



# Healthier outcomes for moms and babies

How data is helping improve one state's infant health program

## A collaborative effort

In 2017, one U.S. state had the eighth highest infant mortality rate in the nation, with 7.5 deaths per 1,000 births. Infant mortality is defined as the death of an infant before their first birthday. This state's rate was the highest among all of its regional neighbors.

That's why, in 2019, the state's governor signed a new bill into law, establishing a program to improve infant mortality outcomes. The program pairs pregnant women covered by Medicaid with local organizations and home visiting services that provide personalized guidance and support throughout pregnancy and the baby's first year of life.

The infant health program is a collaboration between the state's health and Medicaid departments. It aims to develop a network of services and support to wrap arms around moms and babies and create healthier outcomes for both.

The state required a solution with built-in urgency and efficiency to identify women in a timely manner.

**Optum**

# State taps Optum to identify women earlier in pregnancy for outreach

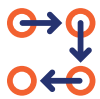
Since 2013, Optum has operated the state’s powerful enterprise data warehouse (EDW). The EDW aggregates, normalizes and transforms vast amounts of data for analysis to improve decision-making for the services delivered to members through its Medicaid program. In 2019, the state tapped Optum for help accessing the data needed to identify pregnant women eligible for the infant health program.

It was important that the state be able to identify women for outreach in a timely manner. Because of the time-sensitive nature of the program and services, the solution needed to work quickly and efficiently. The state also needed to be able to predict outreach numbers in order to allocate the appropriate resources to their call center.



## Our solution

The Optum EDW team started with identifying women who had self-declared a pregnancy from **Medicaid application data**. Next, the team examined **claims data**, looking for diagnosis codes related to pregnancy. Third, they looked at **eligibility data**, which pointed to existing Medicaid members with pregnancy-related diagnoses. The fourth stream is **real-time lab data** from across the state population, via the state’s Health Information Exchange. The lab results are scanned daily to generate alerts if pregnant Medicaid enrollees are identified.



### Multiple data streams

Medicaid applications, claims, eligibility and real-time lab data are combined to quickly identify pregnant women.



### Data quality measures

A deduplication process helped provide appropriate call center staffing to manage outreach.



### Performance monitoring

Reports were used to track the managed care entities responsible for enrolling eligible women into case management.

With data coming in from four streams, there was a need to eliminate duplicates. The state wanted to avoid having the same woman identified (and contacted) multiple times. Optum worked with the state to implement a deduplication process to improve the data quality. This has also helped the state provide appropriate staffing at the call center to manage outreach.

The Optum team also provided the state with reports for the Managed Care Entities (MCEs) that are responsible for enrolling eligible women into case management. These reports allow state teams to trace MCE performance and to see if they’re performing the required outreach and enrollment.

As of early 2022, the Optum EDW team is identifying roughly 10 to 15 eligible pregnant women per day and sending their information to the infant health program for outreach. The team uses multiple methods to provide the state with the most current phone number for each woman. Lab data often has the most reliable and up-to-date contact information, followed by enrollment data and, finally, application data.

## Outcomes

The infant health program was initially implemented in 22 counties in 2020 and 25 counties in 2021. It will roll out to an additional 34 counties in 2022 and the remaining 10 counties in 2023. Since the program's inception, approximately 75,000 women have been identified, roughly half of whom are eligible for the program. The state's department of health has successfully contacted about 22,500 women, and roughly half of them have agreed to be referred to services.

The state is in the process of building reports on outcomes. The initial reports will focus on outreach numbers and rates of successful connection of women to services. As of 2020, the most recent year for which CDC data is available, the state's infant mortality rate had fallen 15% since 2017.



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**To learn how Optum can partner with your state to address key issues like maternal health, contact us at [optum.com/stategov](https://optum.com/stategov).**

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# 75,000

women identified, roughly half of whom are eligible for the program

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# 25,500

women successfully contacted, with around half agreeing to be referred to services

.....



# 15%

decrease in the state's infant mortality rate since 2017 (as of 2020)