

Well Woman Visit Change Package

Rationale: A well woman visit is an annual preventive care visit to obtain the recommended preventive services that are age and developmentally appropriate. These visits include screening, evaluation and counseling, and immunizations based on age and risk factors. In addition, the visit should include a physical examination that assesses vital signs, body mass index (BMI), and overall health. A well woman visit is also an opportunity to provide counseling on a healthy lifestyle to minimize health risks, recognize risk factors for disease, provide preconception and interconception counseling, and identify any other medical problems.¹



The core elements of a well woman visit are the pelvic examination and the clinical breast examination. It is recommended that women 21 and older receive a pelvic exam on an annual basis. Any woman who exhibits abnormal symptoms, such as pelvic pain, discharge, or uncharacteristic bleeding should also be advised to have an internal exam, although it is not required. Clinical breast examinations should be performed annually in women 40 and older and every 1-3 years in women 20-39 years of age. Women should also be educated about breast self-awareness during this annual exam to learn to perform breast self-examinations and about the normal feel and appearance of their breasts.²

An annual well woman visit provides an excellent opportunity to counsel women about maintaining a healthy lifestyle and minimizing health risks. It provides an opportunity to identify and address risk factors and conditions associated with adverse health, pregnancy, and birth outcomes (e.g., tobacco use, alcohol use, obesity, diabetes, depression). Healthy Start grantees can provide or refer Healthy Start participants for a well woman visit to support optimal preconception/interconception health, thereby promoting healthy pregnancy and birth outcomes.

Purpose/Objective: This change package provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting use of the well woman visit among Healthy Start participants. **Healthy Start Screening Tools**, available on the Healthy Start Epic Center website and referenced in the change package strategies, can be used to assist in comprehensive and consistent assessment of Healthy Start participant needs and standardized data collection to support monitoring and reporting on Healthy Start benchmarks.

¹ <http://www.acog.org/Resources-And-Publications/Committee-Opinions/Committee-on-Gynecologic-Practice/Well-Woman-Visit>

² <http://www.acog.org/Resources-And-Publications/Committee-Opinions/Committee-on-Gynecologic-Practice/Well-Woman-Visit>

Healthy Start Change Package Strategies for Well Woman Visit

Healthy Start Program Goal: Increase proportion of Healthy Start women participants that receive a well-woman visit to 80%.

Level of Strategy	Strategy	Select Resources & Evidence Based Resources
<p>Program Level</p>	<p>Build Capacity to Promote the Well-Woman Visit</p> <ul style="list-style-type: none"> ➤ Educate and train providers to be familiar with the components of a well woman visit and periodicity schedules to recognize when Healthy Start participants may be in need of annual visits and screenings. ➤ Establish referral systems with local health care providers to coordinate well woman visits for Healthy Start participants. ➤ Build and strengthen coordination and collaboration with your state’s Title V Maternal and Child Health Program and other community partnerships to develop and/or advance comprehensive health care, including clinical-community linkages for Healthy Start participants. ➤ Develop a paper system or EHR reminder alert to inform Healthy Start participants of their needed annual well woman visit. ➤ Review data to understand trends for women’s preventive visit utilization; create a map of service providers and conduct outreach and enrollment based on identified gaps in utilization. 	<ul style="list-style-type: none"> • Components of the Well-Woman Visit • AMCHP Strategies for Improving Preconception Health through Health Reform • AMCHP
	<ul style="list-style-type: none"> ➤ Establish a process in your program or workflow to screen Healthy Start participants annually on whether they have had a well woman visit in the past year. <ul style="list-style-type: none"> ▪ KEY QUESTION: During the past 12 months, did you see a doctor, nurse, or other health care worker for preventive medical care, such as a physical or well visit checkup? 	<ul style="list-style-type: none"> • Components of the Well-Woman Visit
	<ul style="list-style-type: none"> ➤ Screen and monitor Healthy Start participants for conditions that could compromise a healthy pregnancy. 	<ul style="list-style-type: none"> • Toward Improving the Outcome of Pregnancy III • Toward Improving the

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	<ul style="list-style-type: none"> ➤ Screen Healthy Start participants for culturally sensitive and developmentally appropriate factors that may influence perinatal health outcomes. ➤ Address biological, emotional, and socioeconomic factors that could influence a woman’s access to health care services. ➤ Use family history as a screening tool for birth defects, single gene disorders, adverse birth outcomes, and complex conditions. 	<p>Outcome of Pregnancy III</p>
	<ul style="list-style-type: none"> ➤ Screen and counsel Healthy Start participants on recommended immunizations for women including vaccines for specific conditions, timing regimens, safety, and guidelines for use in pregnancy. 	<ul style="list-style-type: none"> ● Immunization for Women
	<ul style="list-style-type: none"> ➤ Educate Healthy Start grantee staff on ACA requirement for health insurers to offer certain preventive health services free of co-pays or coinsurance, including well-woman visits. 	<ul style="list-style-type: none"> ● Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service
<p>Individual & Family Level</p>	<p>Provide Education, Support, and Guidance on Preventive Well Woman Care</p> <ul style="list-style-type: none"> ➤ Screen Healthy Start woman participants annually on whether they have had a well woman visit in the past year. <ul style="list-style-type: none"> ▪ KEY QUESTION: During the past 12 months, did you see a doctor, nurse, or other health care worker for preventive medical care, such as a physical or well visit checkup? <ul style="list-style-type: none"> – Refer to the <i>Healthy Start Screening Tools</i> for additional key questions <p>If yes, document the date of the visit. If no, refer the Healthy Start participant to a primary care provider for a well woman visit.</p> ➤ Provide resources to Healthy Start participants and families on the importance 	<ul style="list-style-type: none"> ● Toward Improving the Outcome of Pregnancy III ● Healthy Women, Healthy Futures ● ACOG Annual Well Woman Exam Infographic ● Healthy Start Screening Tools

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	<p>of preventive well woman care and preconception health; encourage an active role in their care by knowing their family history and any inherited risks.</p> <ul style="list-style-type: none"> ➤ Promote behavior modification and preventive measures among Healthy Start participants to reduce health risks and promote preconception health. ➤ Motivate Healthy Start participants to maintain a healthy lifestyle in accordance with their family history of complex conditions, such as diabetes or heart disease. ➤ Provide weekly workshops at home visits for Healthy Start participants focused on promoting lifestyle improvements such as increased exercise and better nutrition. 	
	<ul style="list-style-type: none"> ➤ Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care and other preventive care services. 	<ul style="list-style-type: none"> ● From Coverage to Care ● Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service ● Health Insurance Marketplace
Community Level	<p>Promote Awareness and Support Among Community Groups and Partners</p> <ul style="list-style-type: none"> ➤ Organize a group model for 6-7 mother/baby dyads that come together for 8-9 sessions to focus on well-woman and well-baby care. ➤ Provide outreach and education to promote awareness on the role of preventive well woman visits among community partners and in the community. ➤ Distribute preconception/interconception health materials at community events such as Farmer’s Markets, community baby shower, beauty and nail salons, and school open houses. 	<ul style="list-style-type: none"> ● Centering Pregnancy ● AMCHP ● From Coverage to Care

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*This change package can be accessed electronically: <http://healthystartepic.org/healthy-start-approaches/improve-womens-health/>