Driving Advances in Maternal and Infant Health with Data

Access to high-quality healthcare is a key predictor of perinatal health outcomes. Despite medical technology having more potential than ever to improve maternal and infant health, barriers to care continue to undermine the equitable distribution of benefits across population segments. The impact of adverse perinatal health outcomes is economically and socially devastating with lasting health consequences for future generations. Effective intervention strategies address care obstacles while achieving standards and quality measures.

This whole-person care management approach is possible through a robust data infrastructure that only Gainwell Technologies can provide. Data-driven population health management tools integrate a comprehensive view of bio-psycho-social patient profiles to identify complex needs, drive care plans and deliver measurable and sustainable results.

Whole-Person Maternal Health Analytics

Gainwell has expertise in system design as the data partner for state Medicaid agencies throughout the U.S. As nearly half of all births are covered by Medicaid health plans, and almost all states have adopted extended, 12-month postpartum coverage, Gainwell is already playing a pivotal role in maternal care management. Integrating evidence-based clinical practice and respectful and equitable care into state-level population health management leverages Gainwell system technology to achieve improved outcomes during the perinatal period.

Our data systems facilitate whole-person care extending beyond the traditional medical care model. Through the seamless integration of social determinants of health (SDOH) and behavioral health insights derived from Gainwell's unique PsychHx™ psychiatric history grouper, advanced analytics are applied to comprehensive bio-psycho-social profiles producing accurate longitudinal modeling, trend and hazard analyses, risk assessment, predictive modeling, outlier identification and customized queries to produce actionable insights. These systems recognize increasingly common predictors of adverse outcomes like maternal mental health conditions and substance use disorder, which are included in complex data processes. Advanced data tools inform program design and administration, resource planning and decision support, and tailor medical

and non-medical interventions to individual needs. Further, data architectural design incorporates practical workflows to support quality and equity goals, such as closed loop referral systems, collaborative care management platforms and targeted health promotion campaigns.

Measuring and Advancing Perinatal Health

Gainwell supports current state-level population health management activities. Through expertly designed data systems, Medicaid plans apply advanced data analytics that inform strategic planning, reduce administrative burdens, provide decision support, navigate barriers, improve quality and reduce costs. Current initiatives are limited to the scope of Medicaid membership and plan data as coordination with broad clinical, statistical and programmatic data could amplify program reach. The expansion of directives to integrate wider data sets could give states an avenue to progress population health programs for the benefit of the whole population.

Core Perinatal Health Capabilities Supported

- Population Health Tracking
- Programmatic Population Segmentations and Pregnancy Outcome Drivers
- Behavioral Health Integration
- Near-Real-Time Monitoring

- Early Detection of Individuals with High-Risk Pregnancies
- Targeted Education Materials to Improve Health Literacy
- Collaborative Care Management Platform
- Predictive Modeling for Individuals at Risk of Adverse Outcomes

- Maternal Mental Health Monitoring
- Personalized Care Plans and Interventions
- Improving Access to Care in Underserved Communities
- Closed Loop Referrals
- Clinical and Non-Clinical Services

Bridging the Maternal Care Gap

Analytics identify and standardize the interconnected drivers of maternal health to transform care delivery — enabling more proactive interventions that ultimately save and improve lives. Contact us to explore how targeted insights can enhance maternal and child health in your state.

Gainwell Technologies is the leading provider of digital and cloud-enabled solutions vital to the administration and operations of health and human services programs. With more than 50 years of proven experience, Gainwell has a reputation for service excellence and unparalleled industry expertise. We offer clients scalable and flexible solutions for their most complex challenges. These capabilities make us a trusted partner for organizations seeking reliability, innovation and transformational outcomes. Learn more at gainwelltechnologies.com.