

# Leveraging Technology for Outreach: How to Integrate Mobile-Based Health Education into Maternal and Child Health

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# OKLAHOMA MEDICAID



- Oklahoma Health Care Authority (SoonerCare)
- 30,594 SoonerCare deliveries (SFY16)
- 57 percent of births in Oklahoma

OHCA Fast Facts: Annual Deliveries, 2016  
[www.okhca.org](http://www.okhca.org)

# OKLAHOMA'S TEXT4BABY PILOT PROJECT



## Pilot Project Goals:

- Increase enrollment of pregnant SoonerCare members into Text4baby
- Customize Text4baby content to include state-specific resources
- Assess Text4baby's impact on improving key quality measures

# TEXT4BABY OVERVIEW



- Text “BABY” (or “BEBE” for Spanish) to 511411
- Pregnancy through baby’s 1<sup>st</sup> year
- 3+ messages each week
- Broadcast messages (e.g. alerts, urgent health news, recalls, outbreaks)
- Topics include: prenatal visits, smoking cessation, labor signs, breastfeeding, infant visits, nutrition, safety, immunizations, oral health, health insurance coverage, and more

# TEXT4BABY INTERACTIVE MODULES



- Health Coverage/Medicaid
- Well Baby/Immunization
- Flu
- Progesterone
- Prenatal
- Postpartum
- Smoking Cessation
- Appointment Reminders



# OKLAHOMA'S TEXT4BABY OUTREACH AND PROMOTION STRATEGIES



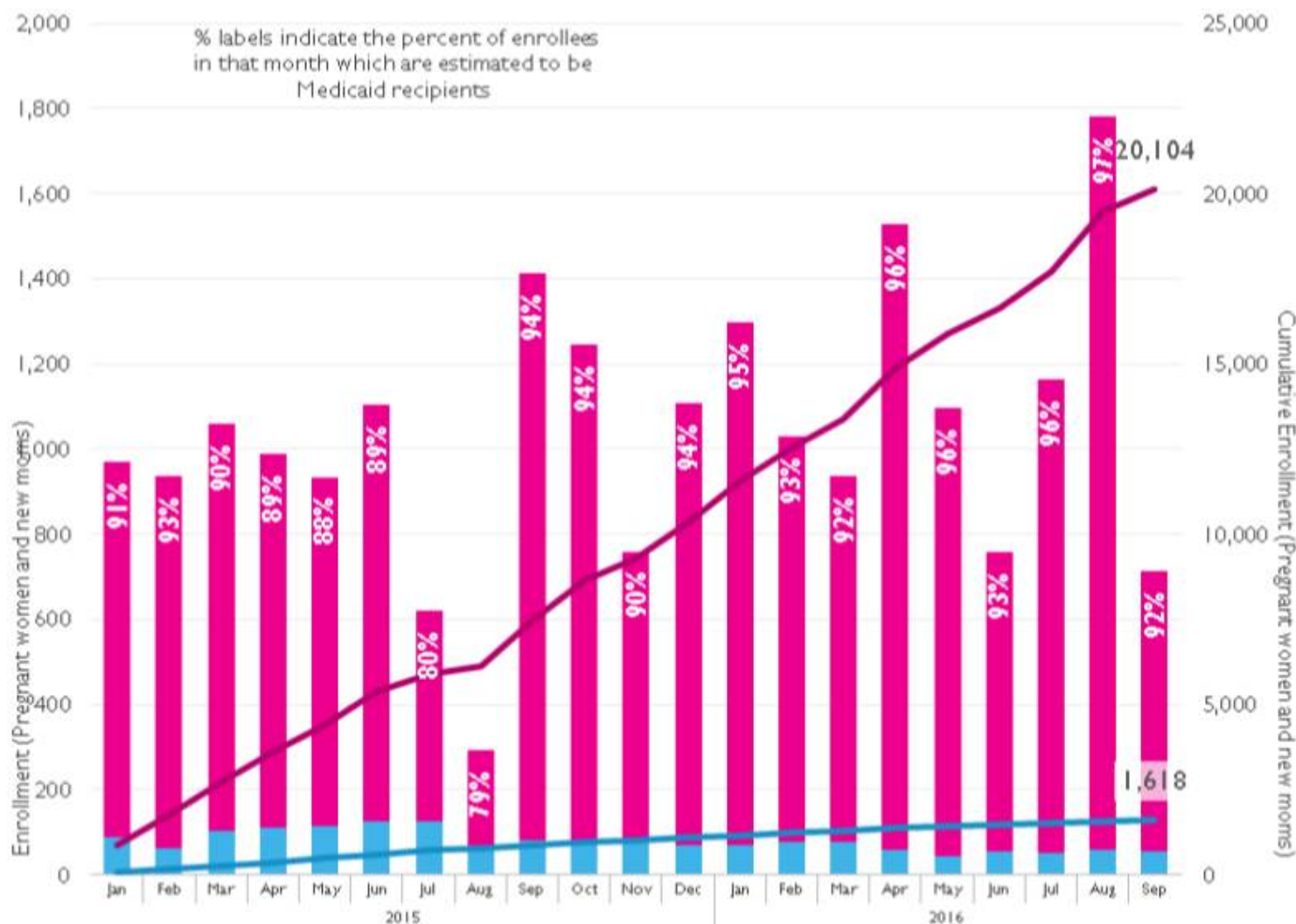
- Statewide Text4baby collaborative team
- Integration of Text4baby into existing infrastructure
- 34/55 birthing hospitals are Text4baby partners
- Community baby showers
- SoonerCare auto-notification process

# BROADCAST TEXT INVITATIONS FROM SOONERCARE

- In October 2014, SoonerCare began sending invitation text messages to eligible members inviting them to “opt in” to Text4baby
- Since October 2014, more than 29,549 participants have enrolled into Text4baby
- 93 percent estimated to be SoonerCare members
- Leading the nation in Text4baby enrollments since 2014



## Text4baby Participant Enrollment by Month, with Estimated Medicaid Status and Cumulative Enrollment January 2015 - September 2016



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Est Medicaid Enrollment	882	875	956	878	821	976	495	230	1,335	1,174	682	1,039	1,227	954	862	1,466	1,053	704	1,113	1,724	658
Est Non-Medicaid Enrollment	87	61	101	111	113	126	124	61	78	72	77	69	70	76	75	60	43	52	51	57	54
Cumulative Est Medicaid	882	1,757	2,713	3,591	4,412	5,388	5,884	6,113	7,448	8,622	9,304	10,344	11,570	12,524	13,386	14,853	15,906	16,609	17,722	19,447	20,104
Cumulative Est Non-Medicaid	87	148	249	360	473	599	722	784	862	934	1,011	1,079	1,150	1,226	1,301	1,360	1,403	1,456	1,507	1,563	1,618



# BROADCAST INVITATION PROCESS

- Oklahoma Health Care Authority (OHCA) and Voxiva signed a Data Use Agreement
- OHCA performs a bi-weekly data pull of all newly enrolled pregnant women and infants under the age of one
- OHCA sends a bi-weekly secure batch file to Voxiva containing member's cell phone numbers, eligibility category and preferred language (English or Spanish)

# BROADCAST INVITATION PROCESS (CONTINUED)

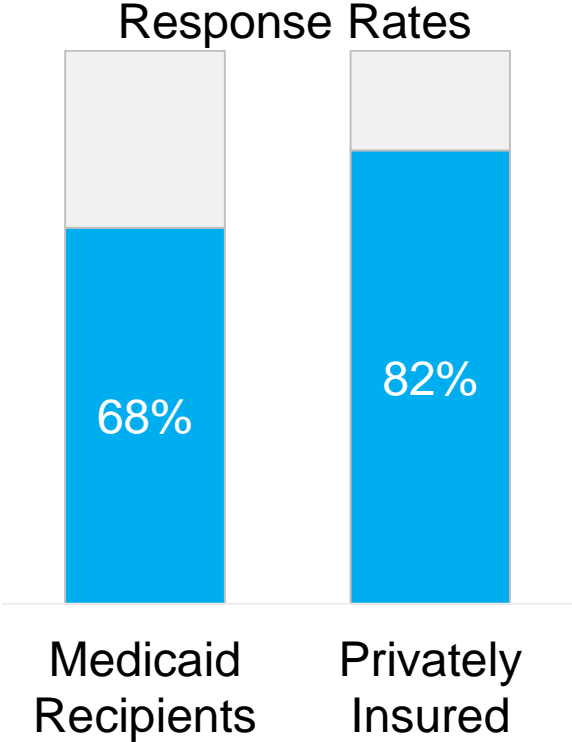
- Voxiva sends text message on behalf of SoonerCare, inviting member to opt in to Text4baby
- If no response, Voxiva sends a follow-up invitation text two weeks later
- Re-broadcast plan will be in effect until, new SoonerCare “Opt-out” enrollment plan is in place

# PREGNANT WOMEN IDENTIFY PRETERM BIRTH RISK WITH TEXT4BABY

**Dosage & Exposure**

4,600+

Pregnant women in Oklahoma received a preterm risk assessment survey from Text4baby since Aug 2015



The data sharing process makes it possible to identify behaviors and key health outcomes for SoonerCare members (through a combination of self report via Text4baby modules and Medicaid claims analyses)

# PREGNANT WOMEN IDENTIFY PRETERM BIRTH RISK WITH TEXT4BABY

**470**

pregnant women in Oklahoma were flagged as high risk through a Text4baby risk assessment



**High Risk**  
15%



**First Pregnancy**  
45%



**Not high risk or first pregnancy**  
40%

Medicaid recipients report more high risk pregnancies compared to privately insured moms

**16%** Medicaid Recipients **43%**

**11%** Privately Insured **58%**

**74%**

of high risk moms were identified in the first trimester

# NEXT STEPS

- External evaluation of Text4baby CMS pilot project (Mathematica)
- Modify online SoonerCare application to gain consent for automatic enrollment
- Leverage private foundation funds to match Medicaid administrative matching funds to expand beyond Text4baby to provide text messages for children and adults covered by SoonerCare (Connect4health)
- Continue to monitor and evaluate Medicaid claims data and Text4baby data for increases EPSDT visits, postpartum visits, utilization of 17p, Text4baby opt-in rates and more

THANK YOU!



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