



Empowering Mothers. Transforming Lives.

2023 Maternal Health Impact Report

Georgia faces alarming rates of maternal and infant mortality, ranking among the highest in the nation. To address this, moms need significant support, earlier intervention and improved access to care, both before and after childbirth. This report outlines CareSource's efforts to improve maternal and infant health throughout Georgia.

CareSource is helping to reduce rates of maternal and infant mortality and morbidity in Georgia through:



Meaningful
Partnerships



Community
Outreach



Member
Programs



Benefits and
Incentives



Educational
Resources

Disparities in geography, race and economic stability have a significant impact on maternal and infant health.

In Georgia, pregnant and postpartum Black women, along with their babies, face an elevated risk of poor health outcomes. Historical marginalization and social determinants of health continue to contribute to persistent inequities in maternal health outcomes. The aging healthcare workforce, coupled with a lack of diversity among OB-GYN providers, compound these challenges.



Maternal **mortality rates** for Black women in **Georgia** are among the **worst** in the nation.



70+ rural counties in Georgia offer no OB-GYN services, putting expecting moms at risk.



of 113 women who died from pregnancy-related causes were **deemed preventable**.



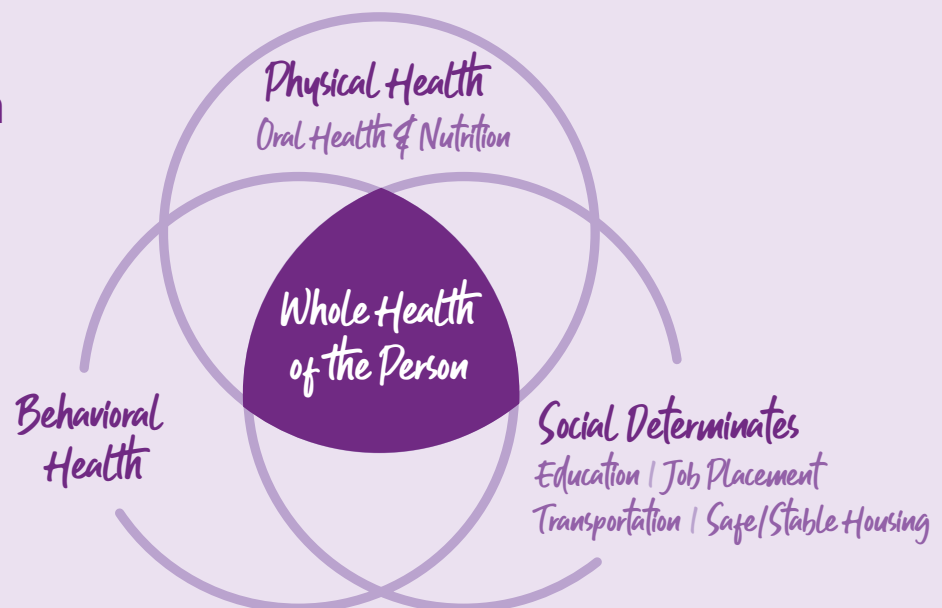
Over the past two decades, **over 40%** of the labor and delivery centers in Georgia **have closed**.

By addressing racial and health equity, more clinical and social needs will be met, leading to better outcomes for mom and baby.

Health equity is about every individual having all possible opportunities to positively impact health and well-being. CareSource is ensuring that all our members have the resources and support they need before and after pregnancy. Through partnerships, pilot programs and strong provider relationships, we are working hard to make sure that miscommunication, implicit bias, and historical trauma are addressed, along with better representation in the medical field. Here are a few examples of the programs CareSource has implemented to effect lasting change on maternal and fetal outcomes in Georgia.

Mom and Baby Beginnings™ Program

We pair expecting mothers with a Care Manager and a Life Coach, who will help support their health and well-being throughout their pregnancy journey with a member-centered approach. This starts with a health needs assessment, and continues with one-on-one care management and resources in the following areas:



CareSource Rewards Programs

CareSource incentivizes expecting and new moms to stay up to date on their prenatal, postpartum and well-child visits and vaccines. Rewards can be redeemed at stores for health and wellness items like diapers, baby wipes and other items. To further enable moms in attending these important appointments, our member services team can help align transportation.

Benefits & Resources for Pregnant Moms

From smoking cessation programs to healthy recipes, CareSource is helping expecting moms to stay healthy during pregnancy for the best possible birth outcomes. The CareSource 24[®] Nurse Advice Line and Text4Baby app put moms in direct contact with nurses and a maternal care team to answer questions and help guide members through the unknowns of pregnancy. CareSource also gives out new baby welcome kits and has partnered with the Georgia Department of Public Health to provide safe sleep education materials, to support mom and baby after birth.

24/7 Nurse Advice

H.E.A.R.T. of Georgia

CareSource helped to establish a pioneering health literacy program to address chronic health and environmental issues that lead to poor perinatal outcomes. Utilizing an innovative, community-first health worker training curriculum, this program aims to educate, train and equip health advocates, caregivers and families with information needed to support women who are pregnant or plan to become pregnant.

Nearly \$100,000 contributed to help create the H.E.A.R.T. of Georgia Program

100% of H.E.A.R.T. program graduates demonstrated the ability to educate and support family members, neighbors and colleagues

Pilot program results showed that

More than 80% of project participants increased their knowledge of H.E.A.R.T.'s core principles for infant and mortality prevention



CareSource has teamed up with the Phoebe Foundation to support a new Nurse-Family Partnership[®] initiative, a nationally recognized and evidence-based program designed to help improve the health outcomes of first-time moms and their infants. The initiative features specially trained nurses conducting regularly scheduled visits, commencing early in pregnancy and extending through the crucial developmental phases until the baby's second birthday.



CareSource, Walmart and Johnson & Johnson Partnerships

As the sole health plan collaborator with Walmart and Johnson & Johnson, our shared goal is to address racial and health equity issues to improve maternal and infant outcomes during pre-pregnancy, prenatal and postnatal care initiatives. Through this partnership, digital and in-person solutions that provide high-touch pregnancy care, healthcare provider education and self-care support aim to make it easier for Black women in Georgia to receive maternal care.

We teamed up with Walmart to host **Baby Days**, an in-store event where expecting and current parents can access family planning, pregnancy and baby care resources.



Community Resources



Childcare Products



Baby Care Tips



Programs for Moms



Car Seat Safety



Sleep Safety



CPR Instructions



2,800 attendees

received resources, education and baby care items at the three Baby Days events at Atlanta-area Walmart stores in 2023.

For two days during these events, CareSource and Eastchester Family Services "Wellness on Wheels" unit was on-site offering free preventative visits.

Watch Event Video



New CareSource has partnered with Walmart to launch a new Community Health Resource Specialist program for maternal health, as well as a pilot Food as Medicine initiative.

As a recognized leader in providing managed care to underserved populations, we have made it our mission at CareSource to introduce a wide range of innovative, practical programs that provide superior, holistic care for our members. These programs, and others being operated by our health care providers and community partners across our state, are a step in the right direction at addressing the unique maternal health challenges in our state.



HEALTH CARE | LIFE RESOURCES | SUPPORT PROGRAMS