WYhealth Due Date Plus

Medicaid Innovations Forum
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Wyoming and its Rural nature

- Covering nearly 98,000 square miles

- 10th largest state, as measured by geographic area.

- Least populated state in the nation in 2015 at 586,107.

- One of two states in the nation to be considered a "frontier state." This designation defines a state, which has a population to land area ratio of less than six people per square mile.

- Wyoming has two metropolitan statistical areas and seven smaller micro-statistical areas. Seventy- three (73%) percent of the state's residents live in these nine communities and most of these communities are located near one of Wyoming's borders.

- These demographics create unique healthcare challenges, including physician recruitment, maintaining an adequate emergency medical service (EMS) system, and outmigration of residents who seek healthcare services in neighboring states.

Pregnancy Complications Drive Significant Cost

$9.3 Million

Annual costs for 195 premature births for 2015 - $47,700/ Newborn

Table 1. Summary of Outcome Measurements Between App and Non-App User Groups		
Claims	**Billed**	**Medicaid Paid**
Mothers	$8,671,864	$2,055,004
Newborns	$50,227,505	$7,247,492
Total	**$58,899,369**	**$9,302,496**

Mothers' Claims for Medical, Outpatient, Inpatient, and Pharmacy – 10 months prior to delivery date.
Newborns' Claims Medical, Outpatient, Inpatient, and Pharmacy – 12 months after birth
Source: Wyoming Medicaid Claims

Millennial Moms are Tech Savvy

90%

Millennial Moms make up **90%** of the 1.5M new mothers in 2014.
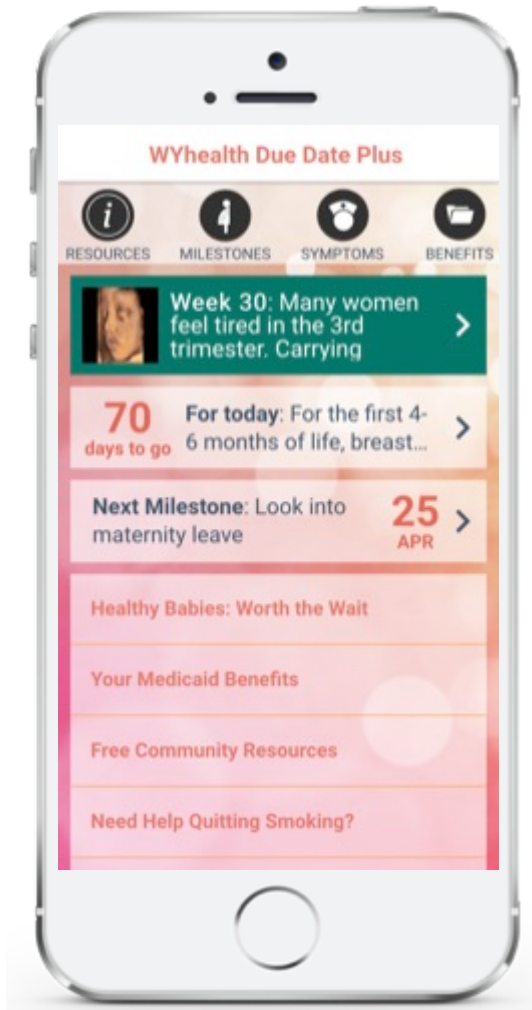
85% of all millennial moms own a smartphone, 20% of which only access the internet through their smartphone

Moms spend more than **6 hours** a day on their smartphone.

Wyoming is Harnessing the Smartphone to Address Pregnancy Complications

WYhealth Due Date Plus, a smartphone-based maternity program
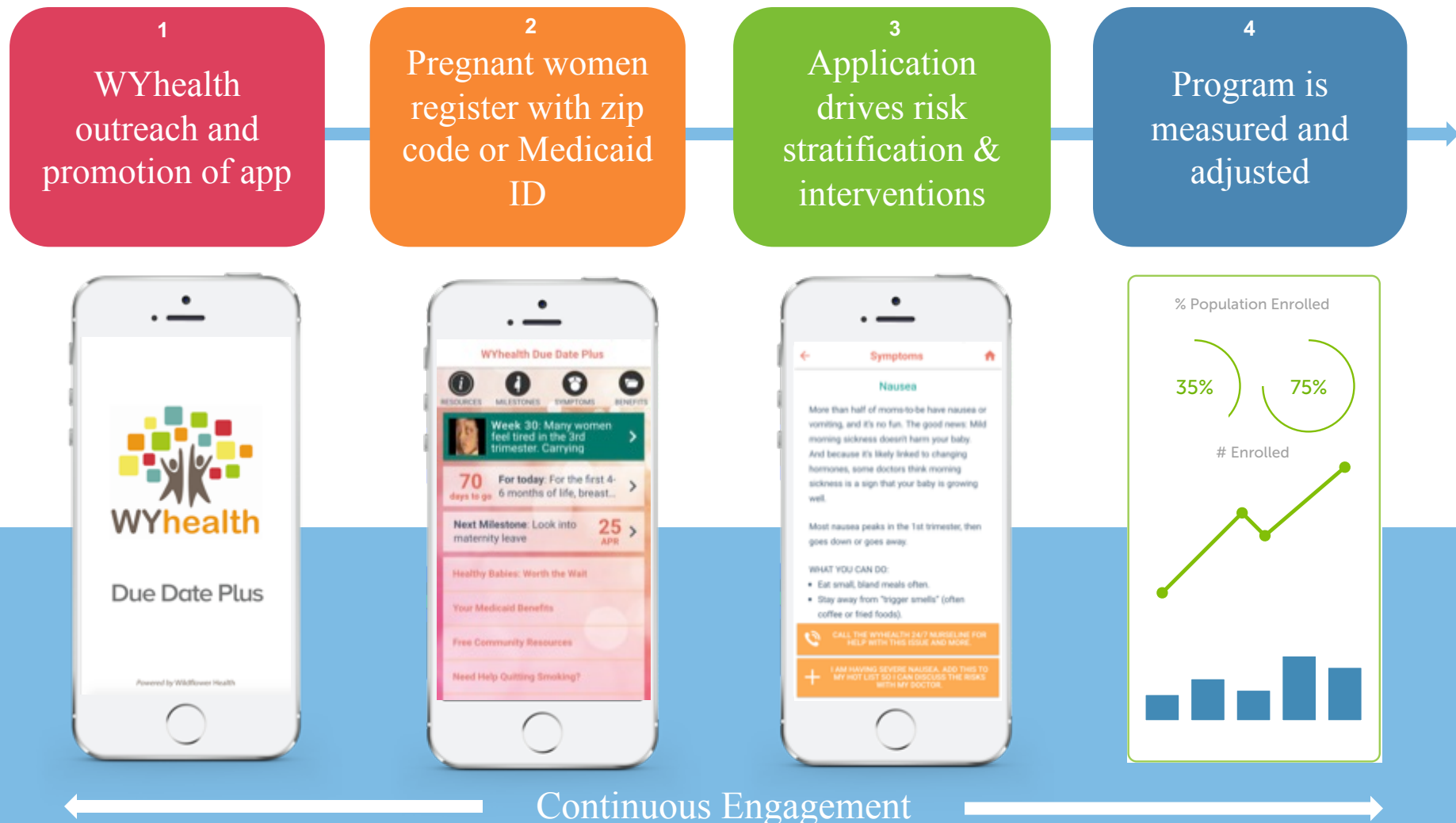
Launched statewide in January 2014

Application developed by Wildflower Health and configured for Wyoming

Application promotes:
- Wyoming pregnancy care management
- Wyoming public health nurses
- Find a provider in Wyoming
- State benefits such as travel assistance
- Local resources such as WIC centers

How it Works

1	2	3	4
WYhealth outreach and promotion of app	Pregnant women register with zip code or Medicaid ID	Application drives risk stratification & interventions	Program is measured and adjusted

Continuous Engagement

Outreach Conducted by Providers and Community-Based Organizations

Marketing Tactics

- Direct mail

- Inserts in enrollment packages and other mailers

- Referral tear-off pads for provider offices

- Email outreach

- SMS text messaging

- Web-based enrollment referrals

- Web-based promotions

- Social media and search engine marketing

- Events such as Community Baby Showers

For Wyoming Medicaid members, a free new pregnancy app:

Due Date Plus

WYhealth

Wyoming is proud to offer its Medicaid members a free new mobile app with lots of great features for a healthy pregnancy.

- week-by-week pregnancy guide
- weekly ultrasound videos
- find out about free resources in your local area
- save things to talk about at your next appointment
- over 50 health pregnancy areas
- click-to-call access to WYhealth's 24/7 nurse hotline
- look up symptoms and issues
- great tips to stay motivated and healthy
- how things you're feeling can affect your pregnancy
- daily countdown to help you get ready for baby

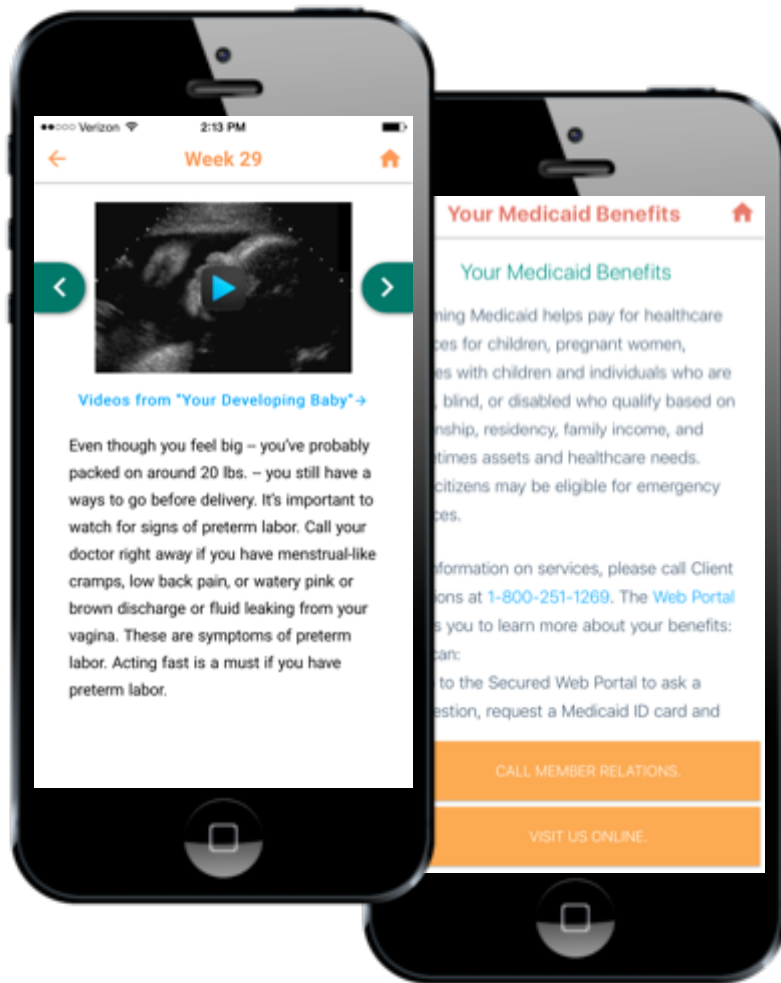Try it out! All you need to get started is your Medicaid ID number.

Wyoming Department of Health

Download at: WYhealth.net/pregnancy

GET IT ON Google play

Available on the App Store

The App Combines Consumer Features Configured for State Medicaid Health Resources

➤ Consumer features + health information

- Weekly / daily content
- Health milestones
- User-empowered health issue look-up
- Daily centering tool

➤ Configured for Wyoming Medicaid

- WYhealth branding
- Benefits information
- Program risk stratification
- Program care management referral
- Look up a provider such as OBs and pediatricians; locate nearest WIC, Head Start, and home visiting programs

➤ Appropriate for Medicaid populations

- Literacy level is customized
- Application is free of charge
- Access issues (works offline without data use)

WYhealth Due Date Plus Impact Summary

- More than 2,000 users since launch

- App registration percentage highest within the first trimester of pregnancy

- Statistically significant association between app use and completion of a prenatal visit at least six months prior to delivery

- Borderline significant association found between app use and low birth weight

WYhealth Due Date Plus Outcomes Study

By improving interventions and connections to preventative care, claims data analyses indicate that Due Date Plus users are statistically more likely to complete a first trimester prenatal visit– a critical HEDIS measure

Table 2. Summary of Outcome Measurements Between App and Non-App User Groups		
Outcome Measure [n (%)]	**App User Group** (N=85)	**Non-App User Group** (N=5,158)
Six-Month or More Prenatal Visit	60 (70.6%)	2,974 (57.7%)
C-Section	23 (27.1%)	1,405 (27.7%)
Low Birth Weight	2 (2.4%)	458 (8.9%)
NICU Admission	4 (4.7%)	289 (5.6%)

Note: "Impact of a Mobile Health Application on User Engagement and Pregnancy Outcomes Among Wyoming Medicaid Members," currently under review for acceptance by the Journal of Telemedicine and e-Health, as of December 2016.

WYhealth Due Date Plus Calculated Return on Investment

By using the Table 2 from the previous slide, we are able to calculate the Return on Investment (ROI)

Table 3. Summary of Calculated Return on Investment		
Premature Outcome Measure	**Avoided Outcomes**	**Cost** ($47,700/Newborn)
Low Birth Weight	6	$286,200
NICU Admission	1	$47,700
Total Savings	**7**	**$333,900**
Investment	**$110,000**	**ROI = 3:1**

Note: Avoided Outcomes calculation – Low Birth Weight – ((8.9%/100) * ((X)/85) – 2) = 6
NICU Admissions – ((5.6%/100) * ((X)/85) – 4) = 1
Investment Cost of 2 years.

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WYhealth Due Date Plus Engagement Data

Usage:

Each user opened the app an average of 8 days per month

64% of users accessed Wyoming Medicaid health benefits information
26% of users accessed the WYhealth nurseline referral screens
35% of users accessed the symptom lookup

Top 5 symptoms accessed:
1. Daily prenatal vitamins
2. Nausea
3. Signs or symptoms of labor
4. Managing stress
5. Haven't scheduled 1st prenatal visit

Feature usage:

Milestones: 39%
Weight gain calculator: 23%
What's happening this week: 55%
External links to health information: 10%
Hot list (saves issues for upcoming appointments): 10%
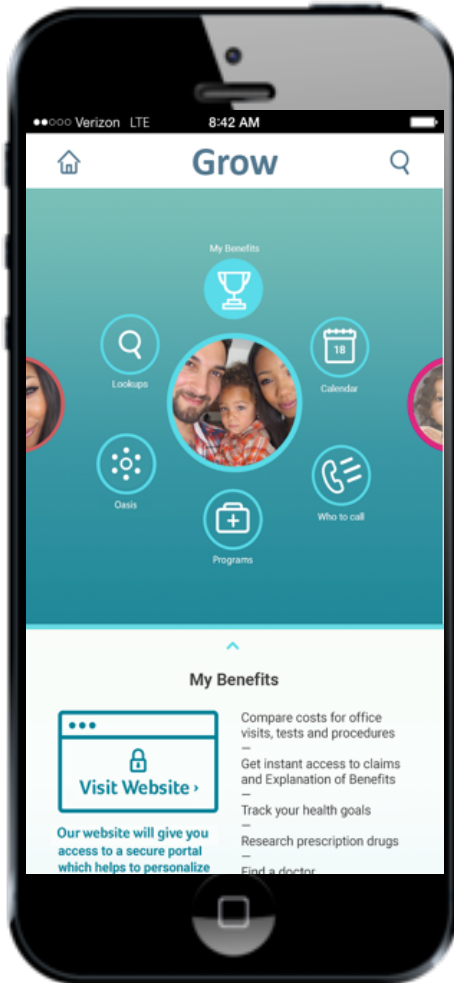Baby Boost (relaxation tool): 18%

WYhealth Testimonials

Quotes from Care Managers

- *"My clients love it. They call me about things in the app. We **go over the milestones during our calls**."*

- *"One of my teenage clients used it throughout her pregnancy. She would **take it to her doctor appointments and she uses the 'Hot List' for issues that come up**, as well as when we talk on our weekly calls."*

- *"At one of her doctor's appointments, the **doctor kept her after her allotted time so he could look through the app**. He was really impressed with it and said he would refer his other patients to it."*

- *"My client **reached out to the Public Health Nurses through the app** to get set up with them for all the Public Health Services that are provided locally."*

What's Next

Grow is a family health application developed by Wildflower Health that helps members:

- Stay on track with health milestones for the whole family

- Tap into local healthcare resources and health benefits when issues arise

- Organize the family's health info in one application

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Grow Builds a Personal Health Profile for Each Family Member

- Personalized for the family

  - Health milestones based on gender & DoB, including key quality measures (e.g., HEDIS)
  - Condition, medication look-up + personalized messaging
  - Immunization, weight and height trackers
  - Referrals to programs & tools based on profile
  - Client-initiated messaging & campaigns
  - Plan benefit information

- Member-specific promotion of client programs

  - Clinical services
  - Nurse hotlines
  - Benefits

Opportunities for Grow in WY

Long Term Goals	Planned Functionality
• Improve children's health in WY by increase EPSDT compliance -- promoting regular pediatric screenings and early intervention for children and families • Support families in the nutrition and feeding of their infants and toddlers by providing enhanced nutritional content and by promoting the state WIC program	• Engage families in the management of their children's health by promoting the Grow family health application • Mobile-enable pediatric screening Q&A and enable sharing with clinician via EMR and other integration • Connect families with local resources related to pediatric well-child visits, screening and interventions • Connect families to their local WIC program and encourage engagement past 1st birthday

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