

# Strong Start for Mothers and Newborns: *Funding Opportunity Update*

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# *Strong Start Initiative: Two Strategies to Improve Birth Outcomes*

This one “*Strong Start*” initiative has two different but related strategies:

## ***1. Reducing Early Elective Deliveries***

A test of a nationwide public-private partnership and awareness campaign to spread the adoption of best practices that can reduce the rate of early elective deliveries before 39 weeks for all populations

## ***2. Delivering Enhanced Prenatal Care***

A ***funding opportunity*** for providers, States and other applicants to test the effectiveness of specific enhanced prenatal care approaches to reduce pre-term births in women covered by Medicaid

# *Delivering Enhanced Prenatal Care: Funding Opportunity Overview*

**Cooperative agreement funding opportunity for:**  
Providers, states, managed care organizations, and  
conveners.

- Test evidence-based approaches to delivering enhanced prenatal care that improves health outcomes for mothers and infants in Medicaid.
  - Specifically interested in reducing preterm births.

# *Delivering Enhanced Prenatal Care: Initiative Description*

**Three models:** All of the approaches will share common elements including case management, counseling, and psychosocial support, and will be delivered in addition to the standard prenatal care:

1. **Centering/Group Care** – Group prenatal care that incorporates peer-to-peer support in a facilitated setting for three components; health assessment, education and support.
2. **Birth Centers** – Comprehensive prenatal care facilitated by midwives and teams of health professionals including peer counselors and doulas. Focus includes building relationships with patients.
3. **Maternity Care Homes** – Enhanced prenatal care at traditional prenatal sites expanding access and continuity, care coordination, and content.

# *Delivering Enhanced Prenatal Care: Funding Opportunity Updates*

The Strong Start initiative maintains the goal of reducing prematurity through enhanced prenatal care models.

## Updates:

- CMS is revising the Funding Opportunity Announcement (FOA) in order to address stakeholder issues.
- The revised FOA will be released as soon as possible.
- CMS will extend the application deadline and provide applicants with an opportunity to respond to the revised FOA.
- Letters of Intent (LOI) will no longer be required in order to apply.

# *Delivering Enhanced Prenatal Care: Funding Opportunity Updates*

We are committed to the goal of a diverse and competitive applicant pool.

- Extending the deadline will help us reach our evaluation needs of 90,000 women under the care of the 3 enhanced prenatal care models.
- Optional LOIs allow us to address the barriers to submitting an LOI, and opens the application process to all eligible applicants.

# Questions?

Additional information available on CMMI website:  
<http://innovation.cms.gov/>

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