

## **New Mother and Baby Post Delivery Outreach Program**

Effective November 14, 2011 CommunityConnect HealthPlan<sup>SM</sup> (CommunityConnect) will launch a new outreach program to identify mothers and babies with post-delivery complications. In this program, CommunityConnect will contact new mothers by telephone within four days of receipt of the Newborn Enrollment Notification Report and then again 14 days after the the first call.

### **Which Plans Are Affected**

- CommunityConnect HealthPlan

### **Purpose and Goals**

The program will allow CommunityConnect to:

- Establish eligibility for care management programs
- Ensure mothers and babies receive appropriate medical care
- Increase postpartum and well child follow-up visits
- Enhance member engagement
- Increase quality healthcare outcomes for mothers and their babies
- Raise Healthcare Effectiveness Data and Information Set (HEDIS) scores

### **Call #1: 4-Day Post Delivery Discharge Telephone Calls**

CommunityConnect will contact mothers within four days of receipt of the Newborn Enrollment Notification Report to obtain information about complications that they or their babies may be experiencing. CommunityConnect will confirm that a well baby visit was scheduled within four days of delivery discharge, as well as confirm that mothers have postpartum doctor visits scheduled within 21-56 days following delivery.

### **Call #2: 14-Day Post Notification of Delivery Calls**

Fourteen days after the first call, CommunityConnect will make a second outreach call to ensure that mother and baby have either scheduled or attended their postpartum and well baby visits. This second outreach call will also be used to contact mothers who we were unable to speak with or reach in the first call. The second call will also assist CommunityConnect in identifying additional case management planning actions, such as re-screening for potential post-delivery complications.

### **Newborn Enrollment Notification Report**

For this initiative to be effective, it is important that providers submit the Newborn Enrollment Notification Report to CommunityConnect within three days of delivery.

The form is available on our website at: [www.communityconnecthealthplan.com/](http://www.communityconnecthealthplan.com/)

- Click on the Providers tab at the top of the page
- Click on Forms & Tools
- Scroll down to Pregnancy and Birth-Related Forms
- Click on **Newborn Enrollment Notification Report**

**Fax completed forms to Utilization Management at 1-877-471-6658.**

If you have questions about the Maternal and Baby Post Delivery Outreach Program, please contact Anthem Utilization Management at **1-877-471-6656**.