

Midwifery In Medicaid Business Case Learning Series



INSTITUTE FOR
MEDICAID
INNOVATION

Are you a midwife interested in expanding your practice's work with the Medicaid population, as a change agent for birth equity?

Are you interested in learning about alternative payment models?

Are you interested in strategies to articulate the value of the midwifery model of care in the Medicaid program through a data-driven business models?

Join the Institute for Medicaid Innovation for an interactive virtual learning series that will introduce midwives to fundamental concepts related to Medicaid and business. Throughout the series, participants will have access to resources and expertise that will strengthen their ability to form a case to advance birth equity in Medicaid through business goals and initiatives.



What is included?

- 15 monthly, 1-hour salon-style, online learning sessions
- Interactive content and Q & A with national experts
- Pre-session activities to enhance participation (approximately 1 hour/month)
- Supplemental resources and tools

What is a salon-style learning session?

Salon-style learning sessions bring together thought leaders and change agents to engage in open conversation and group discussion. Discourse between participants and invited speakers will be the foundation of each session to promote knowledge expansion and idea generation.



What topics will be covered?

- The Effective Use of Data
- Conducting a Midwifery-Led Model of Care Demand Assessment
- Telling Your Story - Using Medicaid Population Data for Midwifery-Led Care
- Business Case Components (multi-part): Initiative Description, Demand Assessment, Elements of a Financial Analysis, and Regulatory, Professional Organization, and Community Support
- Marketing Strategies to Increase Awareness of Your Initiative and Drive Demand
- Initiative Management: Leadership, Management, Community Boards and Grant Applications
- Business Plan Risk Assessment, Mitigation, And Program Evaluation
- Alternative Payment Models (APMs)
- Revolutionary APM design: Unpending How Traditional Maternal Care is Delivered
- Action-Oriented Planning: Key Elements of an Implementation Plan

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Who should participate?

The learning series is designed for midwives of all certifications including **CNM, CPM, CM, LM, and midwifery students** who want to learn the skills necessary to develop a data-driven Medicaid business case. The series will be limited to 50 individual midwives or midwifery practices to encourage open conversation and promote networking opportunities. Interested midwives or midwifery practices will complete a brief application that will assess applicants' readiness to learn and ability to apply business case tools. Priority criteria for selection include:

- Geographic location to support distribution across the U.S.
- Practices or individual midwives currently serving or have the potential to serve a community with a significant proportion of Medicaid enrollees.
- BIPOC midwives/midwifery practices led by a BIPOC individual and/or serving a predominantly BIPOC community.

When are the virtual learning sessions?

Session Dates

(3:00 - 4:00 pm ET)

Session 1: March 23, 2023

Session 2: April 27, 2023

Session 3: May 18, 2023

Session 4: June 15, 2023

Session 5: July 20, 2023

Session 6: August 17, 2023

Session 7: September 21, 2023

Session 8: October 19, 2023

Session 9: November 16, 2023

Session 10: December 21, 2023

Session 11: January 18, 2024

Session 12: February 15, 2024

Session 13: March 21, 2024

Session 14: April 18, 2024

Session 15: May 16, 2024



Is there a cost to participate?

There is **no cost** to participate. However, to secure a spot in the learning series, participants must be selected through the brief application process and **commit to completing all 15 learning sessions**, including pre-session activities. **A total of 2-hours/month will be required.**

The application for the Midwifery in Medicaid Business Case Learning Series will **open on January 13th, 2023 and will close on February 9th, 2023.**

[Apply Here](#)

The IMI team will be hosting a technical assistance virtual meeting on January 26th at 4pm ET for potential applicants to ask questions about this opportunity and application process.

To register for this optional meeting, click [here](#).

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