

WELL WOMAN VISIT

HEALTHY START PERFORMANCE MEASURE



Healthy Start Benchmark:

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

Rationale

ACOG recommends annual well woman visits to counsel women about preventive care and to provide recommended services such as screening and immunizations. A number of illnesses can be prevented when proper well-woman care is a priority, and even illnesses that can't be prevented have a much better prognosis when detected early. In addition, a woman who has been receiving annual well-woman care is more likely to be in optimal health before any subsequent pregnancy.

The visit should include a physical examination that assesses vital signs, body mass index (BMI), and overall health. The well woman visit is also an opportunity to provide counseling on a healthy lifestyle to minimize health risks, offer preconception and interconception counseling, and identify 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 and improve women's health, which in turn promotes healthy pregnancy and birth outcomes.

This Resource Sheet 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.



*Supporting communities to
give every child a Healthy Start.*

Healthy Start EPIC Center



WELL WOMAN VISIT

Program Level Strategy

Build Capacity to Promote the Well Woman Visit

Strategies

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.

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.

Select Resources & Evidence-Based Practices

[Components of the Well-Woman Visit](#)

[AMCHP Strategies for Improving Preconception Health through Health Reform](#)

[AMCHP](#)

[Components of the Well-Woman Visit](#)



WELL WOMAN VISIT

Program Level Strategy

Build Capacity to Promote the Well Woman Visit (continued)

Strategies	Select Resources & Evidence-Based Practices
<p>Screen and monitor Healthy Start participants for conditions that could compromise a healthy pregnancy.</p> <p>Screen Healthy Start participants for culturally sensitive and developmentally appropriate factors that may influence perinatal health outcomes.</p> <p>Address biological, emotional, and socioeconomic factors that could influence a woman's access to health care services.</p> <p>Use family history as a screening tool for birth defects, single gene disorders, adverse birth outcomes, and complex conditions.</p>	<p>Toward Improving the Outcome of Pregnancy III</p> <p>Healthy Start Screening Tools</p>
<p>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.</p>	<p>Immunization for Women</p>
<p>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.</p>	<p>Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service</p>



WELL WOMAN VISIT

Individual & Family Level Strategies

Provide Education, Support, and Guidance on Preventive Well Woman Care

Strategies

Screen Healthy Start woman participants annually on whether they have had a well woman visit in the past year.

Provide resources to Healthy Start participants and families on the importance of preventive well woman care and preconception health; encourage an active role in their care by knowing their family history and any inherited risks.

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.

Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care and other preventive care services.

Select Resources & Evidence-Based Practices

[Toward Improving the Outcome of Pregnancy III](#)

[Healthy Women, Healthy Futures](#)

[ACOG Annual Well Woman Exam Infographic](#)

[Healthy Start Screening Tools](#)

[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](#)



WELL WOMAN VISIT

Community Level Strategies

Promote Awareness and Support Among Community Groups and Partners

Strategies	Select Resources & Evidence-Based Practices
<p>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.</p> <p>Provide outreach and education to promote awareness on the role of preventive well woman visits among community partners and in the community.</p> <p>Distribute preconception/interconception health materials at community events such as Farmer's Markets, community baby shower, beauty and nail salons, and school open houses.</p>	<p>Centering Pregnancy</p> <p>AMCHP</p> <p>From Coverage to Care</p>



Healthy Start EPIC Center Webinar Resources:

[Ask the Expert: Preconception Care](#)

[Ask the Expert: CenteringPregnancy and CenteringParenting: Innovative Models for Prenatal, Well-Woman, and Well-Baby Care](#)

[Ask the Expert: Improving the health of Women, Children and Men: A Primer on Preventive Services Covered Under the Affordable Care Act](#)

This Resource Sheet can be accessed electronically: <http://healthystartepic.org/>