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SJVIA Board Meeting: Consultant’s Report on Newborns and Healthy Mothers Program

Keenan has reviewed the programs and services provided by Kaiser and Anthem Blue Cross for Healthy Moms and Newborns. Keenan recommends the SJVIA promote the Kaiser programs that are offered at no cost and implement the Anthem Blue Cross Future Moms program for a two-year trial period. The cost of the program is \$0.29 per subscriber per month (\$24,360 annually). After the two-year trial period, a review of annual high-risk maternity claims will be conducted to determine the success of the program.

The following pages provide a summary of the plan experience for newborn and maternity claims exceeding \$50,000 for the following Plan Years: 2016, 2017, 2018. The information comes from Anthem Blue Cross and Kaiser Permanente and includes maternity as the primary diagnosis as well as noting applicable complications. Following the experience information, a summary of the current programs available from both carriers is provided.

Anthem Blue Cross

2016 Plan Year: the high-risk maternity claims totaled \$591,065. There were seven claims over \$50,000 and averaged \$84,438 per claim.

Current Period: Jan 2016 - Dec 2016

High Cost Claimant Detail with Paid Amounts > \$50,000

Rank	Relationship	Age Range	Primary Medical Diagnosis	Secondary Medical Diagnosis	Paid Amount
			Contributing to High Cost	Contributing to High Cost	By Setting
					Total
47	Spouse/Partner	Ages 30-34	PRETERM LABOR	CALCULUS OF KIDNEY AND URETER	\$149,417
74	Employee/Self	Ages 40-44	PRETERM LABOR	DM PREGNANCY CHILDBIRTH PUERPERIUM	\$116,338
125	Employee/Self	Ages 25-29	OTH MAT DZ CLS ELSW COMP PG CB PUER	PREMATURE RUPTURE OF MEMBRANES	\$83,906
131	Spouse/Partner	Ages 30-34	PRETERM LABOR	ENCOUNTR FULL-TERM UNCOMPLICATD DEL	\$81,132
202	Spouse/Partner	Ages 30-34	LATE PREGNANCY	ENC SUPERVISION NORMAL PREGNANCY	\$56,533
220	Employee/Self	Ages 25-29	PRETERM LABOR	HEMORRHAGE IN EARLY PREGNANCY	\$52,861
230	Spouse/Partner	Ages 30-34	ABNORMALITIES OF FORCES OF LABOR	ENCOUNTR FULL-TERM UNCOMPLICATD DEL	\$50,878

2017 Plan Year: the high-risk maternity claims totaled \$213,945. There were three claims over \$50,000 and averaged \$71,315.

Current Period: Jan 2017 - Dec 2017

High Cost Claimant Detail with Paid Amounts > \$50,000

Rank	Relationship	Age Range	Primary Medical Diagnosis	Secondary Medical Diagnosis	Paid Amount
			Contributing to High Cost	Contributing to High Cost	By Setting
					Total
97	Employee/Self	Ages 35-39	PREMATURE RUPTURE OF MEMBRANES	MATERNAL CARE ABNORMAL PELVIC ORGANS	\$83,031
106	Employee/Self	Ages 35-39	MATERNAL CARE OTH FETAL PROBLEMS	DM PREGNANCY CHILDBIRTH PUERPERIUM	\$74,910
152	Employee/Self	Ages 30-34	PRETERM LABOR	ENCOUNTR FULL-TERM UNCOMPLICATED DEL	\$56,004

2018 Plan Year: the high-risk maternity claims totaled \$370,382. There were four claims over \$50,000 and averaged \$92,596.

Current Period: Jan 2018 - Dec 2018

High Cost Claimant Detail with Paid Amounts > \$50,000

Rank	Relationship	Age Range	Primary Medical Diagnosis	Secondary Medical Diagnosis	Paid Amount
			Contributing to High Cost	Contributing to High Cost	By Setting Total
22	Child/Other Dep	Ages 35-39	OTH MAT DZ CLS ELSW COMP PG CB PUER	PRETERM LABOR	\$160,867
64	Child/Other Dep	Ages 15-19	PRETERM LABOR	PREMATURE RUPTURE OF MEMBRANES	\$91,685
97	Employee/Self	Ages 30-34	GESTATIONAL HTN NO SIG PROTEINURIA	COMPLICATIONS OF THE PUERPERIUMNEC	\$62,894
113	Employee/Self	Ages 35-39	PRE-ECLAMPSIA	OTHER COPD	\$54,936

Anthem Blue Cross has the following flyers available at no cost:

- Healthy Pregnancy – includes signs of premature labor
- Healthy Babies – includes advice on creating a safe sleep environment to reduce the risk of SIDS
- Breastfeeding – provides practical advice for the hospital stay and thereafter

For an additional fee, Anthem Blue Cross offers the Future Moms program, which offers individual support to pregnant women. Its goal is to reduce complications, low birth-weight births, and pregnancy-related medical costs. This is achieved by following the progress of the pregnancy, from first trimester through delivery and newborn care, checking for early risks to mother and baby, offering Obstetrical nursing support, and following-up after the delivery for postpartum depression assessment. An overview of the program is in Appendix A. Based on a 2013 study conducted by Anthem, an employer realized the following outcomes (page 20 of the Future Moms presentation in Appendix A):

- Future Moms participants visited the emergency room 30% less than non-participants
- Babies born to Future Moms participants spent 25% less time in the NICU resulting in 50% reduction in NICU costs
- Participants and their babies were found to cost 15% less than non-participants

The reporting metrics provided for program activity include: registration number, participation rate, participant demographics*, trimester of registration, risk assessment rate, clinical risk factors*, program drop-out rate, goal attainment, program completion, and program satisfaction. Below are the additional fees for the Future Moms program applicable January 1, 2020. The annual fee is calculated using an estimate of 7,000 subscribers.

	Per Subscriber Per Month	Annual Fee
Self-referral:	\$0.16	\$13,440
Self-referral with Live Health Online Lactation:	\$0.19	\$15,960
Automatic referral**:	\$0.19	\$15,960
Automatic referral** with Live Health Online Lactation:	\$0.24	\$20,160
Automatic referral** with Outbound Calls:	\$0.26	\$21,840
Automatic referral** with Outbound Calls w/LHO Lactation:	\$0.29	\$24,360

*reporting information given only at the health plan level

** Anthem Blue Cross identifies and contacts the member via mail or email (the latter if member is registered on its website)

Kaiser

2018 Renewal Period (March 1, 2016-February 28, 2017): the maternity with complications claims totaled \$488,554. There were 17 admissions, averaging \$28,738 per admission.

March 1, 2016 - February 28, 2017

Maternity with Complications

Primary Medical Diagnosis Contributing to High Cost	Estimated	
	# of	Paid Amount
	Admits	Total
Other antepartum diagnoses w/MCC	1	\$12,187
Vaginal Delivery w/Complicating Diagnosis	7	\$124,737
Cesarean Section w CC/MCC	9	\$351,630

2019 Renewal Period (March 1, 2017-February 28, 2018): the maternity with complications claims totaled \$351,863. There were 12 admissions, averaging \$29,322 per admission.

March 1, 2017 - February 28, 2018

Maternity with Complications

Primary Medical Diagnosis Contributing to High Cost	Estimated	
	# of	Paid Amount
	Admits	Total
Cesarean Section w CC/MCC	8	\$281,247
Other antepartum diagnoses w/MCC	1	\$25,974
Vaginal Delivery w/Complicating Diagnosis	3	\$44,642

Periodic Utilization Report (August 1, 2017-July 31, 2018): the maternity with complications claims totaled \$418,143. There were 12 admissions, averaging \$34,845 per admission.

August 1, 2017 - July 31, 2018

Maternity with Complications

Primary Medical Diagnosis Contributing to High Cost	Estimated	
	# of	Paid Amount
	Admits	Total
Unassigned/UN-Groupable	0	\$102,203
Cesarean Section w CC/MCC	8	\$242,998
Other antepartum diagnoses w/MCC	1	\$26,293
Vaginal Delivery w/Complicating Diagnosis	3	\$46,649

Kaiser offers several classes and resources at no additional cost for its members, including:

- Pregnancy classes such as Preparing for Childbirth, Breastfeeding, and Newborn Care
- Infants and Toddlers Health Topics such as Caring for Your New Baby, Normal Growth and Development, Keeping Your Child Safe, Healthy Eating for Toddlers, Immunizations for Babies and Young Children, and Well Child Visits (Birth to 12 years)

Conclusion

Under Anthem Blue Cross, the last two years show a reduction of high cost maternity claims. The Kaiser claims show that the major complication claimants are averaging less than \$50,000 per admission. There are several no-cost resources available to members that pregnant women should be made aware of and thus it is recommended that each entity include this information on their website for easy access to these resources. Should the Board decide to implement the Anthem Future Moms program (not applicable for Kaiser members), the annual cost would range from \$13,400 to \$24,400. With the encouraging results of the case study and the relatively low cost of the Future Moms program to the SJVIA, it is Keenan's recommendation that the SJVIA consider implementing the Future Moms program for a minimum of two consecutive years. After two years, a review of annual high-risk maternity claims will be conducted to determine the success of the program.