Providers who opt in to the program can earn financial incentives for developing and implementing a care model that demonstrates a commitment to personally engaging the patient, their family, and their community. Providers will be expected to collaborate with community partners to gain a better understanding of the cultural and social drivers affecting health.

To participate in the CMC, obstetrical practices will be required to establish a patient and family advisory council to hear first-hand accounts of how access to care, cultural competence, and effective communication affect patient outcomes. Practices must use information from these councils to improve patient experience and reduce disparities. Additional criteria for participation include:

- Conducting a mandatory pregnancy risk assessment for each patient.
- Engaging the community in developing a patient-centered approach that builds trust. Providing appropriate supports and fostering positive patient experiences throughout care.
- Monitoring progress and patient engagement.
- Formally assessing areas of strength and needs annually.

Ohio Medicaid expects that beyond the benefit of providing women and families clinical and community supports, the CMC initiative will use patient and community data to identify best practices, inform public policy, advance health outcomes, and strengthen healthcare—community relationships.

**RESULTS:** The CMC model was just deployed at the beginning of 2023. While it is too early to identify results, it highlights the importance of collaborating with community advocates, organizations, and members to develop new strategies for addressing seemingly intractable health challenges, and setting up payment structures that build on community assets.

**The Takeaway**

With compassion, conviction, and community collaboration, Medicaid agencies can turn the tide in maternal health equity by properly linking payment incentives to care and outcomes, supporting providers, and building genuine relationships with community groups. If successful, Ohio’s CMC can serve as a model for other state Medicaid programs to advance maternal health equity.