



HCA office hours

Midwife survey results
November 17, 2023

Agenda

- ▶ Overview of IMI Midwifery Learning Collaborative
- ▶ Objective
- ▶ Process
- ▶ Results
- ▶ Reflection and next steps

National Medicaid & Midwifery Learning Collaborative

Project Objectives

1

Support a deeper, structured discussion on key topics to promote birth equity.

2

Increase the uptake of key concepts that are critical.

3

Provide learning opportunities, strategic planning, and capacity building.

4

Develop and implement models grounded in birth equity.

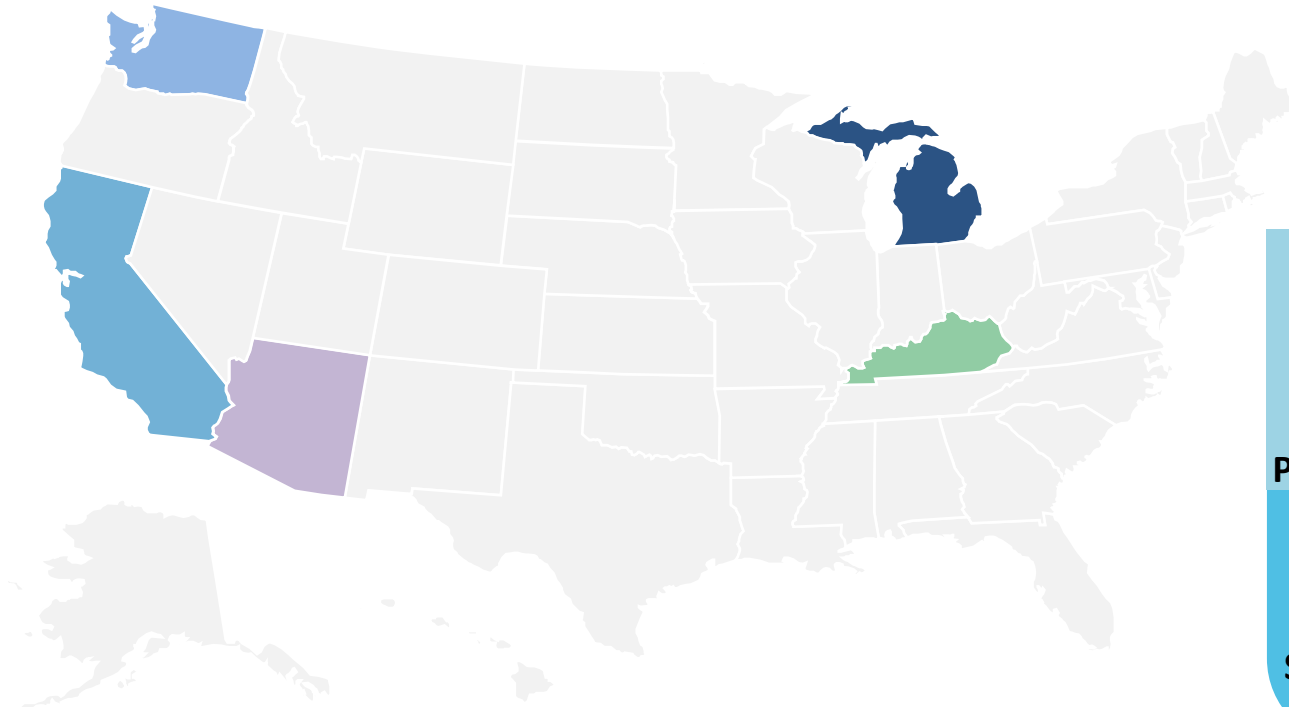
5





Identify opportunities and solutions that support equitable access.

6

Provide technical assistance, shared learning opportunities, and consultations.

MLC State-Based Teams



 <p>Midwifery/ Provider Groups</p>	 <p>Medicaid Health Plans</p>
 <p>State Medicaid Agencies</p>	 <p>Community/ Advocacy Groups</p>

Identifying priorities

- ▶ Ensure Apple Health (Medicaid) members are aware of options and benefits for midwifery care
- ▶ Establish equitable reimbursement
- ▶ Explore contributing factors to lack of access in communities across Washington to midwifery care
- ▶ Address barriers to contracting and billing (Medicaid and MCOs)
- ▶ Address lack of ancillary services with some midwifery models and hybrid or coordinated models to meet client needs

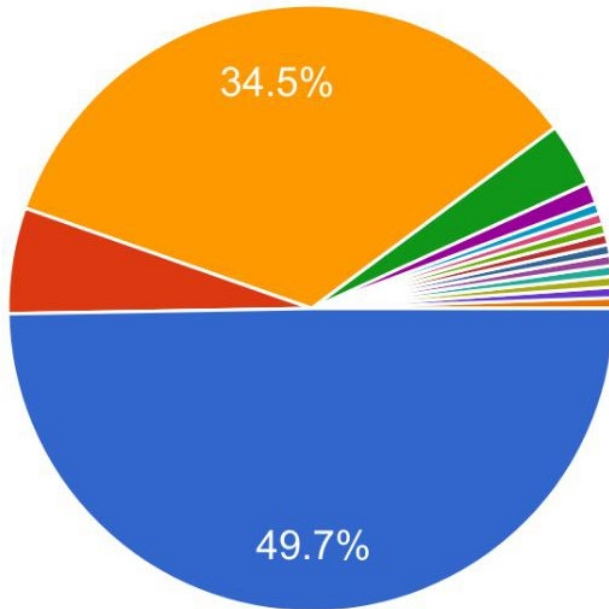
IMI Washington team initial priorities

- ▶ “Ensure Medicaid members are aware of options and benefits of ancillary care.”
- ▶ IMI Washington team seeks to understand from midwives across the state how their clients are hearing about midwives.

Process

- ▶ IMI Washington team designed survey
- ▶ Survey dates: May 24-July 4
- ▶ 177 responses
- ▶ Client survey was delayed
- ▶ Client survey open until November 22 in six languages

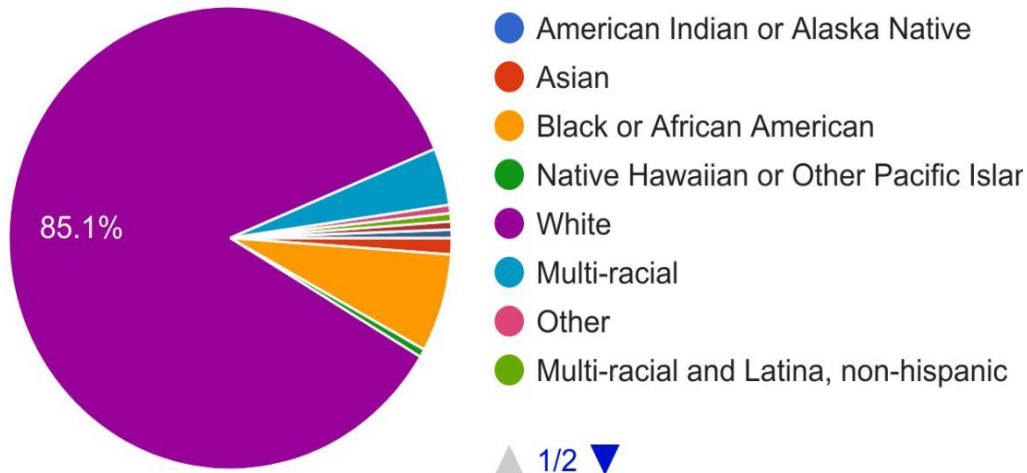
Respondent demographics: practice type



- Hospital based (births at the hospital)...
- Community based (births at home or f...
- Community based (births at home or f...
- Blended LM/CNM practice
- Planned Parenthood
- Blended LM/CNM practice, communit...
- CNM currently doing bodywork not pr...
- Homebirth only CPM LM practice

- ▶ 90% top 3
 - ▶ Hospital-based (50%)
 - ▶ Community LMs (35%)
 - ▶ Community CNMs (6%)
- ▶ Other categories
 - ▶ Non-pregnancy activities such as Planned Parenthood
 - ▶ Fertility
 - ▶ Bodywork
 - ▶ Education and consultation
 - ▶ GYN

Respondent demographics: race and ethnicity



- ▶ 85% white
 - ▶ Of which 56% are hospital CNMs and 30% are community LMs
- ▶ 7% Black
 - ▶ Of which 67% are community LMs
- ▶ 4% multi-racial
- ▶ 96% non-Hispanic

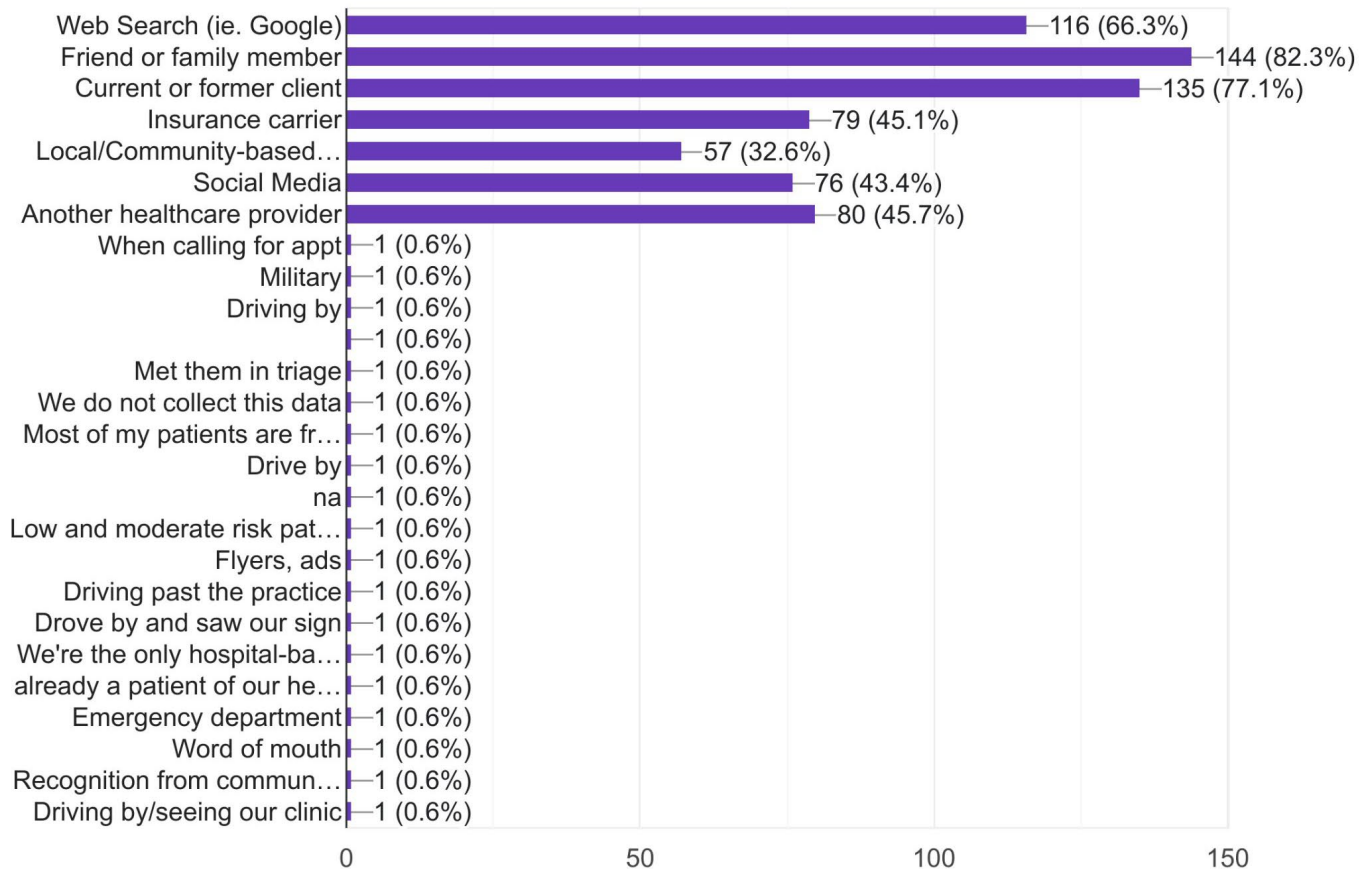
Client demographics

- ▶ 36% of respondents indicated they serve specific communities of color
- ▶ Question: "Does your practice serve any specific communities of color?"
 - ▶ Nisqually and Squaxin people / Native American / Colville tribe members
 - ▶ Hispanic / Latinx / Guatemalan / Mexican
 - ▶ Farmworker (migrant / resident)
 - ▶ BIPOC / African American / Black
 - ▶ Incarcerated patients (Purdy)
 - ▶ Middle Eastern, Afghanistansians
 - ▶ Immigrant / refugee communities including Somali, Ethiopian, Eritrean, West African, Central American
 - ▶ Undocumented (primarily Latine/Latinx) immigrants and those seeking asylum

Client demographics observations

- ▶ 55% are large practices with over 100 clients per year
- ▶ 64% serve 50%+ Apple Health (Medicaid) clients
- ▶ 53% are hospital-based practices
- ▶ 31% are community LMs
- ▶ 91% of these practices find clients via word-of-mouth

Acquisition channels



Acquisition channels (continued)

- ▶ Question: "How do your clients find you?"
 - ▶ 95% via word-of-mouth
 - ▶ No significant difference in word-of-mouth by payer mix or practice setting
 - ▶ 68% via digital acquisition
 - ▶ Practices with <50% Medicaid clients tend to use Google and social media as a means for acquisition (83% vs. 70%)
 - ▶ Community LMs use digital acquisition far more than hospital practices (97% vs. 64%)
 - ▶ 47% via insurance
 - ▶ 45% via other providers
 - ▶ No difference by practice setting or type of midwife
 - ▶ 33% via CBOs
 - ▶ 4% "driving by"
 - ▶ #1 channel was word-of-mouth (65%), followed digital acquisition (33%)

Midwifery awareness by payer type

- ▶ 38% of respondents indicated there are differences between Apple Health and commercial clients
- ▶ Lack of awareness regarding coverage
 - ▶ “Our Medicaid eligible patients rarely know what a CNM is.”
 - ▶ “Most Medicaid insured are more likely to assume we don't take their insurance”
 - ▶ “Most find me through the internet and are often surprised to learn I take Medicaid”
 - ▶ “Many Medicaid clients don't think they can afford us, so they only learn they can through family and friends”

Midwifery awareness by payer type (continued)

- ▶ Differences by acquisition channel
 - ▶ “More community awareness of midwives in privately insured patients”
 - ▶ “Medicaid probably more often finds us through Google than from their insurance carrier”
 - ▶ “Medicaid clients mostly hear about us via their insurance carrier”
 - ▶ “Commercial search for provider through insurance. Medicaid through Google”
 - ▶ “Medicaid client; word of mouth/ Hx of experience with us; private ins- other healthcare provider or web site”
 - ▶ “Medicaid clients are more likely to hear about me from a CBO”

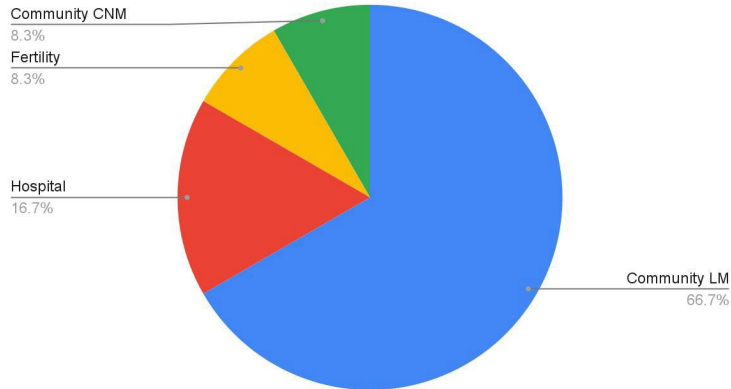
Midwifery awareness by payer type (continued)

▶ Other

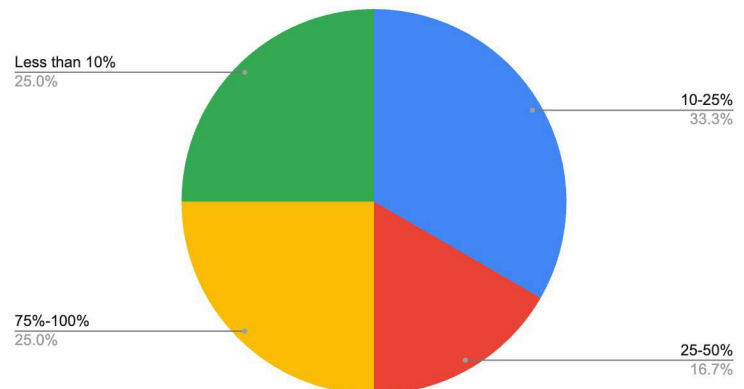
- ▶ “Medicaid patients are encountered in an urgent need situation. It is reactive and not preventative or proactive”
- ▶ “There is a vast difference between some medicaid clients who avoid getting married and partnered with small business owners (who qualify for Medicaid) and the families who are on assistance and often have much fewer resources”
- ▶ “the issue is not that Medicaid families can’t find midwives, the issue is that midwives are dropping like flies and can’t afford to take on Medicaid clients!
- ▶ “Reimbursement MUST be substantially improved. The itty bitty hike we just got is not enough!”

Black midwives in Washington

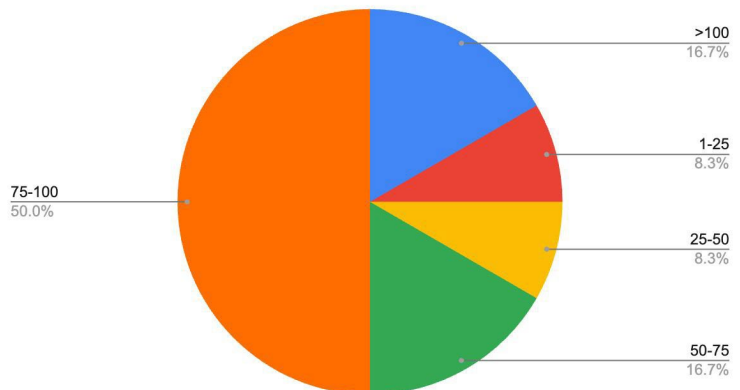
Practice type



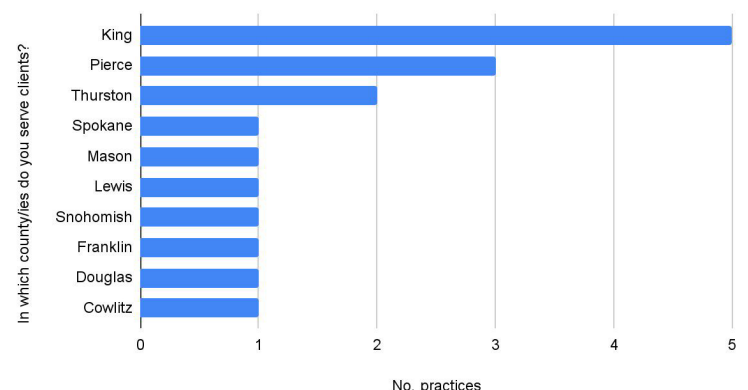
% Medicaid served



Annual birth volume



Counties served



Black midwives in Washington (continued)

- ▶ Only 12 of 175 respondents (7%) identify as Black or African American
- ▶ Question: "Does your practice serve any specific communities of color?"
 - ▶ 3 practices explicitly serve Black or Middle Eastern populations.
 - ▶ All 3 of these have a predominantly Medicaid mix of 75-100%

Questions and reflections

Current work and next steps

- ▶ Client survey pending
- ▶ Opportunities for applying what we learn from surveys
- ▶ Updated, align, and improve existing information and resources: HCA and MCOs
- ▶ Partnership with MCOs
- ▶ Thinking about targeted education and awareness campaign
 - ▶ Approach
 - ▶ Audiences
 - ▶ Format



Contact

Beth Tinker
Clinical Nurse Specialist
beth.tinker@hca.wa.gov