

# Caring for Moms & Babies Across the Maternal Health Journey

We want the best health for both mom and baby—but no two pregnancy journeys are the same. With over 20% of Washington’s counties classified as maternity care deserts<sup>1</sup>, and rising rates of maternal mortality nationwide<sup>2</sup>, Coordinated Care is committed to bridging the gap in care and supporting parents and their babies every step of the way.



**Coordinated Care is a statewide leader in maternal care, introducing first-of-its-kind programs to support members with resources that break down barriers, expand access, and foster healthy beginnings for all:**

## Wraparound Approach

Our Start Smart for Your Baby program provides members with helpful information, education and necessities at no cost—like car seats, pack ‘n plays, strollers, prenatal vitamins, breast pumps & breastfeeding support, access to case managers, postpartum care, and educational text messages.

» 28,600+ members served through this program since 2015.

## First-in-the-State Doula Care

Coordinated Care was the first Medicaid plan in Washington to offer 24/7 virtual doula services as an added benefit—conveniently connecting members through the Pacify app to maternal and pediatric experts including doulas, lactation consultants & registered nurses.

» Nearly 700 members used Coordinated Care’s virtual doula services in 2023 alone.

## Rewards for Getting Care

We’ve added incentives for prenatal and postpartum care that rewards members when they complete healthy activities. Rewards can be used to help pay for utilities, transportation, childcare services, education, telecommunications, rent, and everyday items at Walmart.

» Up to \$50 in rewards for prenatal visits and \$25 for completing a postpartum visit.

## Specialized Support for At-Risk Members

Our maternal health programs are designed to address social drivers of health during pregnancy, childbirth, and postpartum. These programs and our expertise help us focus on improving health outcomes of pregnant and postpartum members experiencing higher-risk pregnancies:



### Treating Substance Abuse

Immediate access to care and substance use disorder treatment through our Healthy Beginnings program.



### Encouraging Puff Free Pregnancy

Education and coaching for pregnant moms who want to quit smoking through Puff Free Pregnancy.



### Increasing Access to Home Monitoring

OB nurse home visits for high-risk pregnancies.



### Supporting NICU Families

Supply kits for families with babies who have spent time in the NICU.



### Depression Screening

Identifying at risk mothers for perinatal depression and ensuring they receive follow-up care and support.



Scan here to learn more.

# Partnerships to Support a Healthy Start

Coordinated Care partners with leading pediatric and maternal health organizations to give parents the resources and skills they need to thrive throughout their pregnancy and beyond:



Partnered with Step By Step to equip new moms with the tools they need to build strong families—like home visits from registered nurses, counselors and dietitians, peer mentorship, educational scholarships, job training, and more.

» 2,600+ home visits & 1,900+ baby items distributed to over 900 moms.



Invested to expand capacity at Maddie's Place—the only transitional care facility in Washington which provides 24/7 support for infants experiencing withdrawal as well as room and board to mothers who are undergoing substance use treatment.

» Treated and provided support for 120+ moms & infants within the first 2 years.



Grew First 5 Fundamentals' Family Connect program to broaden access to support from a registered nurse for families with newborns—like checking on the baby between appointments and connecting families with community resources.

» 1,650+ families helped through this program since it launched.



“Coordinated Care has made such a positive impact to our programs, the Spokane community, and our entire state. They are a committed partner to improving maternal healthcare across Washington and enable us to continue providing hope and support to struggling mothers, families and children.”

— Shaun Cross, President & CEO of Maddie's Place

## Dialed into Our Communities: Local Partnerships



## What's Ahead

Supporting new parents and babies with the resources they need is crucial to cultivating a healthier, more resilient Washington. Meeting the whole-health needs of all members remains a priority as we continue our work to transform the health of the community, one person at a time.

<sup>1</sup> <https://www.marchofdimers.org/peristats/assets/s3/reports/mcd/Maternity-Care-Report-Washington.pdf>

<sup>2</sup> <https://www.cdc.gov/nchs/data/hestat/maternal-mortality/2021/maternal-mortality-rates-2021.htm>