Recommendations During COVID-19

Prenatal and Postpartum Care Visits
(PART 1)

All pregnant women, including those with confirmed or suspected COVID-19 infections, have the right to high quality care before, during and after childbirth 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 doulas and community health workers 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 wall posters 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.
A Warning of Resources for MCPs (member focused)

Preparatory and Postpartum Care Visits (Part 2)

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

- World Health Organization

Relevant Messaging

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

- **Information Medium:**
  - **Use of flyers** to provide importance of immunizations such as flu and Tdap.

Member Education

- **Virtual Learning:**
  - Virtual prenatal classes and birthing classes
  - Lactation consultant via telehealth

- **Share information from CDC:**
  - Ways to prevent illness during pregnancy amid COVID-19
  - Breastfeeding 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.