

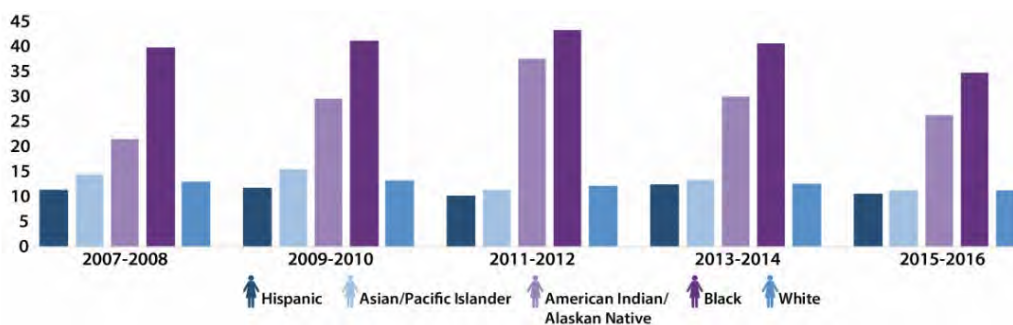


**In Partnership with the United Health Foundation**  
**3rd Quarterly Report (July 1, 2021- September 30, 2021)**

**Project Summary**

The pandemic resulting from the novel coronavirus forced healthcare providers to rethink and quickly reinvent the delivery of care to patients, particularly in rural settings. Fear of COVID-19 and the lack of definitive and timely information caused many patients to be no-shows at clinic appointments, and, as a result, not receive the care they needed. This posed an especially critical challenge for the maternal fetal and newborn population in the 29-county area that East Carolina University (ECU) serves. ECU, the safety net provider for 1.4 million people in eastern North Carolina, is the only source for high-risk prenatal care in the region. COVID-19 exacerbated an already dire situation for the health of expectant and new mothers in our region. In our previous quarterly reports, we have summarized data related to healthcare disparities from the 37 North Carolina counties along or east of the I-95 corridor. We have also summarized data regarding workforce shortage, access to health care, poverty, and other socioeconomic factors in the region that limit access to transportation, adequate nutrition and basic necessities in the maternal population.

Nationally, more than 700 women a year die of complications related to pregnancy in the U.S., and two-thirds of these deaths are preventable.<sup>1</sup> As of 2016, the U.S. pregnancy-related mortality ratio was 16.9 per 100,000 live births.<sup>2</sup> However, there are significant racial disparities within this calculated statistic, as the following figure shows:



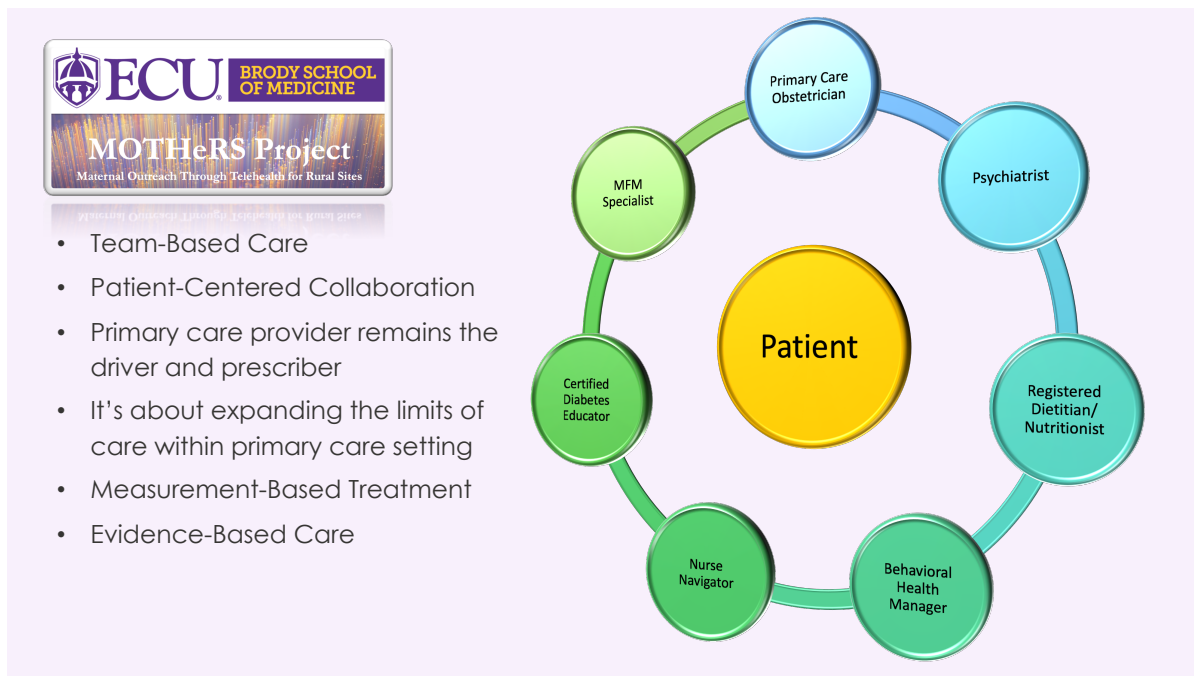
Trends in pregnancy-related mortality ratios among race from 2007-2016.<sup>3</sup>

This figure demonstrates that maternal mortality disproportionately affects black and American Indian/Alaska Native women in the U.S. Additionally, there are disparities between rural and urban populations. According to publicly available data from the U.S Centers for Disease Control and Prevention (CDC) and analyzed by *Scientific American*, rural areas had a pregnancy-related mortality ratio of 29.4 per 100,000 live births versus 18.2 in urban areas in 2015.<sup>4</sup>

### **MOTHeRS Project: Outreach through Telehealth**

In July 2020, ECU proposed to expand NC-STeP—a statewide telepsychiatry program founded by ECU’s Dr. Sy Saeed— to bring multidisciplinary care to three community-based primary care obstetric clinics in Carteret, Duplin, and Chowan counties.<sup>5-7</sup> The MOTHeRS (Maternal Outreach through Telehealth for Rural Sites) Project was funded through a generous investment from the United Health Foundation. Through this collaborative care model that encompasses patient, nurse navigator, diabetes educator, behavioral health manager, primary obstetrician, maternal fetal medicine (MFM) specialist, and psychiatrist, the MOTHeRS’ Project provides much-needed support and the insights of specialty physicians to these identified practices. The following components of the MOTHeRS Project address both the physical and mental well-being of these high-risk pregnant women.

#### **Key Components of the MOTHeRS Project Collaborative Care Model**



Telehealth consultations bring experts to these communities, saving patients and families the time and inconvenience of travel. Such telehealth services also provide a valuable way to offer

patients follow-up care after a procedure, eliminating the need for them to travel to the academic medical center in Greenville to see a specialist. High-risk pregnancies can also exacerbate depression and anxiety, and hospitalization can further increase the stress of a high-risk pregnancy. Women hospitalized for high-risk pregnancies may therefore be at increased risk of depression and the subsequent adverse neonatal outcomes.

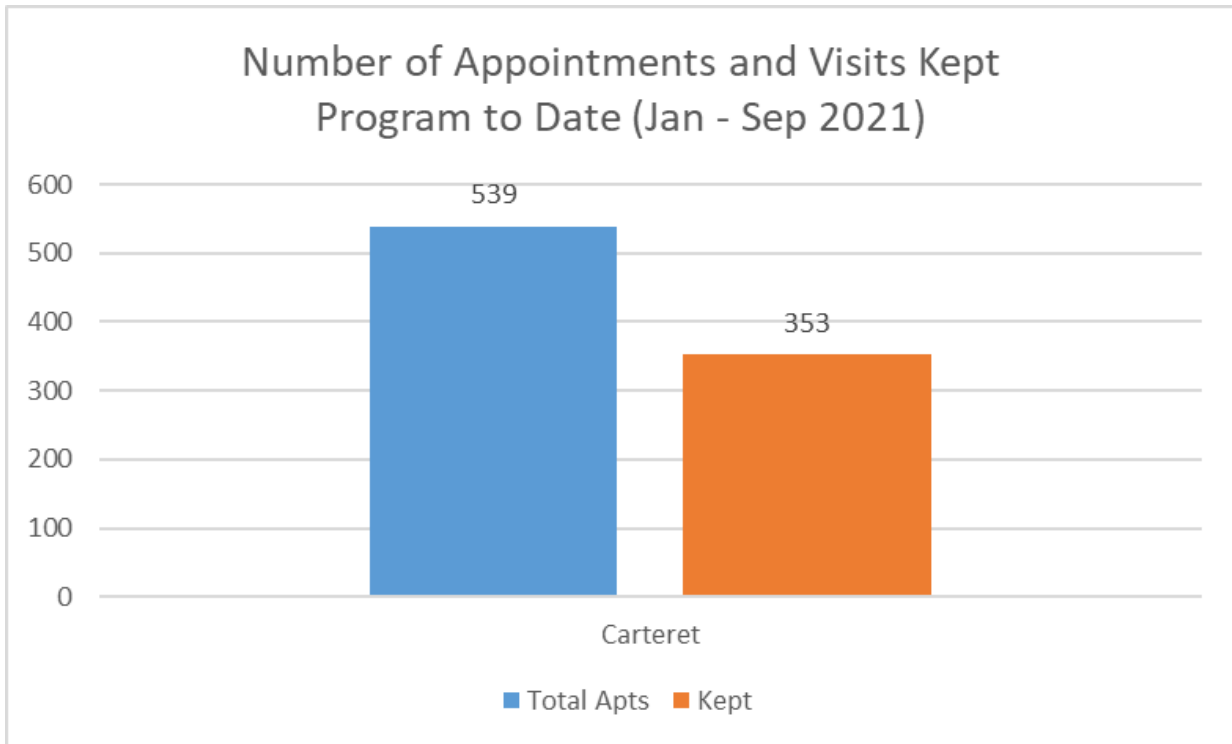
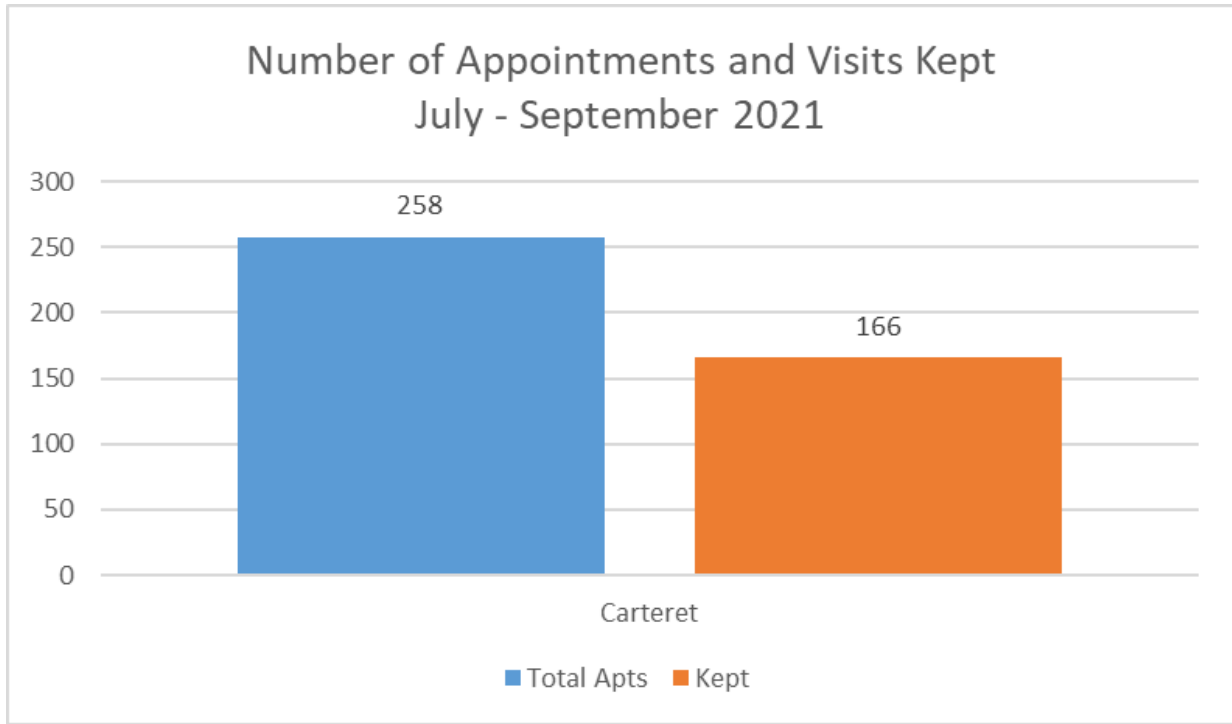
The association of food insecurity and diet quality with mental health, and with poor outcomes in high-risk pregnancies, has been established. The MOTHeRS Project screens all patients at its clinical sites for food insecurity. The project has developed a medically-tailored emergency food bag for high-risk pregnant women identified as food insecure in the clinical setting. Those who screen positive are provided this medically-tailored food bag, nutrition education, and links to existing community resources. This approach promotes effective nutrition education and healthy behavior. This approach recently was presented at the annual meeting of the Society for Nutrition Education and Behavior. Additionally, our 2<sup>nd</sup> quarter report included an abstract that was published in the August issue of the Journal of Nutrition Education and Behavior. It was titled “MOTHeRS' Project: Acceptability of a Medically Tailored Food Bag Treating Food Insecurity of High-Risk Pregnant Patients.”

Through our formalized partnerships at the clinical sites, patients in the practices are cared for by both an MFM specialist and their local physician through a combination of telehealth and face-to-face visits. This model helps manage patients in clinics closer to their homes and minimizes travel to the remote specialty clinics for high-risk patients – such as those with diabetes, chronic hypertension, opioid/substance use and/or psychiatric needs. Aside from enhancing access to services, this model helps to reduce geographic health disparities, enhances patient convenience, and improves patient adherence to treatment. By bringing specialists to the primary care sites, this model also reduces professional isolation, enhances recruiting and retention of health professionals in underserved areas, and improves coordination of care across the health care system.

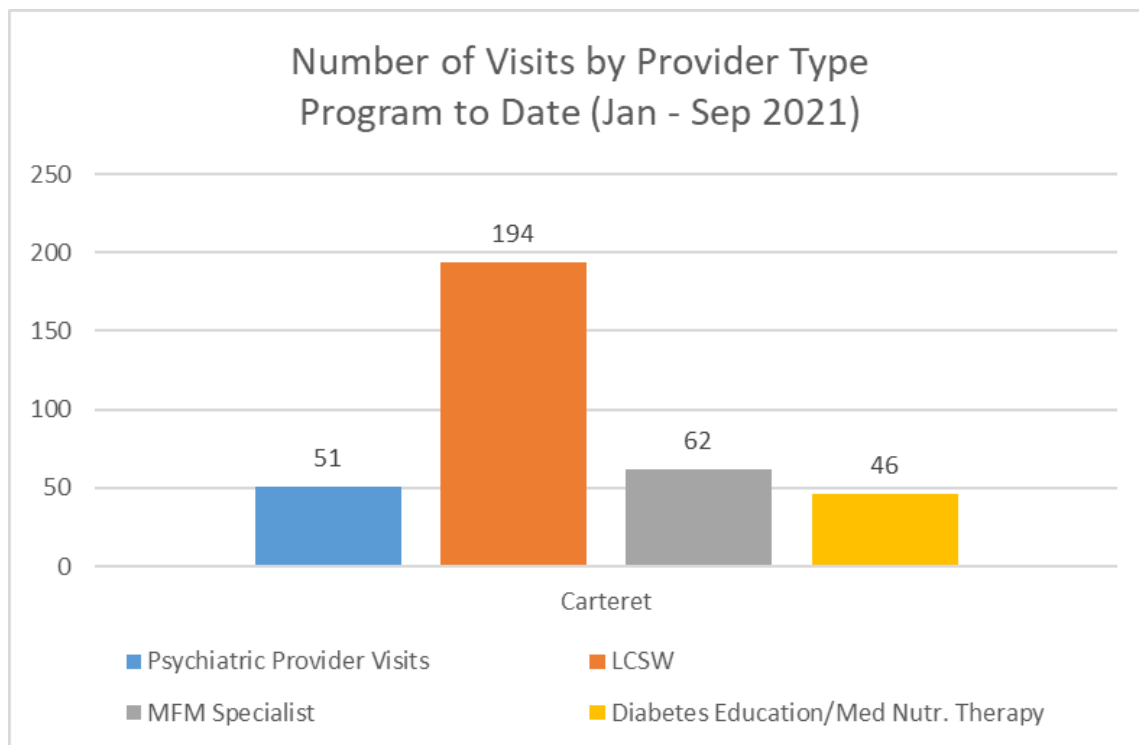
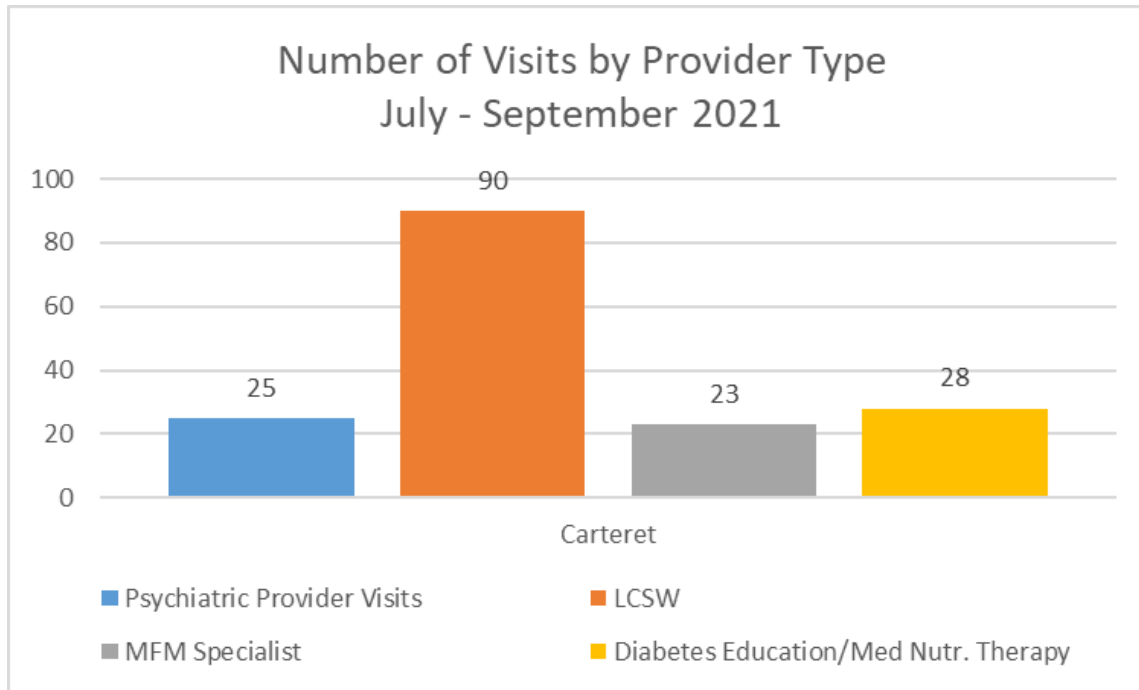
### **Third Quarter MOTHeRS Project Data**

This third quarterly report covers the time period from June 1 to September 30, 2021. These data mostly pertain to our first clinical site, Carteret Ob-Gyn Associates, that has been operational since mid-January 2021. Two additional sites in Chowan and Duplin counties went live in July 2021 and are now reporting data on screening for food insecurity. However, the two new sites have not yet started to refer patients for MFM or mental health consults. We anticipate that these referrals will start in early December. These sites have all equipment for telehealth now in place, with providers and staff trained in use of the equipment and its integration with the EHR. Providers are credentialed and their schedules are already built into EHR. A new ultrasound machine for one of the sites has been purchased by Vidant Health and it is now integrated with PACS (picture archiving and communication system) to enable our MFM specialist to see images remotely. PACS is a medical imaging technology used primarily in healthcare organizations to securely store and digitally transmit electronic images and clinically-relevant reports.

The following charts provide data on the number of patients impacted by the program during the most recent quarter, as well as since program inception in January 2021.



The following charts provide data on the number of patients' visits by provider type seen by the program during the most recent quarter, as well as since program inception in January 2021.



The table below summarizes MOTHeRS Project results as they relate to impact on patient access, health disparities, and food security:

## MOTHeRS Project RESULTS JULY - SEPTEMBER 2021

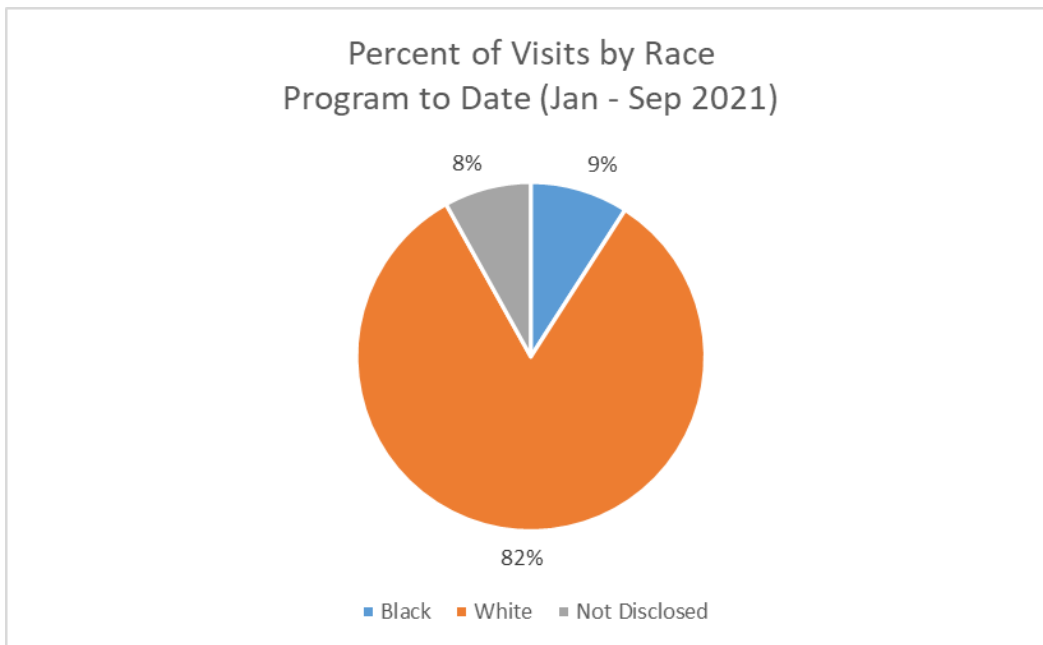
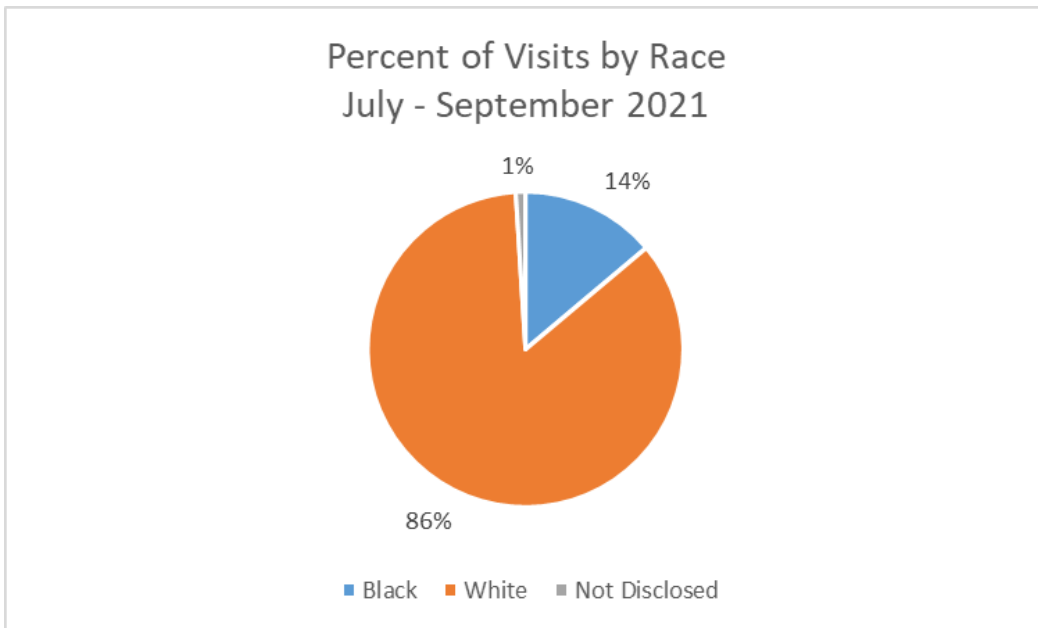
	Jul- Sep 2021	Program Total Jan- Sep 2021
<b>Impact on Patient Access</b>		
Number of perinatal visits with MFM specialist	23	62
Number of missed appointments for high-risk patients (MFM visits not kept)	1	8
Impact on patient access (calculated as driving miles saved per MFM specialist appointment)	3,601 driving miles saved	9,709.2 driving miles saved
Number of patient visits with Certified Diabetes Educator or Registered Nutrition Therapist	28	46
Number of women served for mental health reasons	LCSW visits:	90
	Psychiatrist visits:	25
	Total Mental Health visits:	115
<b>% of visits by Race:</b>		
White	86%	82%
Black	14%	9%
American Indian/Alaskan Native		
Asian		
Native Hawaiian and Other Pacific Islander		
Some Other Race		
Declined/Not Disclosed/Not Available	0.6%	8%
<b>% of visits by Ethnicity:</b>		
Hispanic	0.6%	3%
Not Hispanic	99%	89%
Unknown/Not Disclosed/Not Available	0.6%	8%
<b>% of visits by Insurance Type:</b>		
Medicaid	38%	43%
Medicare	0.6%	2%
Commercial	46%	40%
Tricare	15%	11%
Self-Pay	0.6%	2%
Other		
Unknown/Not Available		
<b>Food Security</b>	Number of Food Bags Sent to Clinics*	140
	Number of Patients Screened for Food Insecurity**	2,510
	Number of Food Bags Distributed***	144

\* The number of food bags sent to the clinics comes from the food pantry and is the number they sent during the quarter period.

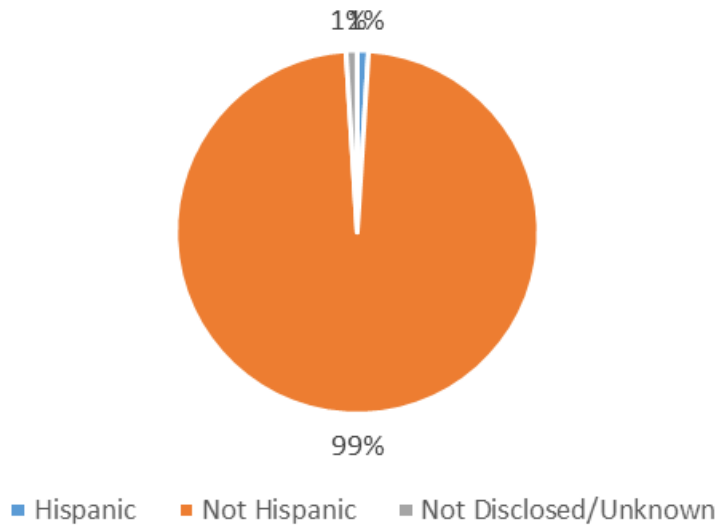
\*\* The number screened and the number of food bags distributed for this quarter is the same as the program to date because we did not start collecting that info from the clinics until July, so all we have so far for the program to date is what was collected this quarter.

\*\*\* The number distributed during the quarter comes directly from the clinic.

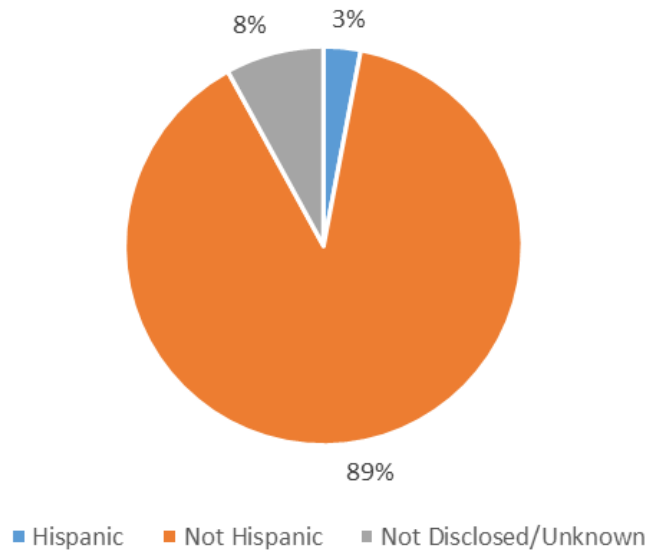
The following charts provide data on percentage of visits by race and ethnicity for patients seen by the program during the most recent quarter, as well as since program inception in January 2021.



### Percent of Visits by Ethnicity July - September 2021

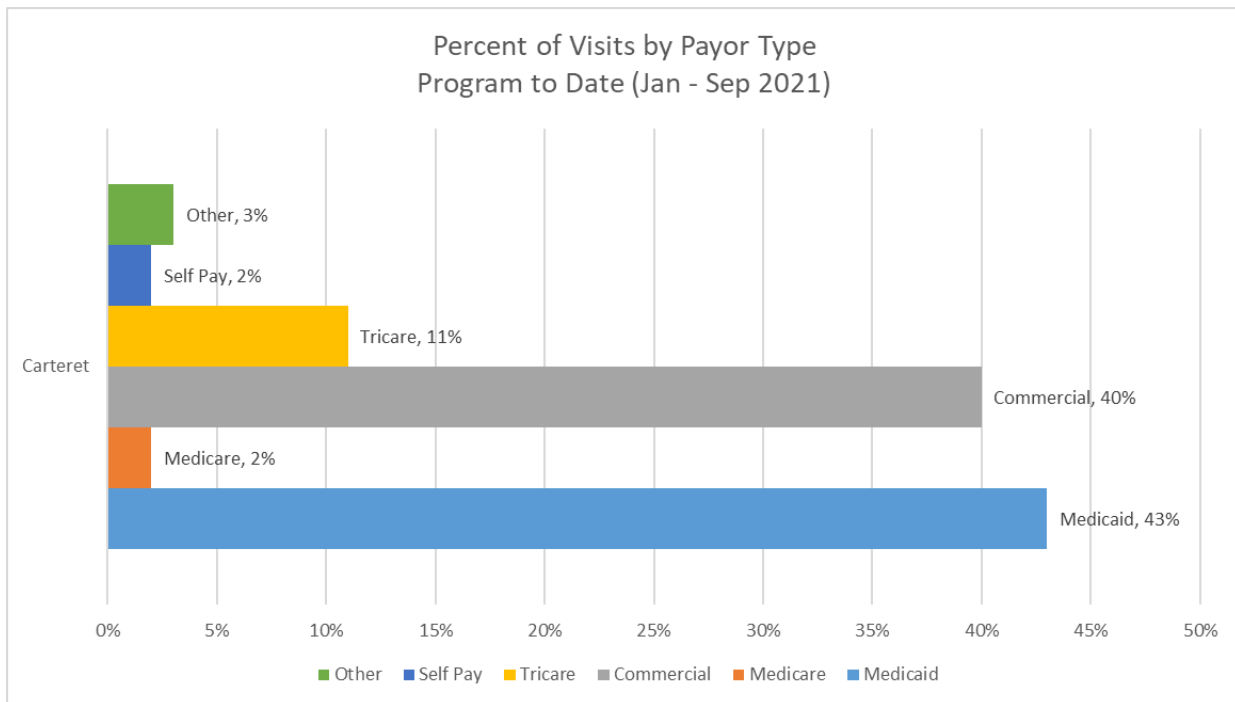
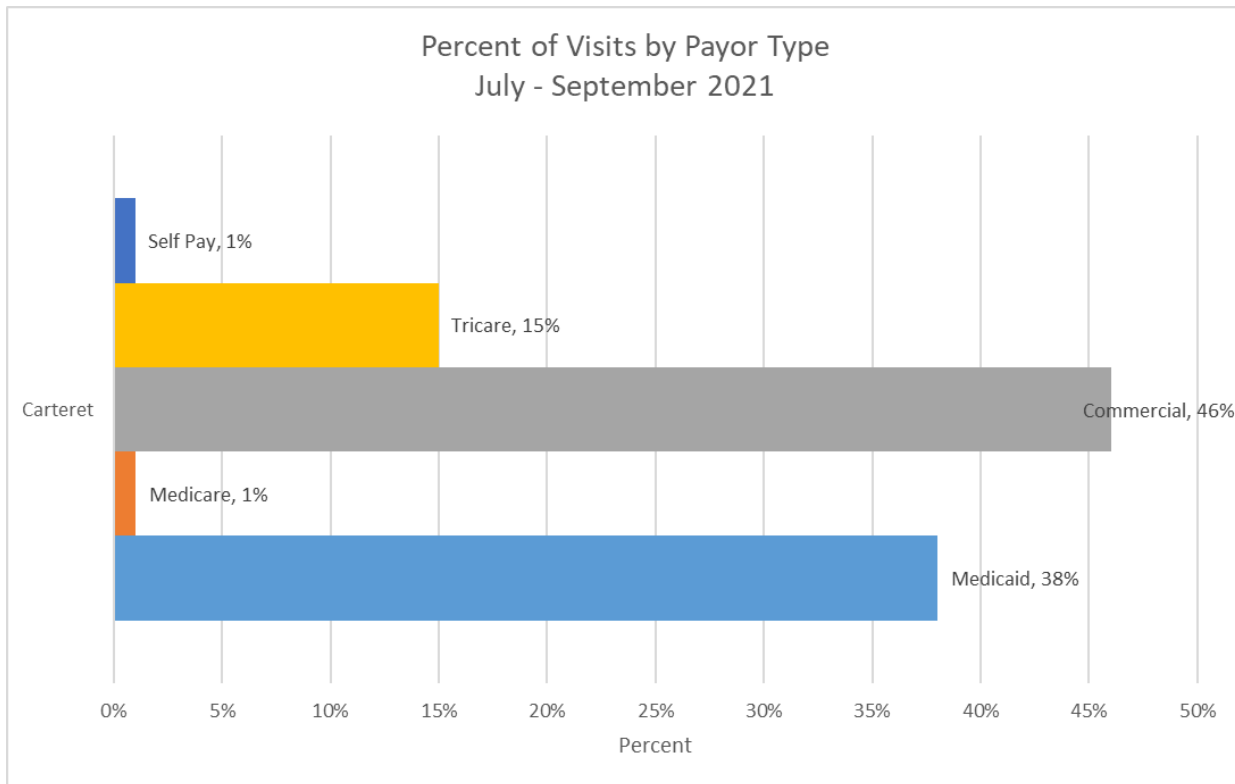


### Percent of Visits by Ethnicity Program to Date (Jan - Sep 2021)





The following charts provide data on percent of visits by payor type for patients seen by the program during the most recent quarter, as well as since program inception in January 2021.



## **Conclusions:**

The collaborative co-management model developed by the MOTHeRS Project creates a patient-centered team approach to care delivery and results in both improved patient experiences and a positive impact on maternal fetal health. The model also has the flexibility of providing telehealth services directly to patients' homes from their tablets, computers, or smart phones, if clinically indicated.

The US has the highest maternal mortality rate out of all developed countries in the world.<sup>8</sup> Evidence points toward significantly high maternal deaths of black and other minority women, especially those in rural areas. There are significant challenges facing rural women in accessing comprehensive, affordable, quality health, maternal health, and mental health care. Given the scale and scope of the issue, we believe that programs like the MOTHeRS Project are very much needed and timely. The project emphasizes the importance of strengthening care coordination and health care delivery, investing in human service programs, and addressing various workforce issues. Although there are numerous programs that have been developed to improve maternal health outcomes, barriers such as persistent poverty, transportation challenges, lack of affordable quality health insurance, chronic health conditions, and workforce shortages have made it difficult to address a complex issue such as rural maternal health care. Through its ongoing work, the MOTHeRS Project expects not only to provide care to those who need it at its clinical sites, but also to generate new knowledge regarding how these barriers can be better addressed to ensure that every woman in rural America has a safe and healthy pregnancy, delivery, and post-natal outcome.

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