autoimmune disorders, history of preterm birth, etc.

High-risk members receive close monitoring and interaction from HROB nurse case managers and have access to additional resources, including in-hospital engagement, post-discharge contact and in-home care.

Licensed Clinical Social Workers/Case Managers and Registered Dietitians/Certified Diabetes Educators are also part of the HROB team.

Delivery and Postpartum Care — All members receive a postpartum assessment and depression screening.

For More Information

Once again, thank you for the care and compassion with which you care for our members and your patients. More information about Maternity Management is available for both providers and members on the Maternity Management website at www.healthy-returns.com or by calling Maternity Management at 1-855-254-3854.