



Robust Member Outreach

with Special Delivery

The key to a successful maternity management program is frequent, proactive, and personalized member outreach. EVHC's Special Delivery program uses that member outreach to improve outcomes and reduce costs.



Assessment to Support

Members can enroll in the Special Delivery program until the 34th week of pregnancy. When they enroll, they'll receive a parcel of educational information, including a full-length pregnancy book.

After enrollment, program nurses conduct a risk assessment with expectant members. The amount and frequency of ongoing outreach a member will receive is based on their risk level.

Low-risk participants receive scheduled monthly and additional reinforcement phone calls throughout the program, for a total of **3–5 hours** of program contact time.

High-risk participants may receive as many as two phone calls per month, as well as reinforcement calls. These participants receive a total of **5–8 hours** of contact time.

Outreach Timeline and Topics

Typically, members enroll in the Special Delivery program immediately after a physician confirms the pregnancy and follows the timeline below.

First Trimester			
Week No.	Monthly Calls Made	Reinforcement Calls Made	Reinforcement Topics Discussed
1-4	X		
5-8	X		
9-12	X	12-20 weeks	- Initial assessment - Positive fetal heartbeat - Optional alpha-fetoprotein blood test to check for Down's syndrome or spinal problems (Chorionic villi sampling/amniocentesis-genetic testing)
Second Trimester			
Week No.	Monthly Calls Made	Reinforcement Calls Made	Reinforcement Topics Discussed
13-16	X		
17-20	X	20-24 weeks	- Fetal movement should be felt Preterm labor screen: Urinary tract infections, age less than 17 or greater than 35, multiple pregnancy, more than 3 miscarriages, history of preterm labor or preterm birth, strenuous activity at work Preterm labor symptoms: Menstrual-like cramps, low dull backache, pelvic pressure like baby pushing down, abdominal cramping with or without diarrhea, increase or change in vaginal discharge, uterine contractions every 10 minutes or more, may be painless. Preterm labor treatment: Left side rest for 1 hour (time contractions), 2-3 glasses water or juice - Call doctor
21-24	X		

Third Trimester

Week No.	Monthly Calls Made	Reinforcement Calls Made	Reinforcement Topics Discussed
25-28	X	28-30 weeks	• Glucose challenge: - Normal: No further treatment or testing - Abnormal: 3-hour glucose tolerance test. If test is abnormal will need gestational diabetic information and teaching • Rh antibody screen (blood test) and RhoGAM injection if Rh
29-32	X	30-40 weeks	• Pregnancy-induced hypertension, pre-eclampsia, eclampsia: - Risk Factors: First pregnancy, multiple gestations, polyhydramnios, hydatidiform mole, malnutrition, positive family history of pregnancy- induced hypertension, underlying vascular disease, diabetes - Symptoms: Swelling (especially of hands and face), elevated blood pressure, headache, visual disturbances (retinal changes), hyperreflexia, clonus, upper right sided tenderness - Complications: Seizures, HELLP Syndrome, liver rupture, collapse of all systems, pulmonary edema, renal failure, placental separation before delivery, death of the baby before delivery, brain hemorrhage, blindness, retinal detachment - Treatment: Home bed rest, weight, blood pressure monitoring, urine protein checks, non-stress testing of the baby, ultrasound to check for amniotic fluid levels and growth retardation, laboratory evaluations of liver function, platelets, etc. In more severe cases hospitalization is required. • Fetal kick counts • Fetal position • “Premature rupture of water” teaching
33-36	X		

Third Trimester (Continued)

Week No.	Monthly Calls Made	Reinforcement Calls Made	Reinforcement Topics Discussed
37-40	X	40-42 weeks	• Post-dates: Delivery plans • Adding the baby to the health plan in a timely manner • (Overdue) post-dates testing such as non-stress testing, ultrasound monitor kick counts of the baby

Postpartum

Week No.	Monthly Calls Made	Reinforcement Calls Made	Reinforcement Topics Discussed
40-42		After delivery	Delivery date, method of delivery, sex, birth weight, name, episiotomy, complications, emotions
43-50		4-8 weeks postpartum	Postpartum depression, birth control, activities of daily living

If you have any questions about the Special Delivery program, please contact your sales executive or client manager.

