



ActiumHealth™

Partnering with ActiumHealth to identify and engage pregnant participants identified as high risk

150K calls handled every month

ActiumHealth answered 100% of calls for patient navigation center within 8 weeks of contract

Natural routing in 5 languages

Natural language routing offered for English, Spanish, Vietnamese, Mandarin, and Korean

Customized system-wide brand

“Voice of Mila” custom selected to be confident, calming, and efficient

"Collaborating with ActiumHealth allowed us to reach out to pregnant Medicaid participants with resources, educational messages, and support. This was a rewarding and insightful engagement, and every woman that we were able to help contributes to the health and wellness of Wyoming families."

Dr. James Bush, Medical Director, Wyoming Department of Health

Solution

ActiumHealth Activate™

EHR Integration

None

Health System Overview

Wyoming State Medicaid strives to improve the health and well-being of Wyoming families and communities by supporting and collaborating on population health activities. Wyoming Medicaid covers and supplements certain health care services for qualifying families, children, and individuals who are aged, blind, or disabled.

SUMMARY OF SUCCESS

Empowering healthy pregnancies

Led by Medical Director Dr. James Bush and Program Director Sarah Hoffdahl, Wyoming Department of Health partnered with ActiumHealth in an effort to improve health outcomes. During a pro-bono engagement, the teams collaborated to identify a Medicaid recipient patient population that could benefit from additional information about available resources and health support. Using social determinants of health (SDOH) monitoring, the focus of the initiative was to support pregnant mothers to overcome obstacles such as transportation, food insecurities, and other potential SDOH risks to healthy women delivering healthy babies.

ActiumHealth and Wyoming Medicaid jointly reached out to qualified individuals to invite them to join the program, called Juno, named for the Roman goddess of marriages and childbirth. Those who opted into an SMS campaign were sent surveys and wellness tips, aiming to promote healthy pregnancies. A secondary objective of the pilot was to gain insights for best practices and approaches to effectively engage with participants.

THE CHALLENGE

Identifying high-risk pregnancies for engagement

Adverse Childhood Experiences (ACEs) are potentially traumatic events that occur in childhood. ACEs can include violence, abuse, and growing up in a family with mental health or substance use problems. Wyoming Medicaid estimates that the excess healthcare spend as a result of ACEs is potentially \$2 million.

After reviewing 5 months of data (01/01/2020-05/31/2020), Wyoming Medicaid identified over 800 women with high risk pregnancies. The team found that nearly 30% of those women went on to experience severe maternal morbidity and mental health conditions which resulted in excess deaths, drug overdoses, and episodes of subpar care delivery.

The goal of the pilot was to provide a mechanism to intervene earlier in high risk pregnancies, to mitigate and resolve SDOH needs (housing, food, and other insecurities), and escalate positive screenings to Wyoming Medicaid's clinical care management program staff in the WYhealth Program for telephonic follow up.

THE SOLUTION

Proactive identification and outreach

With the goal of reducing morbidity, Wyoming Medicaid partnered with ActiumHealth to increase communication flow between participants and the State to advise them of available resources and to proactively reach out to pregnant women identified as high-risk, survey them (i.e., PHQ2, ACE and SDOH) to see if they need additional support, and if so, have registered nurse care managers reach out.

THE PROCESS

SMS-powered access to resources

For one year, Wyoming Medicaid leveraged ActiumHealth's outbound-SMS solution to engage pregnant participants identified as high risk. Together, Wyoming Medicaid and ActiumHealth set up the following experience to help navigate participants through the program and provide access to additional health and wellness resources.

- 1 Identify "at-risk" mothers through program data and clinical visits to refer women to the program
- 2 Invite participation via outbound SMS with welcome and opt-in message
- 3 Message participants with health tips and supportive resources
- 4 Survey participants for social worker needs and access to educational resources
- 5 Contact women who scored above a certain risk score through WYhealth
- 6 Provide postpartum care messages, with opt-out option
- 7 Directly support high risk postpartum participants Wyoming Medicaid coordinated by case management support services