

## ***2020 Annual Forum***

### **Maternity Care in Crisis**

**Tuesday, November 10, 2020 | 2:00 PM- 3:00 PM ET**



**Blair Dudley**  
**MODERATOR**

Sr. Manager  
Maternity Transformation  
Pacific Business Group on Health



**Jamila Pleas**  
Founder  
Her Birthright



**Melissa Real**  
Director, Americas Benefits  
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**Desiree McCarthy-Keith, MD**  
SGF Atlanta, Medical Director  
Shady Grove Fertility



**#NatAllForum**

# Maternity Care In Crisis

Transforming the System for High Value Maternity Care

# Maternity Care Trends in the US

Lack of comprehensive, coordinated care



Poor  
outcomes

Fragmentation

Painful  
disparities

Fee for Service System

# Promoting High Value Maternity Care

How Employers Can Influence the Marketplace



**Pay for care differently:** align payment with outcomes



**Engage your provider network:** to improve maternal outcomes (promote utilization of midwives, reduce C-sections, increase behavioral health screening and treatment)



**Focus on patient-centered care:** improve the perinatal experience, educate and engage consumers in their care

# LISTEN TO HER



# LISTEN TO HER

- ❖ Self advocacy
- ❖ Own your voice
- ❖ Own your health
- ❖ Own your numbers
- ❖ CDC Hear Her Campaign, March of Dimes, Preeclampsia Foundation, Hospital classes



## LISTEN TO HER

- ❖ Shared decision-making
- ❖ L.I.S.T.E.N.
- ❖ Informed consent
- ❖ Participatory care
- ❖ Improved outcomes and satisfaction





# Leading mobile innovation for over 30 years

Digitized mobile communications



Analog to digital

Redefined computing



Desktop to smartphones

Transforming industries



Connecting virtually everything

Transforming how the world connects, computes and communicates



**National Alliance**  
of Healthcare Purchaser Coalitions  
Driving Innovation, Health and Value

Qualcomm

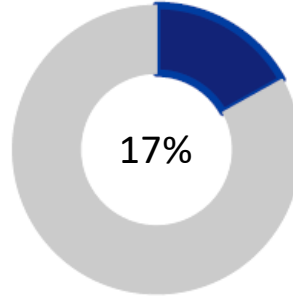




14,000+ U.S. Based



80% located in San Diego



Maternity is highest cost driver



Of which 52% are enrolled in a Premier Plan



80% male, avg age of 42



70%+ have 2.4 dependents on avg

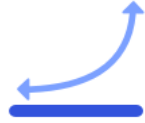


**Inventors. Dreamers. Doers.**

# Maternity Bundle Journey

	2018	2021	Beyond
Timing	Retrospective	Retrospective	Prospective
Administration	Claims administrator adjudicates and issues payment to individual providers (physician, facility, labs, etc.)		Health system manages provider/facility payment based on quality, experience, etc.
Population	Uncomplicated, singleton pregnancy	+ Twins Intermediate risk pregnancies	
Included	Prenatal care Delivery charges (single rate for C-section & vaginal) Anesthesia Single baby charges	+ Labs Ultrasounds 6 months post-partum	Explore inclusion of newborn care
Excluded	Post-delivery complications Readmission NICU or newborn complications Labs Ultrasounds	Post-delivery complications Readmission NICU or newborn complications	TBD
Quality Metrics	C-Section Patient Experience VBAC Elective early deliveries	+ Depression screening Midwife utilization Newborn related measures - VBAC and elective early deliveries	+ Depression follow-up Midwife expansion

## Successes



- Worked with our existing claims administrator eliminating need for third-party vendor
- Launched bundle as planned on January 1, 2018
- Although not included in the bundle, added coverage for doulas starting in 2019
- At the end of 2019, 316 pregnancies had been processed through the bundle
- Significant improvement and expansion of the bundle for 2021
  - Midwife expansion
  - Maternal mental health
  - 6-months post-partum
  - Newborn health metrics
- Plans to provide onsite lactation support post-COVID

## Challenges



- Developing deeper knowledge of medical billing and claims processing including understanding Medicare and DRG coding/pricing
- Claims administrator system constraints, which required the first-generation bundle to be split into multiple parts – Professional and Facility
- Deferred inclusion of some labs and ultrasounds in initial launch due to variation in pricing and/or frequency
- Limited examples/case studies to learn/draw from
- Out of network providers with limited or no competition – i.e. anesthesia
- Compliance requirements regarding EOBs and HDHPs

# Improving Access to Infertility Care

Desireé M. McCarthy-Keith, MD, MPH

Medical Director, SGF-Atlanta

# TOP FERTILITY MYTHS



Infertility is just a female problem.



I'm healthy so age doesn't matter.



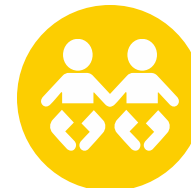
Fertility treatment is not affordable.



The only fertility treatment option is IVF.



I am the only one having trouble getting pregnant.



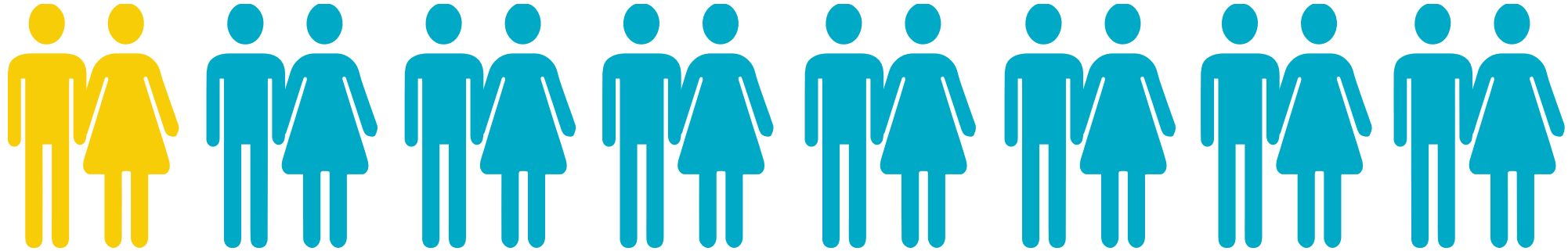
Fertility treatment always means multiples.



If you just relax, you will get pregnant.

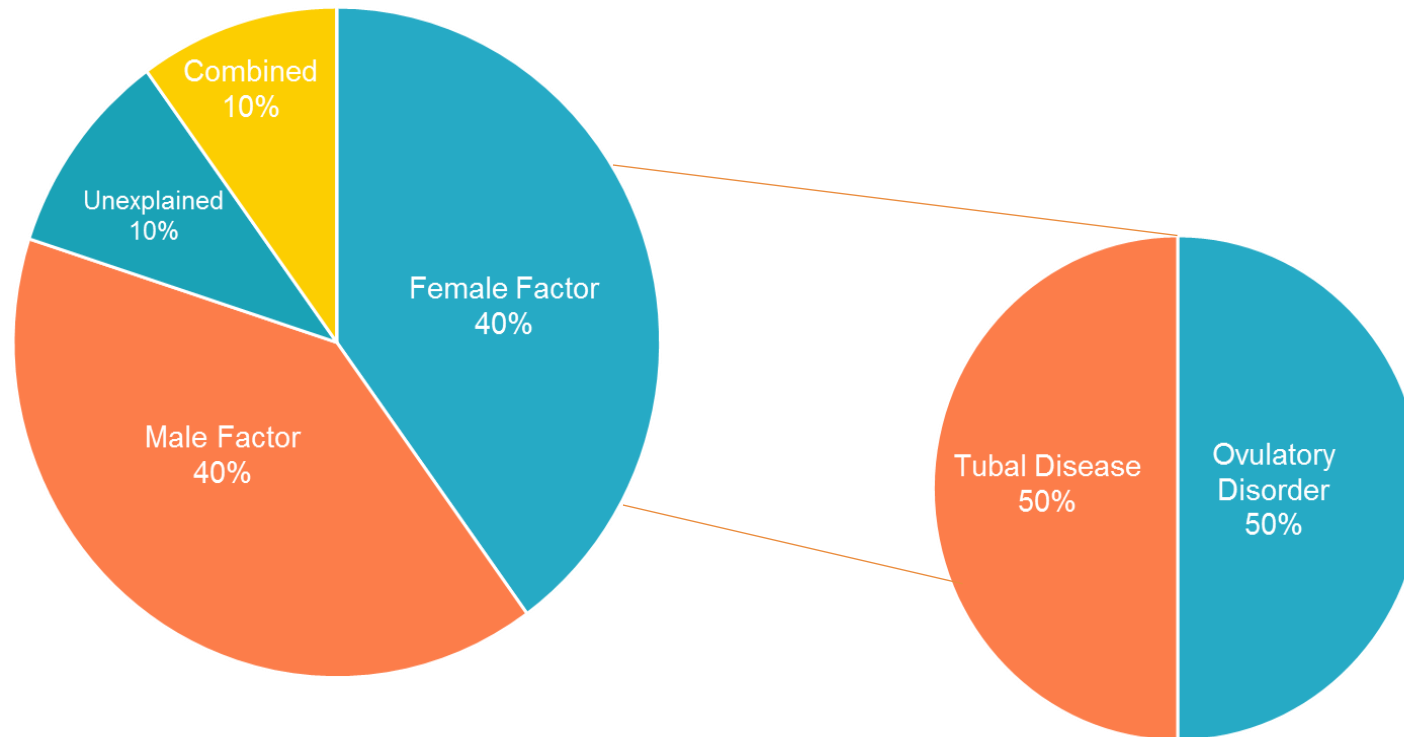
# THE REALITY... INFERTILITY IS COMMON

1 in 8 couples of reproductive age will experience infertility and need help in order to conceive.



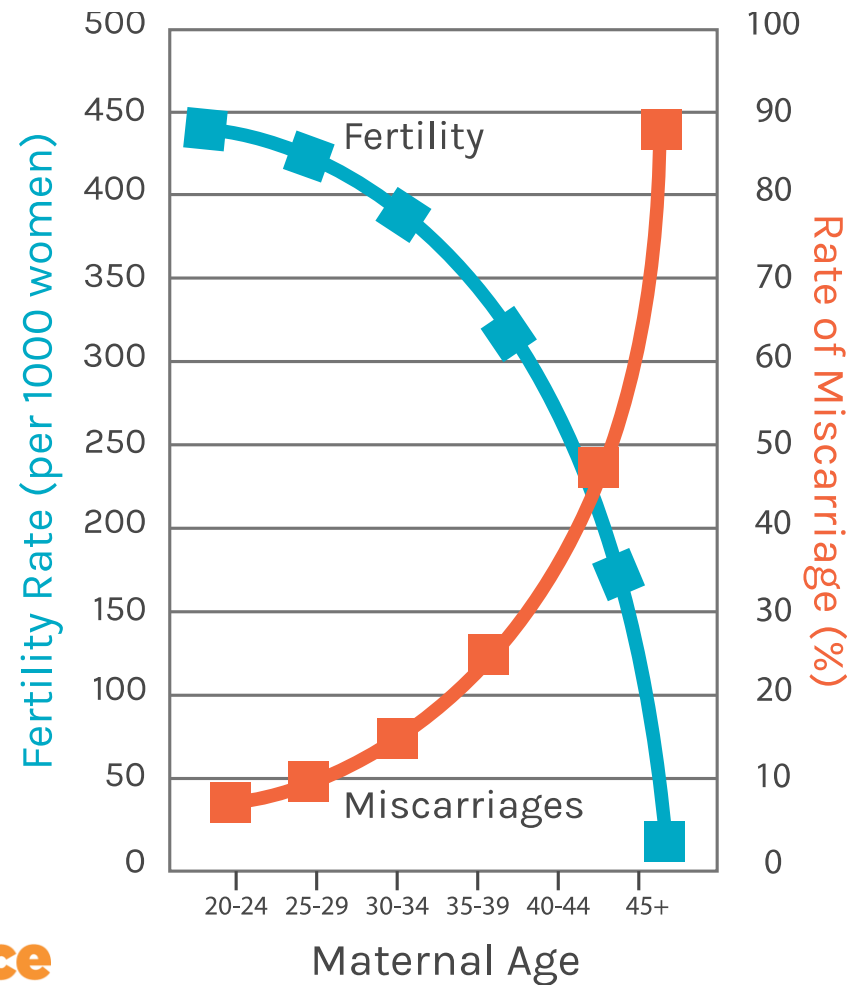
- Everyone knows someone who has had trouble conceiving.
- An equal number of men and women have infertility.

# CAUSES OF INFERTILITY





# AGE AND FERTILITY POTENTIAL



# CAUSES OF INFERTILITY THAT DISPROPORTIONATELY AFFECT BLACK WOMEN

Many of the issues facing Black women are medical

- uterine fibroids
- blocked fallopian tubes
- obesity
- advanced age

Black women are underrepresented among women receiving infertility care

Black women tend to wait longer to seek fertility treatment, so age becomes an even bigger factor.

# WARNING SIGNS THAT WARRANT SEEING A SPECIALIST SOONER

IRREGULAR  
PERIODS

PCOS/  
ENDOMETRIOSIS

VASECTOMY/  
TUBAL LIGATION

MALE  
FACTOR

2 OR MORE  
MISCARRIAGES

AMH LEVEL  
<1.0

Regardless of ethnicity, it's never too early to start thinking about fertility and knowing when to seek help from a fertility specialist.

## 4 SIMPLE TESTS TO DIAGNOSE INFERTILITY

Test	Answers Key Questions	Possible Diagnosis
Blood Test	Are you ovulating?	PCOS, Ovulatory Disorder
Ultrasound	Are there any obstructions in the uterus that could prevent implantation?	Fibroids
HSG	Are your Fallopian tubes open and healthy?	Tubal Disease, Obstructions, Anatomical Issues
Semen Analysis	Are the sperm normal in number and function?	Sperm production disorders, obstructive problems, immune system disorders

### Other Common Causes of Infertility:

Endometriosis, Advanced Age, Premature Ovarian Failure, Recurrent Pregnancy Loss, Secondary Infertility

# FACTORS THAT IMPACT CHANCES OF SUCCESS

- ⬢ Diagnosis
- ⬢ Age
- ⬢ Lifestyle Factors
- ⬢ **ACCESS TO CARE**

## IN SUMMARY:

- 1 in 8 couples will experience infertility
- Black women are disproportionately affected in incidence, access and outcomes
- Fertility treatment is time sensitive
- Infertility care = essential care



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THANK YOU



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