

Community Medical Centers, Inc.

Abstract

Our projects are focusing on both early prenatal enrollment as well as child retention. This 2-part plan includes expanding our Comprehensive Perinatal Services Program (CPSP) collaboration as well as implementing more up-to-date use of technology to increase options for participants to meet the requirements for the program.

For the CPSP collaboration, it will include changes in the CPSP/WIC referral process at our parent agency clinics to enroll pregnant women as soon as they receive a positive pregnancy test. Since CPSP is located at a majority of our clinics, we could increase enrollment in both programs by enticing them with WIC benefits, ease of program participation by having less appointments overall, and having appointments at a familiar location. This plan will target WIC, CPSP, and clinic staff, as well as prenatal women with a positive pregnancy test at the parent agency clinics. The goal is to increase the average yearly percent of prenatal enrollments we receive in the 1st trimester from baseline versus the 2nd or 3rd trimester by 15% by September 20th, 2019. We will evaluate the effectiveness of this collaboration by comparing enrollment rates by trimester each month through the end of the contract term. Key personnel include the WIC Coordinator, the Perinatal Services Manager whom oversees the CPSP program for our parent agency, the WIC Nutrition Aides, the Comprehensive Perinatal Health Workers (CPHWs), the WIC Assistant Coordinator, the WIC Nutrition Education Coordinator, and the Chief Operations Officer.

For the child retention project we plan on using technology and implementing texting services, similar to the Text4Baby campaign, to count as nutrition education as well as implement the use of video/telehealth appointments. For the texting we plan to use a texting program and set it up so the participants receive an educational message, links to reliable/evidence based handouts or websites, and surveys about every 2 weeks. If they are enrolled in receiving these messages, we would count it as their GA/nutrition education contact. The target audience will be participants with children aged 1 year or older. After purchasing computer video equipment and identifying software that will allow for safe and confidential video appointments, we will offer video appointments to those participants with children 1 year and older. We will use e-sign software for participants to sign any required forms. The goal of these projects is to increase the average child retention rates by decreasing the percentage children lost from an average from baseline of 26.7% down to 20% by September 30th, 2019. We will evaluate the projects by looking at number of participants who choose these options and our rates of children lost from month to month over the contract term. Key personnel include the WIC Coordinator, WIC Nutrition Aides, the WIC Assistant Coordinator, the WIC Nutrition Education Coordinator, the WIC Clerks, and the IT staff.