

Oklahoma Maternal Health Task Force

Strategic Profile

2020-2024

SEPTEMBER, 2020

Oklahoma Maternal Health Task Force

Strategic Profile: 2020 – 2024

INTRODUCTION

This *Strategic Profile* summarizes the Oklahoma Maternal Health Task Force's Strategic Map: 2020-2024.

The efforts to develop the Oklahoma Maternal Health Task Force (Task Force) Strategic Map included:

- Administering a stakeholder survey in May and June of 2020 to secure input to inform the strategic plan
- Conducting virtual strategic planning meetings with the Task Force Leadership Team to develop a draft of the Oklahoma Maternal Health Task Force Strategic Plan/Map
- Reviewing the draft Task Force Strategic Plan/Map with the Oklahoma Maternal Health Task Force and securing member feedback on the draft
- Incorporating the feedback of Task Force members into an updated version of the Strategic Plan/Map
- Securing the approval recommendation of the Task Force Leadership Team on the Strategic Plan/Map to guide the Oklahoma Maternal Health Task Force for the next four years

The approved Strategic Plan/Map will be used to move forward with implementation, including the following steps:

- Identifying the priorities to focus on during the first 12 months of implementation
- Developing more detailed plans for implementing those priorities
- Engaging Task Force members and their organizations in carrying out those implementation efforts

DEFINITION OF MATERNAL HEALTH

The Oklahoma Maternal Health Task Force Strategic Map 2020-2024 includes the following definition of maternal health.

Maternal health encompasses all aspects of a woman's physical, mental, emotional and spiritual health and well-being. It is optimized by comprehensive health care, both preventative and reactive, for women of childbearing age – including preconception, pregnancy, childbirth, postnatal and inter-conception care.

Task Force agreement on this definition ensures that members have a shared understanding of what maternal health means as they use the strategic map to guide the implementation efforts to follow.

STRATEGIC MAP FOR THE OKLAHOMA MATERNAL HEALTH TASK FORCE

The strategic map depicted on page three summarizes the strategy for the Oklahoma Maternal Health Task Force from 2020 through 2024. A Strategic Map is a one-page visual display that articulates the focus of the Task Force's efforts to improve maternal health during the next four years.

The strategic map includes the following elements.

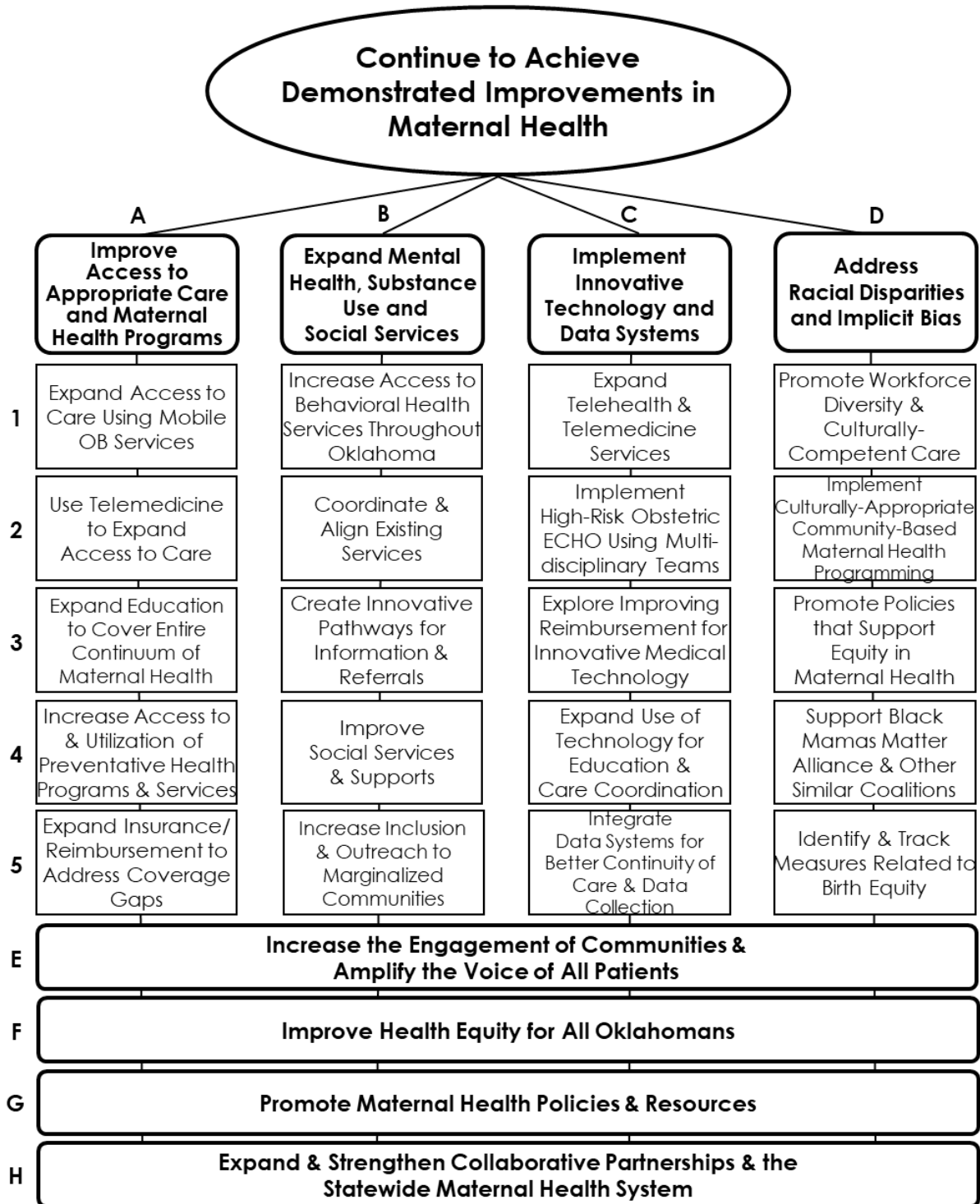
- The **central challenge**, depicted as an oval at the top of the strategic map, describes the focus of the Task Force’s strategic plan. It articulates what needs to be done in the next four years. All efforts to implement the strategic map will focus on achieving the central challenge.
- The Maternal Health Task Force’s **strategic priorities**, depicted in lettered boxes A through D under the central challenge, outline the most important things that need to be done to meet the central challenge.
- At the bottom of the strategic map there are four **cross-cutting strategic priorities**. In strategic map logic, cross-cutting strategic priorities:
 - Are placed at the bottom of the strategic map to show that they are foundational to the strategy
 - Span the map from left to right to demonstrate that efforts to achieve the cross-cutting priorities will be embedded in the efforts to implement all of the other strategic priorities on the map
 - No plan to implement the other strategic priorities will be considered complete unless it includes emphasis on the cross-cutting priorities.
- The Task Force’s **strategic goals**, depicted in numbered boxes under each strategic priority, describe the critical actions that will be taken to achieve each strategic priority.

The strategic map on the following page will guide the Oklahoma Maternal Health Task Force for the next four years.

Oklahoma Maternal Health Task Force Strategic Map: 2020-2024

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EXPLANATION OF THE STRATEGIC MAP

Central Challenge

The central challenge the Maternal Health Task Force will address during the next four years is:

Continue to achieve demonstrated improvements in maternal health.

The central challenge:

- Focuses on identifying and prioritizing specific improvements in maternal health for Oklahomans
- Stresses highlighting the positive difference made by the Task Force to demonstrate its effectiveness in achieving those improvements

Strategic Priorities

The central challenge is supported by four strategic priorities, labeled A thru D on the Strategic Map. The pages that follow provide a more detailed explanation of each strategic priority and the strategic goals that support it. A Task Force work group is assigned and given responsibility for each of these strategic priority areas and its strategic goals.

A

Improve Access to Appropriate Care and Maternal Health Programs

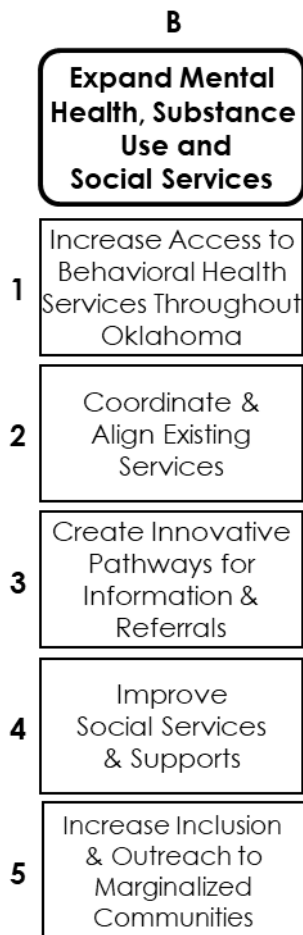
- 1 Expand Access to Care Using Mobile OB Services
- 2 Use Telemedicine to Expand Access to Care
- 3 Expand Education to Cover Entire Continuum of Maternal Health
- 4 Increase Access to & Utilization of Preventative Health Programs & Services
- 5 Expand Insurance/ Reimbursement to Address Coverage Gaps

Strategic Priority A

Improve access to appropriate care and maternal health programs.

Strategic Priority A and Strategic Goals A-1 through A-5 focus on:

- Addressing gaps in access to care to ensure all women of childbearing age in Oklahoma receive quality care:
 - Prior to conception
 - During pregnancy, childbirth and the postnatal period
 - Throughout the inter-conception period
- Expanding access to care using mobile obstetric services – particularly in areas that lack needed services locally
- Using telemedicine to expand access to care – particularly in areas of the state that lack resources such as tribal clinics, federally-qualified health centers, and physicians/providers.
- Expanding education to cover the entire continuum of maternal health –from pre-conception through postpartum and interconception care - throughout the state
- Increasing both access to and utilization of preventative health programs and services for optimal maternal health outcomes
- Addressing barriers to access for those who are uninsured or underinsured – expanding insurance coverage not only during pregnancy but throughout the childbearing years
- Addressing provider reimbursement issues in order to increase access to care



Strategic Priority B

Expand mental health, substance use and social services.

Strategic Priority B and Strategic Goals B-1 through B-5 focus on:

- Increasing access to behavioral health services throughout Oklahoma – including access for women who live in areas where those services are either unavailable or inadequate
- Ensuring the effective coordination and alignment of existing services in order to optimize their effectiveness and ensure users understand the services that are available and how to access them
- Creating innovative pathways for:
 - Providing women with the information necessary to access the services they need; and
 - Supporting effective referrals to needed services
- Improving social services and other needed supports – such as transportation, housing, linkage to appropriate care and services, nutrition assistance, and so on – that foster and enhance maternal health
- Increasing inclusion and outreach to serve all individuals needing or seeking maternity care or services in Oklahoma – including marginalized individuals and communities such as tribal or LGBTQIA+ communities, along with those who are incarcerated or disabled

C

Implement Innovative Technology and Data Systems

1

Expand Telehealth and Telemedicine Services

2

Implement High-Risk Obstetric ECHO Using Multi-disciplinary Teams

3

Explore Improving Reimbursement for Innovative Medical Technology

4

Expand Use of Technology for Education and Care Coordination

5

Integrate Data Systems for Better Continuity of Care and Data Collection

Strategic Priority C

Implement innovative technology and data systems.

Strategic Priority C and Strategic Goals C-1 through C-5 focus on:

- Expanding telehealth and telemedicine services to ensure those services reach women throughout Oklahoma – particularly those in rural and other underserved areas
- Implementing high risk obstetric ECHO using multidisciplinary teams to ensure effective sharing of knowledge and coordination among providers
- Exploring ways to improve reimbursement for innovative medical technology to expand its implementation and effective use so that it is accessible throughout Oklahoma
- Expanding the use of technology to support education and improve care coordination for maternal health throughout the state
- Integrating data systems to both improve continuity of care and support more effective and efficient data collection and analysis in support of maternal health improvement efforts

D

**Address
Racial Disparities
and Implicit Bias**

- 1 Promote Workforce Diversity & Culturally-Competent Care
- 2 Implement Culturally-Appropriate Community-Based Maternal Health Programming
- 3 Promote Policies that Support Equity in Maternal Health
- 4 Support Black Mamas Matter Alliance & Other Similar Coalitions
- 5 Identify & Track Measures Related to Birth Equity

Strategic Priority D

Address racial disparities and implicit bias.

Strategic Priority D and Strategic Goals D-1 through D-5 focus on:

- Promoting workforce diversity and culturally competent care – including ongoing implicit bias training for hospitals and providers –to increase understanding of the unique needs of diverse women and improve the quality of their care
- Implementing culturally-appropriate, community-based maternal health programming that addresses the unique needs of diverse women throughout Oklahoma
- Promoting policies that support equity in maternal health – including focusing resources on women and communities experiencing significant disparities in maternal health as a result of race, ethnicity and other factors
- Supporting the Black Mamas Matter Alliance (BMMA) and other similar coalitions that include supporting the unique needs of women and ensuring access to culturally-appropriate care
- Identifying and tracking measures related to birth equity in order to provide evidence-based avenues to address disparities based on race and other factors to improve the quality of maternal health and care

Cross-cutting Strategic Priority E

E

Increase the Engagement of Communities & Amplify the Voice of All Patients

Cross-cutting Strategic Priority E:

- Recognizes the importance of engaging a wide range of diverse stakeholders in order to achieve the maternal health improvements outlined in the Oklahoma Maternal Health Task Force Strategic Map
- Stresses engaging various communities throughout Oklahoma as a key strategy to ensure effective implementation
- Focuses on amplifying the voice of all patients –including those in underserved and marginalized communities – in the design and delivery of maternal health services in Oklahoma

Cross-cutting Strategic Priority F

F

Improve Health Equity for All Oklahomans

Cross-cutting Strategic Priority F:

- Recognizes the significant gaps in health equity that exist for women and maternal health in Oklahoma
- Emphasizes improving the health status of all in Oklahoma
- Focuses on reducing disparities – including implementing innovative strategies and directing needed resources to close the health equity gap throughout the state

Cross-cutting Strategic Priority G

G

Promote Maternal Health Policies & Resources

Cross-cutting Strategic Priority G:

- Recognizes the critical role of public policy in achieving demonstrated improvements in maternal health
- Emphasizes addressing the needs of underserved women throughout the state
- Focuses on securing needed resources and allocating them effectively to improve maternal health outcomes state-wide

Cross-cutting Strategic Priority H

H

Expand & Strengthen Collaborative Partnerships & the Statewide Maternal Health System

Cross-cutting Strategic Priority H:

- Focuses on creating a broad network of collaborative partnerships throughout the state to identify, prioritize and address maternal health needs throughout Oklahoma
- Emphasizes strengthening Oklahoma’s statewide maternal health system as a key strategy for successfully implementing the Oklahoma Maternal Health Task Force Strategic Map during the next four years