

Memorandum

To: Gold Coast Health Plan Primary Care Providers

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

Re: **World Prematurity Awareness Month**

Date: November 15, 2018

November is World Prematurity Awareness Month and organizations such as the World Health Organization (WHO) and March of Dimes take this opportunity to highlight the impact and prevention of preterm (premature) births. Long-term suffering, and in some cases, death, can result from a premature birth. Prevention is a key component in reducing these births and should be at the forefront of medical practice.

A preterm baby is born before 37 weeks of pregnancy, often resulting in low birth weight and a higher risk of long-term health problems. In the U.S., 1 in 10 babies are born too soon, ranking it as having one of the worst birth rates among high-resource countries. Evidence-based studies show that there are many risks to having a preterm birth and agree that women who get early and regular prenatal care check-ups have a higher chance of delivering a healthy and full-term baby.

The recommended prenatal care schedule for pregnant women is:

- Weeks 4 to 28 of pregnancy: One checkup every four weeks.
- Weeks 28 to 36 of pregnancy: One checkup every two weeks.
- Weeks 36 to 41 of pregnancy: One checkup every week.

Gold Coast Health Plan (GCHP) Quality Improvement Efforts

GCHP would also like to shed light on this health issue and share its quality improvement efforts to prevent premature births and provide continuous care for newborns.

Healthcare Effectiveness Data and Information Set (HEDIS®) Prenatal and Postpartum Care Measure (PPC)

GCHP tracks and reports the HEDIS® performance metrics for the PPC measure to the National Committee for Quality Assurance (NCQA) and the state Department of Health Care Services (DHCS) annually.

The PPC measure looks at prenatal and postpartum visits in the following ways:

- *Timeliness of Prenatal Care.* The percentage of deliveries that received a prenatal care visit as a member of the organization in the first trimester, on the enrollment start date, or within 42 days of enrollment in the organization.

- *Postpartum Care.* The percentage of deliveries that had a postpartum visit on or between 21 and 56 days after delivery.

Table 1: PPC HEDIS® Rates 2015 - 2017

Prenatal and Postpartum Care	2015 MY	2016 MY	2017 MY	2016-2017 Rate Difference
Timeliness of Prenatal Care	82.24	84.18	82.45	↓ 1.73
Postpartum Care	59.12	65.45	68.35	↑ 2.90

Click [here](#) to access the GCHP tip sheet with coding information for this measure or go to the Plan's website, www.goldcoasthealthplan.org, and go to Providers > Resources > HEDIS® > HEDIS® Measure: Prenatal and Postpartum Care (PPC).

Postpartum Member Incentive

GCHP offers a member reward of a large pack of diapers to moms who complete a postpartum care exam within the first 3 to 8 weeks of delivery.

You can find the flyer for this member reward on the GCHP website under Members > Resources > Member Rewards. You can also click [here](#) to view the flyer and print it out for members who you believe may be eligible.

If you have any questions about the PPC measure or the postpartum member incentive, please contact GCHP's Quality Improvement Department at hedis@goldchp.org.