

Oklahoma Maternal Health Task Force



STRATEGIC PROFILE 2020-2024

Prepared September 2021



Introduction

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 including physical, mental, and emotional health and well-being. It is optimized by comprehensive health care, both preventative and reactive, for those 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.

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 and to identify strengths and gaps in maternal health in Oklahoma
- 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
- Utilizing the Title V MCH Block Grant needs assessment and performance measures—along with various state maternal health data from multiple sources including the Maternal Mortality Review Committee (MMRC), Oklahoma and National Vital Statistics, Oklahoma Perinatal Quality Improvement Collaborative (OPQIC), Alliance for Innovation on Maternal Health (AIM), and various leadership organizations and agencies throughout the state—to inform the process
- Identifying strengths to build upon such as collaborative partnerships, relationships and current initiatives while addressing gaps including access to care and maternal health programming; expansion of mental health, substance use and social services; implementation of innovative technology and data systems; and addressing racial disparities and inequities
- Reviewing the draft Strategic Plan/Map with the Task Force and 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 and reviewing periodically to guide the Task Force for the next four years

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

- Identifying the priorities to focus on during beginning implementation along with Task Force vision, mission, values and key drivers
- Developing more detailed plans for implementing those priorities and engaging Task Force members and their organizations in carrying out those implementation efforts
- Meeting regularly--beginning monthly and at least three times per year each to continue progress for the Task Force, Leadership Team and Priority Work Groups.



Vision

Creating a state of optimal maternal health

Mission

To lead, support and engage partnerships to improve the health, safety and well-being of the maternal population in Oklahoma

Values

- Collaboration
- Community
- Equity
- Inclusion
- Innovation

Key Drivers

- Access to Appropriate Care
- Mental Health, Substance Abuse, & Social Services Expansion
- Innovative Technology & Data Systems
- Racial Disparities

Strategic Map for the Oklahoma Maternal Health Task Force

The strategic map depicted on page six 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:

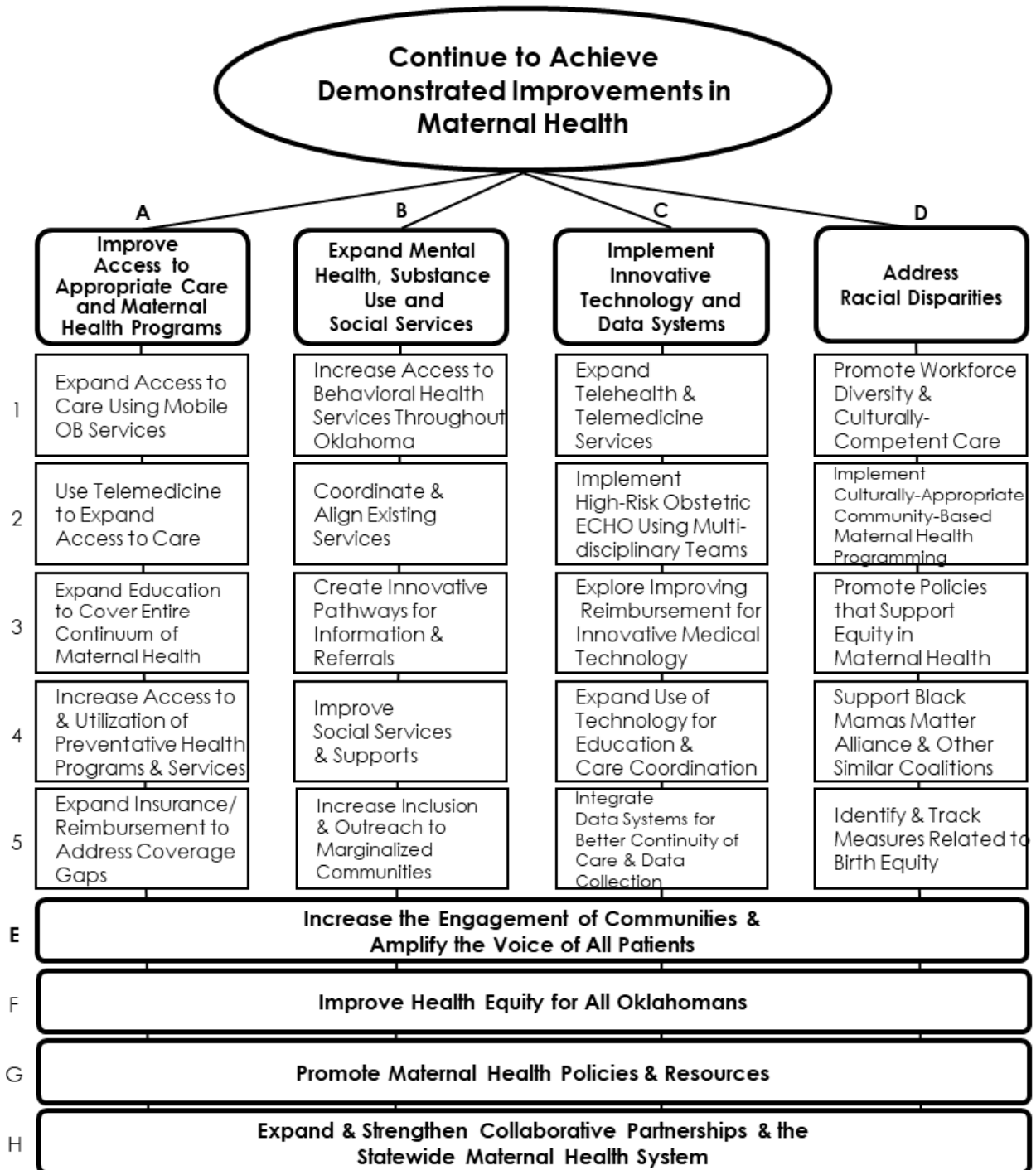
- **The central challenge**, depicted as an oval at the top of the strategic map, describes the focus of the Task Force’s strategic plan. It articulates what needs to be done in the next four years. All efforts to implement the strategic map will focus on achieving the central challenge.
- The Maternal Health Task Force’s **strategic priorities and goals**, depicted in lettered boxes A-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 goal objectives**, 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

08/26/21 Rev

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



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 and Goals

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

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 Goal Objectives 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 inter-conception 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

B

Expand Mental Health, Substance Use and Social Services

- 1 Increase Access to Behavioral Health Services Throughout Oklahoma
- 2 Coordinate & Align Existing Services
- 3 Create Innovative Pathways for Information & Referrals
- 4 Improve Social Services & Supports
- 5 Increase Inclusion & Outreach to Marginalized Communities

Strategic Priority B

Expand mental health, substance use and social services.

Strategic Priority B and Strategic Goal Objectives 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 Goal Objectives 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



Strategic Priority D

Address racial disparities

Strategic Priority D and Strategic Goal Objectives 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

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