Improving Medicaid Billing Policies: Building on Success and Exploring New Partnerships to Improve Appropriate Reimbursement and Payment

Alicia Luchowski, MPH
American College of Obstetricians and Gynecologists

NFPRHA Medicaid Peer-to-Peer Meeting
January 13, 2015
Our Agenda

• A look back and a look ahead
• Current initiatives
• Moving forward
A Look Back
You are not a doctor. You are not a church. You sell stencils.

Lizz Winstead
Guidelines
The Election
Moving Forward

• High visibility
• Evidence-based guidelines
• Federal agency engagement
• Political “support”
• Proven success
What’s Ahead?

Factors Shaping Medicaid Programs Today

- ACA Implementation
- Delivery System Reform
- Improving Economic Conditions
- Ongoing Program Administration

Figure 1
What’s Ahead?

• Challenges to the ACA
• Payment policy reform
• Pressure to measure up
  – Provider availability & network adequacy
  – Demand for innovation & partnerships
  – Quality measures
What’s Ahead?

Opportunities to leverage your unique, valuable, and needed expertise.
Opportunities & Partners

- Public and media interest
- Quality and payment reform
- Manufacturers
- Public health & medical groups and advocates
- Fellowship in Family Planning
- Maternal and Child Health
National & State Initiatives

• CMCS Maternal and Infant Health Initiative
• CMS Innovation Center
• HRSA Collaborative Improvement & Innovation Network to Reduce Infant Mortality (COIIN)
• Perinatal Quality Collaboratives
Maternal & Infant Health Initiative

• Center for Medicaid and CHIP Services (CMCS)
• Convened an Expert Panel on Improving Maternal and Infant Health Outcomes in Medicaid and CHIP
• **Action Area #1:** Reduce Unintended Pregnancy and Improve Birth Spacing by Increasing Contraceptive Access and Use
Additional Initiatives

- National Women’s Law Center “Cover Her”
- LARC Billing & Reimbursement Guide
- ACOG LARC Reimbursement Project
- ACOG LARC Coding Guide & Billing Quiz
- Immediate postpartum LARC
South Carolina

- Reimbursement for immediate postpartum provision of LARC
- First state to reimburse for LARC devices separate from the global fee for delivery
- Recommendation of the state’s Birth Outcomes Initiative
Illinois

• Family Planning Action Plan
• Increased Medicaid reimbursement rates and 340b dispensing fee
• Payment for an annual preventive or problem-focused visit AND any LARC insertion or removal
• Timely payments
• Stocking issues
Recommendations

- Replicate successful strategies & build on current momentum
- Consider new partners and coalitions
- Develop quality measures and gather data that meet the needs of your clients
- Demonstrate how appropriate reimbursement & payment can improve access and incentivize quality
There are only two rules for being successful; one, figure out exactly what you want to do, and two, do it.

Mario Cuomo
For More Information

Alicia Luchowski, MPH
aluchowski@acog.org
www.acog.org/goto/larc