

Annual Report on Postpartum Health

Substitute Senate Bill 5068; Section 2(8); Chapter 90; Laws of 2021

July 9, 2025

Legislative summary

The Health Care Authority (HCA) submits this report in response to Senate Bill (SB) 5068:

The managed care organizations contracted with the authority to provide postpartum coverage must annually report to the legislature on their work to improve maternal health for enrollees, including but not limited to postpartum services offered to enrollees, the percentage of enrollees utilizing each postpartum service offered, outreach activities to engage enrollees in available postpartum services, and efforts to collect eligibility information for the authority to ensure the enrollee is in the most appropriate program for the state to receive the maximum federal match.

Background

SB 5068, focusing on improving maternal health outcomes, directed Managed Care Organizations (MCO) to provide annual reports documenting quality and health monitoring efforts for pregnant persons and their children. These MCO annual reports provide a summary of activities MCOs engaged in to improve health in the postpartum period now that their members have After-Pregnancy Coverage (APC) for 12 months following the end of a pregnancy.

HCA created a template called the Annual Postpartum Health report for the MCOs reflecting requirements in SB 5068 to inform the legislature. Additionally, HCA disseminated guidance with specific reporting details for each topic requested by the legislature to ensure the data being reported correctly captured the intent of the bill language and provided comparable data across the MCOs.

The reporting templates from Coordinated Care (CC) Integrated Managed Care (IMC) and Integrated Foster Care (IFC), Community Health Plan of Washington (CHPW), Molina Healthcare of Washington (MHW), UnitedHealthcare (UHC) Community Plan, and Wellpoint (WLP) were received and reviewed by subject matter experts. The key findings and recommendations are summarized below.

Executive summary

In the summer of 2024, the Department of Health held listening sessions with Apple Health (Medicaid) members. Global Perinatal Services, Ayan Maternity Healthcare Support, Hummingbird Indigenous Family Services, and WithinReach helped recruit participants and facilitate the listening sessions. The listening sessions revealed many MCO enrolled members did not know about the resources and the associated benefits provided with APC.

The data collected by MCOs in Annual Postpartum Health report templates regarding utilization of incentives, services, and screenings reflects the lack of awareness and thus low utilization of the benefits and resources. The insights from the listening sessions have been shared with the MCOs. Additionally,

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many of the outreach efforts the MCOs reported on are standard procedures the MCOs have been historically doing.

To produce this report HCA requested data from the five MCOs. HCA determined that under the broad category of “postpartum services” in SB 5068 to be included in the annual legislative report the following categories are of the most interest and the most meaningful:

- Primary care provider (PCP) utilization,
- Postpartum depression screening for Adults (PDS-AD) and Children (PDS-CH),
- Care coordination services received,
- Postpartum appointments attended (PPC2),
- Behavioral health and substance use disorder services utilization,
- Emergency department utilization, and
- Utilization of value-added benefits.

The data received for this year’s initial report was incomplete and inconsistent across the MCOs making an informative and clear data summary unachievable. We recognize that being the first year of this request there is a learning curve, and we plan to partner with the MCOs, address barriers and improve the data being reported for next year and beyond. HCA remains interested in tracking the utilization of the bullet categories above to monitor and improve postpartum health and will request the same data for next year’s report. HCA will work with the MCOs to develop their enhanced outreach efforts aimed at improving postpartum utilization of these services by their members. Further, HCA and the MCOs will take the following actions:

- Technical assistance will be provided in 2025 for the MCOs on the Annual Postpartum Health reporting requirements.
- HCA will receive standardized reports from MCOs and collect comparable data.
- MCOs will provide analysis of the birth doula benefit on overall postpartum health and service utilization.
- MCOs will provide focused efforts to educate and engage members and providers about APC.

Findings from the five MCOs

I. Improvement outcome: Postpartum services offered to enrollees and percentages of enrollees utilizing each postpartum service offered.

Review of reported data suggests that primary care provider utilization, postpartum depression screening, mental health services utilization, engaged care coordination, and postpartum follow up remain low with little change from June 2022-June 2024. While emergency department (ED) utilization in the year postpartum was reported to be at 37% for CHPW and 46% for Molina Healthcare, and for Coordinated Care ED utilization is at 23% in 2023-2024 with little change year after year. UnitedHealthcare and Wellpoint only reported data on value-added benefit utilization.

- **Utilization of doula care**

Doula care is received primarily during the perinatal period, which is the period before, during, and the few weeks after birth. Although this report focuses on the 12 months of APC, the impact of doula care in the perinatal period can vastly improve outcomes in the postpartum period. MCOs reported incorporating access to doula care for pregnant members within the last two years to support better birth outcomes. The Apple Health (Medicaid) Birth Doula benefit was implemented on January 1, 2025. As utilization of doulas increases in the state, it will be important to continue to examine overall engagement with postpartum services as well as the Postpartum Compliance HEDIS measure (PPC2-AD), and other perinatal metrics/outcomes.

- Selected highlights from the MCO's unique reports:
 - **Wellpoint** partnered with The Center for Indigenous Midwifery and funded a doula training program for a cohort of 29 Black, Indigenous, and People of Color (BIPOC) participants. Five of the 29 participants from this training are providing doula services through the Open Arms Doula Pilot.
 - **Molina Healthcare** partnered with Hummingbird Indigenous Family Services in 2023 to fund no-cost access to doula services for Indigenous families in Snohomish, King, and Pierce Counties. Members engaged in services through Hummingbird also had access to culturally responsive home visitation services and lactation support prenatally as well as throughout the postpartum period.
 - **UnitedHealthcare** provided members with two additional postpartum visits as part of their doula pilot to offer more support in the postpartum period.

II. **Improvement Outcome: Outreach to engage members in postpartum services:**

Selected highlights from the MCO's unique reports:

- **Coordinated Care** identified several outreach activities.
 - The Start Smart for Baby program performs telephonic outreach to all pregnant members to complete a Notice of Pregnancy (NOP) assessment.
 - During the completion of this assessment all members are informed of the APC benefit and given the Washington State Health Care Authority number to call and apply for APC benefits.
 - The Coordinated Care quality assurance department does active outreach calls to all post-delivery members to remind them and assist if needed to obtain their postpartum follow up appointment.
 - The Coordinated Care Start Smart for Baby care management staff perform outreach calls and provides Start Smart for Baby delivery and newborn mailings for all deliveries with reminders for postpartum visits and all the post-natal goals to be completed in postpartum period. Start Smart for Baby members also receive text reminders for postpartum visits.
 - Coordinated Care's outreach also included 1:1 member outreach, member incentives, provider education, CPT II Code, tracking the Prenatal and Postpartum Compliance (PPC2) measure resource PowerPoint, and provider portal improvements for analytics that enable daily updates to aid in early identification of pregnant members.

- **Community Health Plan of Washington** reported postpartum care coordination efforts that included targeted outreach for substance use disorder support and connection to services, active outreach through the care management program for care coordination services, assessment of needs, financial incentives, and virtual care.
 - Community Health Plan of Washington also reported several new strategies directed at improving postpartum health and engaging members in postpartum services. Community Health Plan of Washington created a Health Disparities Report (HDR) that stratified 8 health equity measures by combined race/ethnicity and language.
 - Community Health Plan of Washington is utilizing the data from the HDR as well as the Healthcare Effectiveness Data and Information Set (HEDIS) Postpartum Compliance (PPC2) measure to inform health equity focused interventions. Community Health Plan of Washington is also addressing health equity through the Equity Transformation Incentive (ETI) program with Federally Qualified Health Centers (FQHC).
 - This program provides additional capacity-building funds to support a health equity focused project in 2025. FQHCs who choose to participate in this health equity program will also receive peer-to-peer learning and technical assistance support from the Community Health Plan of Washington.
 - By 2026, the Community Health Plan of Washington aims to further incentivize advancing health equity by rewarding FQHCs who can reduce disparities in care in the 8 prioritized measures included in the HDR.
- **Wellpoint** reported their program Taking Care of Baby and Me offers care coordination, a Wellpoint app called My Advocate, that provides assistance and resources to members, case manager outreach, and if members opt into case management further assistance scheduling appointments. Wellpoint also reports a texting campaign through mPulse and outbound calls with live agents to engage members.
 - To engage and educate providers, Wellpoint has an obstetrics (OB) practice consultant that works with providers to improve postpartum metrics.
 - Wellpoint has quality monitoring/provider success monthly/quarterly conversations about month over month reporting in real time to identify opportunities for improvement and engagement.
 - Wellpoint also identified provider interventions aimed at care gap reports, and expected delivery date reports to enhance care coordination and postpartum follow up appointments.
- **UnitedHealthcare** reported outreach attempts to pregnant members and additional outreach attempts in the postpartum period to inform members about APC benefits and services. The Health First Steps program offers care coordination, value added benefits as well as incentives for attending postpartum appointments.
 - The Maternal Health Program manager presented available programs and benefits to provider groups, other stakeholders and community groups as often as possible. The manager attended community health worker meetings, maternity support services meetings, community health events such as Baby Lounges in Pierce County and various baby showers, substance use disorder events, and other member-facing events.

- **Molina Healthcare** reported that all members who have delivered but are not engaged with their pregnancy care provider for postpartum follow-up are identified for outreach. A Molina team member can support them in accessing care postpartum through personalized calls or mailings. These members are also flagged with an alert if the member reaches out to any Molina team, the Molina staff member can respond to their immediate need and then connect the member with someone who can support them in navigating access to postpartum care resources.
 - Members can access telehealth for appointments. Members receive mailed information, as well as text outreach, if they have opted in to that service. Members are educated on rewards associated with postpartum follow-up care.
 - In 2022 and 2023, Molina partnered with organizations serving pregnant people and families with young children to facilitate community baby showers and health fairs.
 - Molina hosts regular Community Conversations with Molina members as well as community partners who support their members, specifically focusing on the experience of members in accessing care during and within the year after pregnancy. These small group conversations take place in partnership with trusted community partners. Community partners who Molina has collaborated with include Women, Infants, and Children (WIC) offices, Nurse-Family Partnership programs, parenting programs, birth centers, local health departments, and other community trusted organizations who work closely with pregnant people and their families throughout the perinatal timeframe. Feedback received in these sessions has been used to support the increased utilization of care within the year postpartum for pregnancy and non-pregnancy related services.

III. Improvement Outcome: Efforts to collect eligibility information for the HCA to ensure the enrollee is in the most appropriate program for the state to receive the maximum federal match.

MCO	APC Eligible	Not APC Eligible
Coordinated Care	June 1, 2022 – June 30, 2024 22%	June 1, 2022 – June 30, 2024 95% covered by a different Apple Health plan
Community Health Plan of Washington	June 1, 2022 – June 30, 2024 44%	June 1, 2022 – June 30, 2024 56%
Wellpoint	Did not report on this specific data	Did not report on this specific data
UnitedHealthcare	Did not give a timeframe: Reported 29.7% of eligible members on APC	Did not report on this specific data

Molina Healthcare	2022 - 2023	2022 – 2023
	5112 (35%)	14,606 (65%)
	2023 - 2024	2023 - 2024
	2952 (32%)	9,225 (68%)

Selected highlights from the MCO's unique reports:

- **Community Health Plan of Washington**
 - Members not covered by APC were identified to have other health care coverage. The Recipient Aid Category (RAC) codes related to other eligibility categories, such as Categorically Needy Modified Adjusted Gross Income (MAGI) Parent/Caretaker Medicaid; adult, Alternative Benefit Plan MAGI adult Medicaid; single adults/parents/caretakers; income <133%, Categorically Needy Medicaid Blind/Disabled; Supplemental Security Income (SSI) cash eligible were noted for the members that were not eligible for APC.
- **Wellpoint** reported that they use multiple channels to identify members for OB Case Management and related programs.
 - State Enrollment Data: Members flagged for pregnancy are referred for risk screening and OB Case Management.
 - Manual referrals
 - Claims Data: Nightly queries search for pregnancy-related codes.
 - Continuous Case Finding: Daily evaluations of the Medicaid member population identify candidates for OB management via targeted ICD-10 and CPT codes along with authorization data.
 - Predictive Modeling: Monthly, the Chronic Illness Intensity Index (CI3) uses demographic and claims data to create individualized risk profiles, helping direct and support case management efforts. Members identified through CI3 are referred to the OB Case Management program if deemed appropriate.
- **Molina Healthcare** reported they were working to identify the APC population within the membership through dashboards and reporting. To determine the current reporting period Molina looked at members who were not eligible for Medicaid prior to pregnancy and were enrolled with Molina for 1-year postpartum without a change in their Medicaid program. Those who were not covered by APC have transitioned to another Medicaid program based on a change in eligibility.

Access report templates

[Coordinated Care Annual Postpartum Health Report Template - IFC](#)

[Coordinated Care Annual Postpartum Health Report Template - IMC](#)

[Community Health Plan of Washington Annual Postpartum Health Report - 2024](#)

[Molina Healthcare Annual Postpartum Health Report - IMC - January 2025](#)

[UnitedHealthcare Annual Postpartum Health Report - 2024](#)

[Wellpoint Annual Postpartum Health Report - January 2025](#)

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