



CROSS-CUTTING INITIATIVE: CMS MATERNITY CARE ACTION PLAN

Addressing the United States' maternity care crisis is a key priority for the Biden-Harris Administration. In December 2021, Vice President Kamala Harris convened the first-ever federal [Maternal Health Day of Action](#), where she announced a historic [Call to Action](#) to improve health maternal health outcomes across the United States. And in June 2022, the White House released a [Blueprint for Addressing the Maternal Health Crisis](#), which describes the Administration's whole-of-government approach to improving maternal health and addressing persistent inequities in maternal health outcomes.

As described in the White House blueprint, the Centers for Medicare & Medicaid Services (CMS) has taken a holistic look at its policies and programs to identify opportunities to enhance maternity care delivered to enrollees in Medicare, Medicaid, the Children's Health Insurance Program (CHIP), and the Health Insurance Marketplace[®] – specifically, through a focus on driving improvements in access to and quality of care during pregnancy, childbirth, and the postpartum period. This effort is a central component of our work to advance health equity. Across income and education level, people of color are far more likely to die from pregnancy-related complications. And in some cases, Black and American Indian and Alaska Native people are [up to five times](#) more likely to die due to pregnancy-related causes than their white peers.

CMS' coordinated action plan to improve maternity care access and quality is designed to improve health outcomes and reduce disparities. This initiative will include technical assistance for states to extend postpartum coverage, policies to support a diverse provider workforce, and other equity-focused initiatives.

CMS has identified five key gaps in maternity care related to CMS programs, reflected in the White House Blueprint, and is taking steps to address each, as described below.

I. COVERAGE AND ACCESS TO CARE

CMS is working to improve access to comprehensive health coverage, including Medicaid, CHIP, the Health Insurance Marketplace®, and Medicare coverage; and to ensure that coverage provides meaningful access to a full range of health care before, during, and after pregnancy.

- **Guaranteed access to Medicaid for a year after pregnancy.** Thanks to the American Rescue Plan Act of 2021 (ARP), states can provide continuous Medicaid and CHIP [coverage for a full year after pregnancy](#), up from 60 days prior to the ARP. When states use this option, Medicaid and CHIP enrollees have 12 months of postpartum coverage regardless of the changes in circumstances the person may experience, such as an increase in income. This extended coverage option offers states an opportunity to provide care that can reduce pregnancy-related deaths and severe maternal morbidity, and improve continuity of care for chronic conditions. CMS has already approved 19 proposals to extend lifesaving Medicaid and CHIP coverage, and 9 additional states have submitted similar proposals to CMS for approval.
- **Protecting Patients' Access to Emergency Care.** Following the *Dobbs v. Jackson Women's Health* Supreme Court Decision overturning *Roe v. Wade*, CMS issued clarifying guidance on the Emergency Medical Treatment and Active Labor Act (EMTALA). This guidance reaffirmed that patients, no matter in what state they seek care, have the right to stabilizing care if they present with an emergency medical condition at a covered hospital's emergency room. Where abortion care is the necessary stabilizing treatment in those situations, EMTALA protects that care. And providers, no matter in what state they practice, are required to provide such stabilizing health- and life-saving care to patients who present to an emergency room and are experiencing an emergency medical condition.
- **Ensuring access to the full range of contraception.** CMS is working to ensure that everyone has access to the contraceptive coverage they need, as required under the law. HHS, along with the Departments of Labor and Treasury, [sent a letter](#) to group health plans and health insurance issuers, reminding them of their obligations under the Affordable Care Act to provide coverage for the full range of contraceptives at no cost.
- **Reducing gaps in coverage during and after pregnancy.** CMS will identify ways that policy, technology, and operations can work better together to help people understand their coverage options if they lose eligibility for Medicaid coverage after pregnancy, including helping them transition from Medicaid to Health Insurance Marketplace® coverage. CMS is currently building data system capacity to identify people losing

Medicaid coverage and provide targeted outreach to ensure that they are able to transition successfully into Health Insurance Marketplace® coverage, for which they may be eligible for subsidies. When individuals' eligibility for Medicaid coverage changes after the public health emergency (PHE) ends, CMS will report on a periodic basis the rate at which individuals losing Medicaid coverage successfully transition to coverage through the Marketplace.

- **“Connecting Kids to Coverage” 2022 funding opportunity includes pregnant individuals as a target population.** CMS awarded \$49 million to fund organizations that can connect more eligible children, parents, and pregnant individuals to health care coverage through Medicaid and CHIP. The Cooperative Agreements make up to \$1.5 million available to organizations for a three-year period of performance to reduce the number of uninsured children by advancing Medicaid and CHIP enrollment and retention. Because Medicaid and CHIP coverage are key to ensuring that eligible individuals receive the care they need, this funding opportunity includes pregnant individuals as a new focus population. Expanding the focus population to include pregnant individuals will directly lead to increasing the enrollment of eligible children in Medicaid and CHIP because, generally, the infants born to individuals who are enrolled in these programs at the time of birth are automatically deemed eligible for Medicaid and CHIP for one year.
- **Protect patients from surprise medical bills.** The No Surprises Act protects most people with health coverage from a surprise medical bill when they receive emergency care, care from out-of-network providers at in-network facilities, or air ambulance services. Additionally, the No Surprises Act requires that providers give uninsured and self-pay consumers cost estimates before scheduled services (including pregnancy-related care), allowing consumers to make fully informed decisions regarding their health care.

II. DATA.

CMS is working to expand our data collection efforts, stratify data by key demographics and key demographic drivers to identify disparities in care or outcomes, and coordinate across programs to identify gaps and best practices.

- **Quality measurement.** CMS' Hospital Inpatient Quality Reporting Program is a pay-for-reporting quality program that reduces payment to hospitals that fail to meet program requirements, including the submission of quality data.
 - In 2021, CMS finalized a rule requiring hospitals to report to CMS whether they have participated in a maternity care quality collaborative, and if so, whether they have implemented best practices to improve maternity care quality, such as initiatives to reduce maternal hemorrhage or sepsis. Hospitals are already beginning to collect and report these data.

- In April 2022, CMS proposed to add two additional maternal health quality measures to the Hospital Inpatient Quality Reporting Program, both of which are electronic clinical quality measures.
 - A measure of severe obstetric complications, which describes the number of inpatient hospitalizations for patients with severe complications occurring during the delivery hospitalization, such as hemorrhage.
 - A measure of low-risk Cesarean section rates, which describes the share of patients with low-risk pregnancies who give birth via a Cesarean section.Hospitals may report supplemental data for these measures, including patient race, ethnicity, and several other demographic variables.
- **Medicaid quality measures.** CMS encourages state Medicaid agencies to report a broad range of quality measures describing the quality of care that Medicaid and CHIP beneficiaries receive. Included in these quality measure sets are nine measures of maternal and perinatal health, known as the maternity care core set. Beginning in 2024, CMS will require states to report a set of quality measures related to children’s health, which includes six measures in the maternity care core set, as well as all adult behavioral health measures.
- **Medicaid Postpartum Care Equity Assessment.** CMS is conducting an equity assessment on the quality of postpartum care in Medicaid and CHIP. CMS is looking at Medicaid and CHIP data to identify disparities and opportunities to address inequities in postpartum care.

III. QUALITY OF CARE.

CMS will work with states, providers, and other key stakeholders to improve the quality of care that Medicaid, CHIP, Medicare, and the Health Insurance Marketplace® enrollees receive before, during, and after pregnancy.

- **“Birthing-Friendly” hospital designation.** In April 2022, CMS proposed to create a “Birthing-Friendly” hospital designation. The purpose of this designation is to create a consumer-friendly display indicating hospital commitment to improving maternal health outcomes through participation in maternity care quality activities. The designation would be displayed on a CMS website. Under this proposal, CMS would give this designation to hospitals that report “yes” to both questions in the Maternal Morbidity Structural measure. In the future, CMS may consider a more robust set of criteria that may include other maternal health-related measures for awarding the designation.
- **Hospital quality standards.** In April 2022, CMS requested public comments on maternity care quality improvement policies. This request included specific questions on how CMS policies can encourage hospitals to improve quality, such as through quality measurement efforts or consideration of a new “condition of participation” for hospitals

that receive Medicaid and Medicare reimbursement. The comments collected during this 60-day comment period will inform future CMS policymaking.

- **Maternal and Infant Health Initiative.** CMS launched the next phase of its [Maternal and Infant Health Initiative](#) in December 2020. This program works directly with states to improve maternal and infant health policies and implement evidence-based best practices. In March 2022, CMS [announced](#) a new effort to reduce low-risk Cesarean births among people covered by Medicaid and CHIP. Reducing unnecessary Caesarean births could also improve outcomes for babies, since infants born through Caesarean births are more likely to experience complications as well.
- **Encouraging evidence-based hospital quality improvement.** In December 2021, CMS [released information](#) to the state entities responsible for overseeing hospital quality, encouraging them to consider the use of evidence-based patient safety interventions to ensure that facilities are prepared for medical, including obstetric, emergencies. This information will also be used to inform the ongoing work of the Maternal and Infant Health Initiative.
- **Intensive care for people with chronic health conditions.** CMS is working to expand access to chronic disease management to help people improve their health, including before, during, and after pregnancy. For example, the Affordable Care Act established [Medicaid Health Homes](#), which provide intensive care management and other services to support care for people who are at risk for or experiencing chronic health conditions.

IV. WORKFORCE.

CMS will work with states and sister agencies to identify opportunities to expand and improve access to a diverse maternity care workforce, including midwives and community-based practitioners, such as doulas and community health workers.

- **Community-based pregnancy and childbirth care.** State Medicaid programs can cover community-based maternity services, such as those furnished by doulas and community health workers. In addition, Medicaid requires states to cover services provided through freestanding birth centers and those provided by midwives within the scope of their state licensure. However, few states have robust networks of birth centers, midwives, doulas, or community health workers. CMS released [guidance](#) in December 2021 encouraging states to expand access to doula care, and will continue to work with states to expand access to these important services.

V. SOCIAL SUPPORTS.

CMS will work to build connections between the care and supports that CMS programs cover and the social supports provided by other federal, state, and local partners, with the goal of providing whole-person care to our enrollees.

- **Medicaid linkages to social supports.** CMS is identifying promising approaches for state Medicaid agencies to provide directly, or to link Medicaid beneficiaries to, appropriate social supports, such as tenancy-related services, housing vouchers, nutrition services, and others. For example, CMS is working with the U.S. Department of Agriculture (USDA) to identify gaps in coverage between people who are enrolled in nutrition assistance programs and Medicaid to improve outreach and enrollment of eligible individuals who are eligible to enroll in both programs. These social supports will benefit people during and after pregnancy, when people are particularly vulnerable to adverse health and pregnancy outcomes without needed supports.

Social Needs Screening. CMS has created a [screening tool](#) to facilitate social needs screening, referral, and data collection from CMS Innovation Center model participants, and is developing methods to enable simplified sharing of screening results. Health-related social needs screening is also required in the Innovation Center's current maternal health models ([Maternal Opioid Misuse](#), [Integrated Care for Kids](#))