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Thank you for joining today's webinar. We will begin promptly at 12:00 pm Central.

Rural Maternal Health Networks: Evaluation Findings from the First Implementation Year of the RMOMS 2019 Cohort



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Rural Health
INFORMATION



Rural Maternal Health Networks: Evaluation Findings from the First Implementation Year of the RMOMS 2019 Cohort

Housekeeping

- Slides are available at www.ruralhealthinfo.org/webinars/rmoms-evaluation-implementation-year
- Technical difficulties please visit the Zoom Help Center at support.zoom.us

If you have questions...

The image is a screenshot of a Zoom meeting interface. On the left, the RHIhub logo is displayed with the text "Rural Health Information Hub". Below the logo, the text reads "Your First STOP for Rural Health INFORMATION". In the center, there is a map of the United States filled with various rural landscape images. To the right of the map, the URL "ruralhealthinfo.org" is visible. On the right side of the screen, a "Question and Answer" window is open, showing a "Welcome" message and a text input field with the placeholder "Type your question here...". A red arrow points to this input field. At the bottom of the screen, a dark banner contains the text "Examining Rural Cancer Prevention and Control Efforts from the National Advisory Committee on Rural Health and Human Services". A red arrow also points to this banner. The Zoom interface includes standard window controls and a "More Options" menu at the top.

Featured Speakers



Ellie Coombs, Managing Associate, Mission Analytics Group, Inc.



Elizabeth Crane, Health Researcher, Mission Analytics Group, Inc.



Claire Wilson, Director of Human Services Research,
Insight Policy Research



RURAL MATERNAL HEALTH NETWORKS: EVALUATION FINDINGS FROM THE FIRST IMPLEMENTATION YEAR

RURAL MATERNITY AND OBSTETRICS MANAGEMENT STRATEGIES (RMOMS) PROGRAM

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August 2022

AGENDA

1. Overview of the RMOMS Program
2. Evaluation Design
3. Findings from the 2019 Cohort First Implementation Year (September 2020 to August 2021)
 - Building and Maintaining a Cohesive Network
 - Strategies to Support Maternal Care
 - Serving RMOMS Participants

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OVERVIEW OF THE RMOMS PROGRAM

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RMOMS SUPPORTS MATERNAL HEALTH IN RURAL AREAS

- Funded by the Health Resources and Services Administration (HRSA)
 - Federal Office of Rural Health Policy (FORHP)
 - Maternal and Child Health Bureau (MCHB)
- Three awardees funded in the 2019 Cohort and three in the 2021 Cohort

2021 Cohort



Implementation
Year

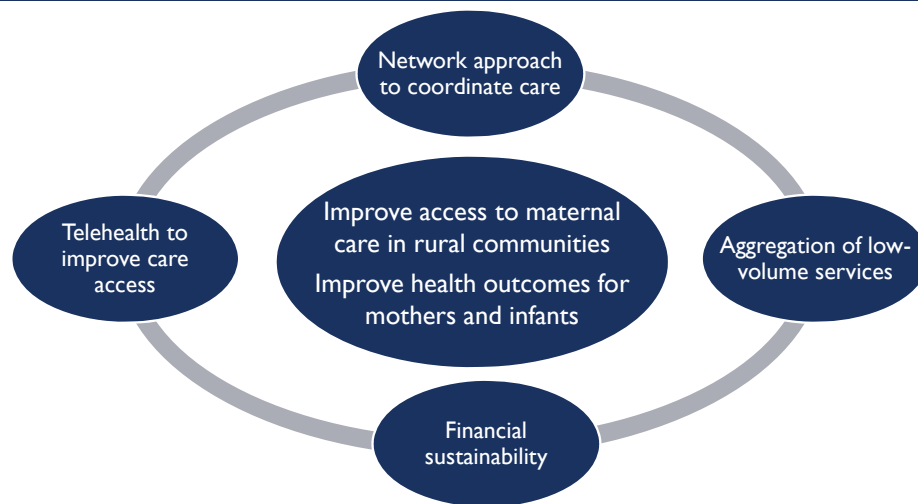
2019 Cohort



Implementation
Year

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MAJOR GOALS OF THE RMOMS PROGRAM

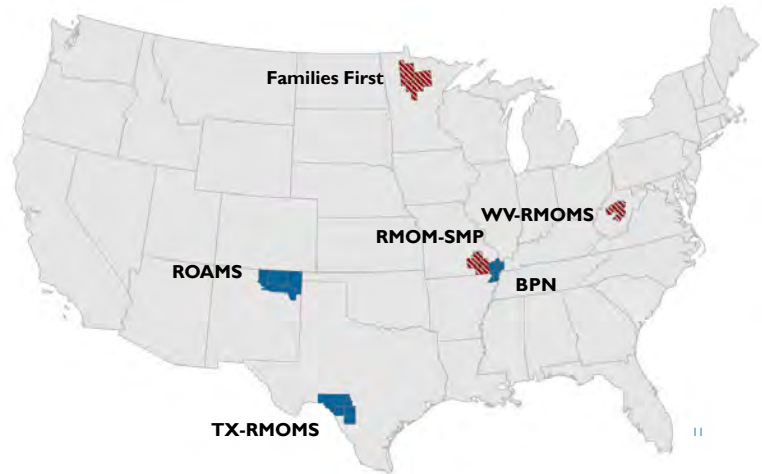


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2019 AND 2021 COHORTS

2019 Cohort

- Bootheel Perinatal Network (BPN) in Missouri
- New Mexico Rural Obstetrics Access and Maternal Services (ROAMS)
- Texas-RMOMS Comprehensive Maternal Care Network



2021 Cohort

- Families First: Rural Maternity Health Collaborative in Minnesota
- RMOM-Southeast Missouri Partnership
- West Virginia RMOMS



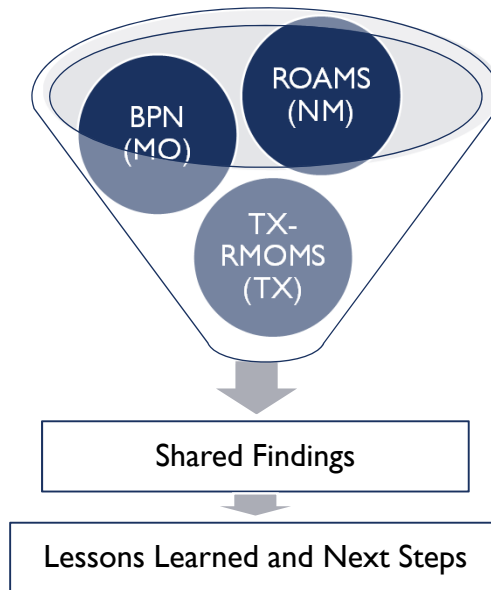
AWARDEE HIGHLIGHT

https://www.youtube.com/watch?v=h7zKf3_taLY

EVALUATION DESIGN

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Structure of Evaluation



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TYPES OF DATA INFORMING THE EVALUATION

Group	Interviews/ Site Visits	Progress Reports/ Program Documents	Network Measures	Patient-Level Data	Medicaid Claims*	Secondary Data
Network Approach to Coordinating Care	●	●	●			
Delivery and Access to Services	●	●		●	●	●
Maternal and Neonatal Outcomes				●	●	●
Financial Sustainability and Viability	●			●	●	

*If exercised or used.

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PATIENT-LEVEL DATA

Five categories of data to report during implementation:

- Demographic data
- Risk factors
- Health behaviors
- Clinical services and outcomes
- Support services

Awardees report common required data elements and select opt-out data elements tailored to their local contexts

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FINDINGS FROM THE 2019 COHORT (FIRST IMPLEMENTATION YEAR)

SEPTEMBER 2020 – AUGUST 2021



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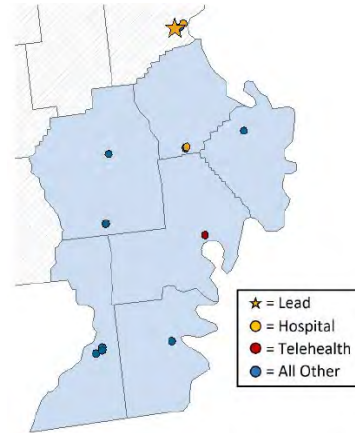
OUTLINE

- Network structure and coordination
- Network strategies
- Populations served

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BPN (MO) NETWORK STRUCTURE

Participants	BPN
Lead Agency	Saint Francis Medical Center
Number of Counties	6
Total Hospitals/Systems	2
FQHC Network	1
Behavioral Health Agencies	3
Support Services Agencies	1
Health Departments	6
State Medicaid Program	MO Healthnet

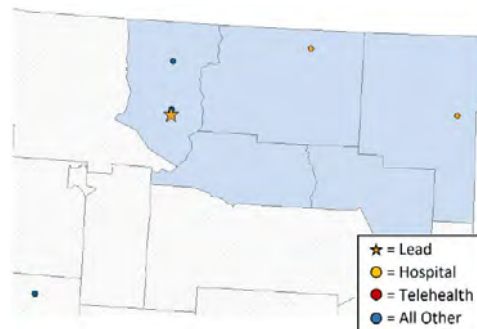


Notes: Includes formal network partners/affiliates only.

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ROAMS (NM) NETWORK STRUCTURE

Participants	ROAMS
Lead Agency	Holy Cross Medical Center
Number of Counties	5
Critical Access Hospital	3
Other Clinical Partners	4
Support Services Agencies	4
Other Partners	State university
State Medicaid Program	Centennial Care

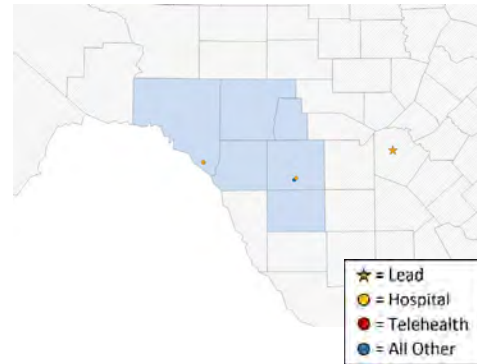


Notes: Includes formal network partners/affiliates only

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TX-RMOMS NETWORK STRUCTURE

Participants	TX-RMOMS
Lead Agency	University Hospital
Number of Counties	6
Total Hospitals/Systems	3
Critical Access Hospital	1
Other Hospital Type	2
Other Clinical Partners	2
State Medicaid Program	Medicaid



Notes: Includes formal network partners/affiliates only.

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CHANGES IN NETWORK COMPOSITION

- Major hospital system and home visitation program left BPN
- Social service agency left ROAMS
- Two new prenatal care providers joined TX-RMOMS

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CHARACTERISTIC OF A STRONG NETWORK: SHARED AND COORDINATED ACTIVITIES

Activity	BPN	ROAMS	TX-RMOMS
Network-wide telehealth initiative	Planned	Implemented; Additional planned	Planned
Network employs patient navigator or care coordinator	Implemented at one site, planned expansion	Implemented at multiple sites	Implemented at multiple sites
Clinical providers physically travel to other network sites to provide care	--	Implemented between two sites	--
Clinical providers provide telehealth services to other network sites	--	Implemented between two sites	Planned
Pursuit of Medicaid policy changes	In progress	In progress	--
Referrals to social service providers	Implemented	Implemented	Implemented

CHARACTERISTIC OF A STRONG NETWORK: CROSS-AGENCY REFERRALS

Referrals Reported During the First Implementation Year

Referral Type	ROAMS
Total	426
Support services	213
Specialty clinical services	213
Referrals per 100 participants	92

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BUILDING A FUNCTIONING NETWORK: BARRIERS

- Existing competitive relationships
- Data-sharing concerns
- COVID-19
- Staff turnover and shortages

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BUILDING A FUNCTIONING NETWORK: STRATEGIES

- Shared priorities to fill clear gaps in service
- Management responsibilities spread across network partners
- Early wins for all partners
- Clinician perspective incorporated into network activities
- Reduction of reporting burden
- Right balance of planning meetings

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TOP STRATEGIES TO IMPROVE MATERNAL HEALTH



- New service offerings



- Provider education and outreach



- Patient navigation and support services



- Telehealth

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NEW SERVICE OFFERINGS



- ROAMS: two new prenatal clinics
 - FQHC
 - Critical Access Hospital (CAH)
- TX-RMOMS: a new full-time clinician
- BPN: enhanced referrals to existing services

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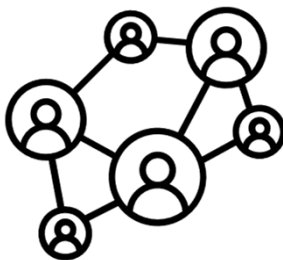
LESSONS LEARNED

“Recruiting providers to rural sites has been a huge challenge, not just for this grant, but for all positions across the whole hospital....If they came from across the country or something, a lot of times they don’t last very long...Moving from a big urban area like that to a very rural remote area like we are, it’s a big change.” -TX-RMOMS Leadership

- **Successes**
 - Increased access
 - Reduced drive times
 - Keeping services “local”
- **Challenges**
 - Recruitment
 - Low utilization

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PATIENT NAVIGATION AND SUPPORT SERVICES



- **BPN**
 - System Care Coordinator
 - Automated referral management system
- **ROAMS**
 - PCHI Pathways
 - Lactation consultants
- **TX-RMOMS: Local Perinatal Case Managers**

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LESSONS LEARNED

- Successes
 - Connection to specialty care, WIC, transportation, home visitation
 - Mental health support
 - Insurance support: enrollment, prior authorization, increased awareness
- Challenges
 - Low uptake of home visitation
 - Stigma around use of mental health supports
 - Medicaid enrollment issues

“They know they can go to the doctor [covered by Medicaid] and that’s it. They don’t know that they have vision coverage. They don’t know that they have dental coverage. They don’t know about the transportation. They don’t necessarily know what type of coverage they have or who their managed care provider is and how to get their card. They are waiting on hold for hours trying to find these answers just to get disconnected.” - BPN Leadership

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TELEHEALTH



- BPN
 - Cuff Kits
 - Soon to launch telehealth in two public health department clinics and one prenatal clinic
- ROAMS
 - Home telehealth kits
 - Telehealth prenatal visits across RMOMS partners and upgraded equipment
 - Soon to launch virtual maternal fetal medicine (MFM) consultation
- TX-RMOMS: Telehealth carts

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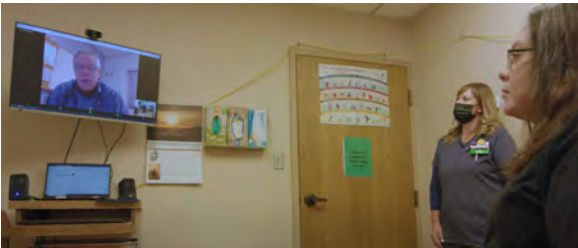
LESSONS LEARNED

- Challenges
 - Procurement delays
 - Concerns with bypassing local providers
 - Concerns with the quality of images taken by external providers
- Facilitators
 - COVID-19
 - Leveraging multiple funding sources
 - Sharing data on the benefit for local providers

“...That took way too long getting the docs to actually agree [on the MFM provider]...but in hindsight, recognizing that it’s not just our medical staff but the equivalent of four different medical staffs that we’re trying to get the buy-in – maybe I was unrealistic as far as the timeline.” - ROAMS Leadership

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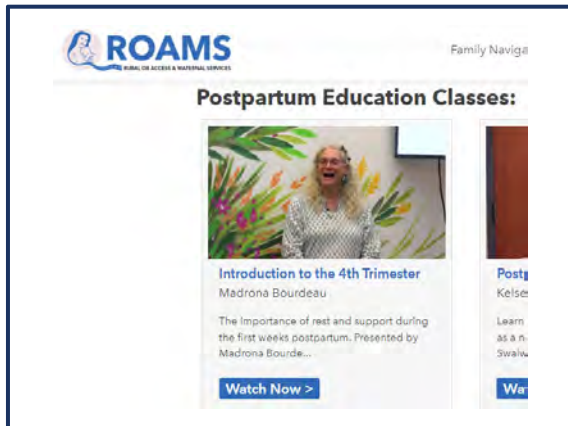
AWARDEE HIGHLIGHT: ROAMS TELEHEALTH



<https://www.youtube.com/watch?v=kPNtEk4sILI>

www.ROAMSnm.org

PROVIDER EDUCATION AND OUTREACH



- BPN: Virtual training resources for Emergency Medical Services and other providers
- ROAMS
 - Advertising and marketing to encourage local use of services
 - Postpartum education series
- TX-RMOMS: Training on perinatal cardiac diagnosis

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AWARDEE HIGHLIGHTS

- ROAMS
 - Health equity efforts
 - Patient navigators with lived experience
 - Mothers' Advisory Council
 - Surveys for local mothers in English and Spanish
 - Sustainability
 - Promoting expanded postpartum coverage and increased reimbursement in Medicaid
 - Market analysis
- TX-RMOMS: Diapers and other supplies at postpartum visit

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AWARDEE HIGHLIGHTS: CLIENT EDUCATION

**YOU MATTER!
YOUR VOICE MATTERS!**

2022

Are you pregnant or do you have children under six months of age? If so, please get in touch with the Boonethel Perinatal Network to share your story and learn about available resources.

bpn
Boonethel Perinatal Network

Contact us by phone at: 573-814-4546 or by email at: boonehperinatal@gmail.com

ATTEND ONE OR ALL
6:00PM
Education Room

BIRTH PREP SERIES

- MAY 12** BREASTFEEDING
 - Focus on breastfeeding information
 - Benefits and importance of breastfeeding
 - Discuss difficulties and retrying
- JUN 2** NEWBORN/POSTPARTUM CARE
 - Care of mom and baby after delivery
 - Help with newborn care for new parents
- JUN 26** CHILD BIRTH
 - Emphasis on birth process
 - What to expect during your hospital visit
 - C&A with a labor nurse

For more information or to enroll contact
 Women's & Newborns' Center
 (830) 278-6251 ext. 1121

*Classes Offered Free of Charge

Provided by
 Rural Maternity and Obstetrics Management Strategies (RMOMS) Program

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PATIENT-LEVEL DATA: 2019 COHORT (FIRST IMPLEMENTATION YEAR)

SEPTEMBER 1, 2020 TO AUGUST 31, 2021

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OVERVIEW OF RMOMS POPULATIONS

Characteristic	BPN	ROAMS	TX-RMOMS
Total maternal/clinical population	1,305	463	1,333
Total deliveries	929	281	780
Age in years			
17 or younger	2%	2%	2%
18–25	42%	33%	44%
26–30	30%	27%	27%
31–34	15%	20%	14%
35 or older	11%	17%	12%
Health insurance status			
Medicaid	64%	75%	49%
Military insurance	0.1%	--	7%
Private insurance	35%	24%	38%
No insurance/uninsured	0.6%	1%	7%

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PRENATAL AND POSTPARTUM CARE

- BPN
 - Received visit in first trimester: 78%
- ROAMS
 - Received visit in first trimester: 72%
 - Received postpartum visit: 82%
- TX-RMOMS
 - Received visit in first trimester: 45%
 - Received postpartum visit: 72%

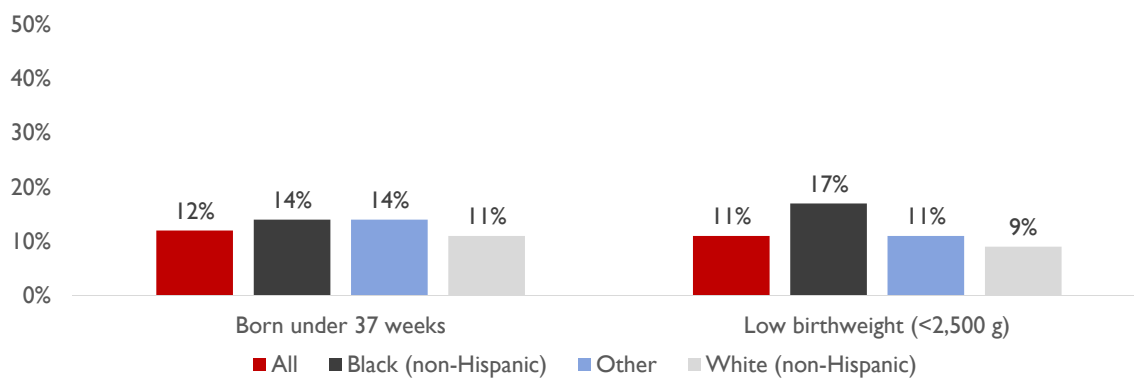
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MATERNAL HEALTH OUTCOMES

- **BPN**
 - Maternal stay longer than three days: 8%
 - C-section delivery: 19%
 - Experienced severe maternal morbidity (SMM): 5%
- **ROAMS**
 - Maternal stay longer than three days: 4%
 - C-section delivery: 19%
 - Experienced SMM: 4%
- **TX-RMOMS**
 - Maternal stay longer than three days: 2%
 - C-section delivery: 30%
 - Experienced SMM: 2%

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HEALTH DISPARITIES IN INFANT OUTCOMES: BPN



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POSTPARTUM CARE:TX-RMOMS

Postpartum Measure	Percent
Received postpartum visit	72%
Offered effective contraception after delivery	36%
Received postpartum depression screening	34%
Offered meeting with lactation consultant after delivery	19%

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LESSONS LEARNED IN RESEARCH

- Data reporting challenges
 - Data not captured in structured format in data management systems
 - Lack of EHR extraction capabilities
- Linking data across partners
- Changing target populations over time
- Small population sizes

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CHECK OUT THE RMOMS WEBSITE!

- More information on the RMOMS program is available from HRSA: <https://www.hrsa.gov/rural-health/community/rmoms>

Rural Maternity and Obstetrics Management Strategies (RMOMS) Program

What does the RMOMS program do?

RMOMS improves maternal care in rural communities by:

- Collecting data on rural hospital obstetric services.
- Building networks to coordinate continuum of care.
- Leveraging telehealth and specialty care, and
- Improving financial sustainability.

How long is the RMOMS program?

HRSA's first round of funding began in September 2019 and August 2022. It began with one year of planning, followed by a three-year implementation period. We are also funding a study to learn what helps and hinders maternal care—and hope to use those results to replicate the program in the future.

What networks are in the RMOMS program?

In fiscal year 2019, HRSA awarded funding to three rural networks. These networks develop models for maternal care in rural communities.

RMOMS Network #	Locations #
Bioethel Maternal Network (BMN)	Missouri: Duplein, Mississippi: New Madrid, Pemiscot, Scott, and Stoddard Counties
Rural OB Access & Maternal Services Network (ROMS)	New Mexico: Colfax, Taos, and Union counties
TX RMOMS Comprehensive Maternal Care Network	Texas: Edwards, Kimrey, Rud, Uvalde, Val Verde and Zavala counties

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THANK YOU!

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Questions?

The image shows a composite of two screenshots. On the left is the RHIhub website, featuring the logo "RHIhub Rural Health Information Hub" and the text "Your First STOP for Rural Health INFORMATION". Below this is a map of the United States filled with various rural health-related images. At the bottom of the website screenshot is a dark banner with the text "Examining Rural Cancer Prevention and Control Efforts from the National Advisory Committee on Rural Health and Human Services". On the right is a Zoom "Question and Answer" window. It displays a "Welcome" message: "Welcome. Feel free to ask the host and panelists questions." Below the message is a text input field with the placeholder "Type your question here..." and a red arrow pointing to it.

Thank you!

- Contact us at ruralhealthinfo.org with any questions
- Please complete webinar survey
- Recording and transcript will be available on RHIhub website