

Session #6:

Building the Business Case to Support Birth Equity & Spark Policy Momentum

The Institute for Medicaid Innovation, in partnership with the Center for Health Care Strategies, developed a [virtual learning series](#) that provided a roadmap to explore implementation of midwifery-led models of care in Medicaid. The [eight-part series](#) focused on CNM/CMs and freestanding birth centers.

Session #6: Learning Objectives

1. Identify the essential elements for building a business case to support midwifery-led care in Medicaid including financial indicators, clinical outcome measures, and data needed to calculate a return on investment.
2. Identify opportunities to utilize the findings from the CMS funded Strong Start initiative to initiate the development of the business case to support policy changes.

Session #6 Panel:

Moderator:

Karen Shea, MSN, RN, Institute for Medicaid Innovation

Panelists:

Ian Hill, MPA, MSW, Urban Institute

Lisa Dubay, PhD, ScM, Urban Institute

Session #6 Resources:

[Speaker Bios](#)

[Presentation Slides](#)

[Archived Session Recording](#)

[Session Q & A](#)

[IMI Report on Improving Maternal Health Access, Coverage, and Outcomes in Medicaid](#)

Session #6: Pre-Session Required Activities (43 Minutes)

Before watching the archived session recording, we recommend completing the following activities. The activities are intended to create a shared foundation of knowledge upon which each session will build.

READ (15 Minutes): [Improving Maternal Health Access, Coverage, and Outcomes in Medicaid pages 50-55 and 56-62.](#)

READ (5 Minutes): [Editable Checklist: Essential Elements for Maternal Health Initiative Business Case.](#)

WATCH (8 Minutes): [Birthing Battle: Labor Pains](#)

EXPLORE (15 Minutes): [How to Integrate Midwives to Improve Outcomes](#)

Session #6: Supplemental Resources (2 Hours and 34 Minutes)

READ (60 Minutes): [Strong Start for Mothers and Newborns Evaluation: Crossing Cutting Findings](#)

READ (60 Minutes): [Strong Start for Mothers and Newborns Evaluation: Awardee-Specific Reports](#)

READ (15 Minutes): [Midwifery and Birth Centers Under State Medicaid Programs: Current Limits to Beneficiary Access to a High-Value Model of Care](#)

READ (5 Minutes): [Improving Birth Outcomes and Lowering Costs for Women on Medicaid](#)

EXPLORE (5 Minutes): [CMS Strong Start for Mothers and Newborns Initiative](#)

WATCH (14 Minutes): [Medicaid 101](#)