Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Nancy Wharfield, M.D., Chief Medical Officer
            Kim Timmerman, MHA, CPHQ, Director of Quality Improvement

Re: Prenatal and Postpartum Care Visits During COVID-19

Date: May 19, 2020

The state Department of Health Care Services (DHCS) released outreach messaging and patient education resources and best practices, reminding providers of the importance of continued prenatal and postpartum care visits during the COVID-19 pandemic. Due to the higher risk of complications for pregnant and postpartum patients in general, outreach efforts and provision of educational resources to these patients is imperative during this time.

Messaging from Providers

Strategic Outreach to Patients
- Targeted messaging:
    - Consider using data to identify high risk patients.
    - Provide prenatal / postpartum visit due dates, wellness tips, and immunization reminders.
- Video communication:
    - Consider using telehealth to provide vital prenatal and postpartum obstetric services.
    - The U.S. Department of Health and Human Services (HHS) has provided guidance on health information privacy and telehealth remote communications.

Information Mediums for Outreach
- Flyers:
    - Promote the importance of continued care, wellness, and immunizations such as flu and Tdap.
    - Protect Yourself and Your Growing Family: California Department of Public Health's (CDPH) resource regarding immunizations for a healthy pregnancy.
- Share resources with patients:
    - Tips for Families: Coronavirus: Parenting resources, such as from Zero to Three.
    - Coronavirus (COVID-19), Pregnancy, and Breastfeeding: A Message for Patients: Frequently Asked Questions (FAQ) from the American College of Obstetricians and Gynecologists (ACOG).

Education for Patients

Virtual Learning:

- Consider virtual prenatal and birthing classes.
- Promote lactation consultations and learning via telehealth.

Use Information from the Centers for Disease Control and Prevention (CDC) to Educate Patients:
- Preventing illness during pregnancy amid COVID-19:
  - 10 Tips for Preventing Infections Before and During Pregnancy: Prevention and transmission of infection.
  - Pregnancy, Breastfeeding, and Caring for Young Children: COVID-19 risk during pregnancy, to the baby, prenatal care and more.
- What You Can Do: General information on how to avoid getting sick during COVID-19.

Thank you for continuing to serve our communities and protecting our mothers and children during this difficult time. For more information, contact the Quality Improvement Department at QualityImprovement@goldchp.org.