Recommendations During COVID-19

Prenatal and Postpartum Care Visits (Part 1)

All pregnant women, including those with confirmed or suspected COVID-19 infections, have the right to high quality care before, during and after childbirth including mental health care.

- World Health Organization

A Reminder of Resources for MCPs (Provider Focused)

Re-engineering Visits

- Curbside Visits:
  - Prenatal checks for BP, flu and Tdap immunizations, fetal heart rate and counseling.
  - Postpartum checks for BP, wound checks, depression screening and reproductive counseling.

- Multidisciplinary Approach:
  - Use of doulas and community health workers as trusted communicators and part of case management teams.
  - Use WIC partnership and referral assistance, accessing WIC foods.

- Home Prenatal BP Monitoring: Results and trend sharing with clinician/OB provider.

Practice Re-design

- Education: Use of short educational video snippets for members while waiting for provider in the exam room or wall posters on importance of immunizations in pregnancy.

- Share Stories/Testimonials: Use of real life stories or linking with influential peers to reinforce the importance of immunization in pregnancy.

- Practice Advisory during COVID 19: ACOG advisory on practices regarding management of pregnant women: assessment algorithm, and FAQ for providers. A webinar on COVID-19 Postnatal care. Assure members that they can safely continue to receive vital services.
Relevant Messaging

- Strategic Outreach:
  - Use data to identify high risk members for targeted messaging with prenatal/postpartum wellness tips and immunization reminders.
  - Use video communication to assure members they can safely continue to receive vital prenatal and postpartum OB services.

- Information Medium:
  - Use of flyers to provide importance of immunizations such as flu and Tdap.

Member Education

- Virtual Learning:
  - Virtual prenatal classes and birthing classes
  - Lactation consultant via telehealth

- Share information from CDC:
  - Ways to prevent illness during pregnancy amid COVID 19
  - Breastfeeding if sick with COVID-19 and frequently asked questions after birth.
  - Use member portal for educational messaging or for members to submit questions and encourage continuous conversation.

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