

# B'More for Healthy Babies



## CASE STUDY

**Since the fall of 2015**, Harbage Consulting has been working with the Baltimore City Health Department (BCHD) and the community organization, Baltimore's Promise, in an effort to identify opportunities under Medicaid to sustain and improve a city-wide comprehensive maternal and infant health initiative to reduce infant mortality, reduce pre-term births, and decrease related health disparities. The B'More for Healthy Babies (BHB) initiative provides medical and social service referrals, home visits, and care coordination for at-risk low-income pregnant women, new mothers, and their children.

Building on decades of experience analyzing and promoting maternal and children's health policies and programs, Harbage Consulting provides policy analysis, stakeholder engagement, and strategic advice including:

- Interviewing a wide range of stakeholders to identify strengths, challenges and opportunities to sustain and improve the initiative;
- Identifying opportunities and statutory/regulatory pathways for connecting the services provided under BHB to federal Medicaid funding;
- Providing Medicaid policy and strategic advice to Health Department, foundation and community leaders;
- Drafting the application for the Evidence-Based Home Visiting Pilot program on behalf of BCHD;
- Preparing presentations for BHB Steering Committee and Board meetings;
- Serving as a liaison between the Baltimore City Health Department and the Maryland Medicaid agency; and
- Developing programmatic, administrative, and financial recommendations for sustaining and improving the initiative and assisting BCHD in operationalizing the policy changes.

## RESULTS

**As a result of Harbage Consulting's recommendations**, the Maryland Medicaid agency received federal approval to create a pilot program to provide Medicaid funding for home visiting services for pregnant women, new mothers, and their infants under the state's Medicaid section 1115 waiver. Harbage Consulting is continuing to work with BCHD to plan and implement the Home Visiting Pilot and to implement policy and operational changes designed to sustain the BHB initiative in the long-term.