

19006

DATE: May 3, 2011

TO: Board of Acquisition and Contract

FROM: Cheryl Archbald, MD MPH
Acting Commissioner of Health

RE: Authorization to amend an existing agreement with Children's Health and Research Foundation, Inc. to provide a multi media outreach campaign to women of childbearing age in order to promote early entry into prenatal care and the availability of Medicaid coverage for eligible pregnant women not yet in prenatal care, for the period 10/01/10 to 09/30/11, to increase the total not-to-exceed amount by \$44,387 for a revised total not-to-exceed amount of \$226,387, payable pursuant to an approved budget

On December 22, 2010 Your Honorable Board approved a Resolution (the "December 22, 2010 Resolution") which authorized the Westchester County Department of Health (the "WCDH") to enter into an agreement with Children's Health and Research Foundation, Inc. ("CHRF") to provide a multi media outreach campaign to women of childbearing age in order to promote early entry into prenatal care and the availability of Medicaid coverage for eligible pregnant women not yet in prenatal care, for the period 10/01/10 to 09/30/11, in the not-to-exceed amount of \$182,000, payable pursuant to an approved budget. This agreement has been executed. Funding for this initiative is through a grant from the New York State Department of Health ("NYSDOH").

As part of the development of a coordinated, comprehensive approach to connect pregnant women to care, a call center helpline has been established in partnership with Hudson Valley Region United Way 211. Through a budget modification approved by NYSDOH, grant funds will be used by CHRF to partner with Hudson Center for Health Equity and Quality ("HCHEQ") to develop a website portal that will allow the United Way 211 Call Center to directly enroll uninsured pregnant women into Medicaid and schedule prenatal appointments with participating medical providers.

The goal of this outreach initiative is to increase the number of women of childbearing age enrolled into prenatal care and promote the availability of Medicaid coverage for eligible pregnant women not yet in prenatal care. The technological enhancement of United Way's call center hotline will provide seamless one-stop services. Early entry into prenatal care is positively correlated to improved maternal and birth outcomes.

The WCDH will track and monitor CHRF for compliance with contract deliverables through the analysis of quarterly and annual activity reports submitted by CHRF which will be incorporated into the WCDH reports submitted to the NYSDOH.

Except as specifically amended herein, all other terms and conditions of the original agreement shall remain unchanged.

Your approval of the attached resolution is respectfully requested.

Attachment

RESOLUTION

UPON A COMMUNICATION FROM THE ACTING COMMISSIONER OF HEALTH, be it hereby

RESOLVED, that the County of Westchester, acting by and through its Department of Health ("WCDH"), is authorized to amend an existing contract with Children's Health and Research Foundation, Inc. to provide a multi media outreach campaign to women of childbearing age in order to promote early entry into prenatal care and the availability of Medicaid coverage for eligible pregnant women not yet in prenatal care, for the period 10/01/10 to 09/30/11, in order to increase the total not-to-exceed amount by \$44,387 for a revised total not-to-exceed amount of \$226,387 payable pursuant to an approved budget; and, be it further

RESOLVED, that except as specifically amended herein, all other terms and conditions of the original agreement shall remain unchanged; and, be it further

RESOLVED, that the County Executive or his duly authorized designee be and hereby is authorized and empowered to execute all appropriate contracts or documents necessary to effectuate the purposes of this resolution in the manner prescribed by law.

Department of Health
 County of Westchester
 145 Huguenot Street, 8th Floor
 New Rochelle, New York 10801
 May 3, 2011

Original Agreement	\$182,000
First Amendment	\$
Second Amendment	\$
This Amendment	\$ 44,387
TOTAL	\$226,387
Agreement #	

Account to be Charged/Credited	Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub-Object	Trust Account	Dollars
		263	27	021K	4380	T021

Budget Funding Year(s) (must match resolution) 2010-2011 Start Date 10/01/2010 End Date 9/30/2011

Funding Source	Tax Dollars	_____
	State Aid	_____
\$44,387	Federal Aid	_____
(must match resolution)	Other	<u>100% NYSDOH Funds</u>