

# **RECOMMENDATIONS DURING COVID-19**



### PRENATAL AND POSTPARTUM CARE VISITS

**(PART 1)** 

Il pregnant women, including those with confirmed or suspected COVID-19 infections, have the right to high quality care before, during and after child-birth 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:

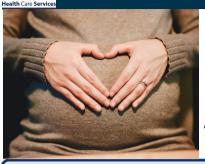
- Use of <u>doulas and community health workers</u> as trusted communicators and part of case management teams.
- Use WIC partnership and referral assistance, accessing WIC foods.
- ► Home Prenatal BP Monitoring: Results and trend sharing with clinician/OB provider.

### Practice Re-design

- ► Education: Use of short educational video snippets for members while waiting for provider in the exam room or <u>wall posters</u> 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.



# **RECOMMENDATIONS DURING COVID-19**



### PRENATAL AND POSTPARTUM CARE VISITS

**(PART 2)** 

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

- World Health Organization

## A REMINDER OF RESOURCES FOR MCPs (MEMBER FOCUSED)

### Relevant Messaging

### ► Strategic Outreach:

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

#### ► Information Medium:

- <u>Use of flyers</u> to provide importance of immunizations such as flu and Tdap.
- Share resources: <u>self-care guide and activi-</u> ties for children to cope with COVID-19.

### Member Education

- ► Virtual Learning:
  - Virtual prenatal classes and birthing classes
  - Lactation consultant via telehealth
- ➤ Share information from CDC:
  - Ways to <u>prevent illness</u> during pregnancy amid COVID 19
  - <u>Breastfeeding</u> 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.