

Application Q&A Webinar

Questions & Answers

We collected the questions asked from participants during this session. When possible, we grouped similar questions into a single question for the speakers to answer in this Q&A document.

May more than one individual representing the same practice or organization participate? Is this an opportunity my business can participate in together?

Because spots are limited, part of our consideration of applications will include geographic distribution. Rather than submit separate individual applications, we recommend that applicants at the same practice submit one application as an organization and plan to participate in the series as a group. In the application, we will ask you to provide the number of people in your organization who will attend.

Will this learning series address specific financial processes or policies such as clinical preceptor shortage, midwifery integration into the community, or how to become a Medicaid provider?

A business case is an approach to making a proposal for change or addressing a problem. Specific aims and drivers vary, each requiring its own unique business case. The learning series will focus on the essential elements of midwifery business case development in general, to support midwives in expanding services to Medicaid enrollees in a variety of ways. During the sessions and salon-style conversation, many examples will be explored, and participants may also share about specific projects, processes, or policies.

How will this learning series help me better serve individuals, families, and communities?

The intention of this series is to equip midwives with some of the tools necessary to engage in various levels of system-change and move their initiatives forward, specifically when contracting with Medicaid. This series will also provide an opportunity for midwives to expand their network and find mentorship and support. Additionally, we hope the learning series provides inspiration and motivation for midwives to take further steps into business-based negotiations.

Midwives are the strongest activists for families they serve, and they must have tools to support their advocacy, but this learning series also recognizes that midwives alone cannot and should not be expected to fix the system. A multi-pronged approach is required to transform the maternity care system in the U.S. in order to achieve birth equity. Access and coverage to midwifery services in Medicaid is just one element of a multi-pronged approach that is needed to support system-wide transformation and support midwives in serving individuals, families, and communities.

Midwifery in Medicaid Business Case Learning Series

How does the salon-style format differ from a traditional webinar or training format?

Historically, salons were gatherings of people who would exchange ideas and have robust discussions. In recreating that format, this salon-style learning series will bring together thought leaders and change agents to have thoughtful, unscripted conversations. Sessions will not be as formal as a traditional webinar or learning series and participants will gain knowledge from questions and discussion as opposed to a lecture.

I do not work within midwifery, but I am interested in session materials/information. Will there be a central repository for resources?

Unlike IMI's [Virtual Learning Series on Midwifery-Led Care in Medicaid](#) where resources and content were made available to the public immediately after each session, this opportunity will be open only to the 50 midwives and midwifery practice participants. As with other IMI initiatives, we anticipate that the learning series will identify and generate new resources that IMI can make available via our website.

Is this opportunity for professionals seeking to start a practice or for already established practices?

This learning series is open to established practices as well as those interested in starting new practices or models. Participation in the series would be an ideal opportunity to learn from those who have been successful in operating a birth center, for example, or implementing any initiative in support of expanding access to midwifery by using a business case. Expert presenters will share how they overcame challenges, pitfalls to avoid, and reflections on realistic timelines, and participants may share their experiences as well.

Is this series open to midwifery students or those early in their midwifery journey? What is the likelihood of selection for students or early career midwives?

Midwives of all credentials, including students, are welcome to apply. This learning opportunity will offer a unique opportunity for students to learn about the tools necessary to form a business case as well as to expand their professional network. No matter what stage you are at in your midwifery journey, the tools necessary to form and articulate a business case are useful, even if your initiative is only in the idea phase. As we consider applications, we will be looking at applications as a whole, and students or newly practicing midwives will not be ruled out.

Should I include any key stakeholders or connections to make my application competitive?

To strengthen your application, we encourage individual applicants to utilize the background section of the application to detail professional connections to mentors, colleagues, and/or organizations to showcase the strength of your network