

15862

DATE: December 6, 2010

TO: Board of Acquisition and Contract

FROM: Cheryl Archbald, MD MPH
Acting Commissioner of Health

RE: Request authorization to enter into 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 from 10/01/10 to 09/30/11, in the not-to-exceed amount of \$182,000, payable pursuant to an approved budget

The Westchester County Department of Health (the "WCDH") seeks authorization to enter into contract 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 from 10/01/10 to 09/30/11, in the not-to-exceed amount of \$182,000, payable pursuant to an approved budget.

The CHRF was chosen as the agency for this contract as it coordinates the New York State-designated regional prenatal network for the lower Hudson Valley. The selection of this agency is also consistent with the directive from the New York State Department of Health ("NYSDOH") to involve the regional prenatal network as the lead agency to conduct outreach for this NYSDOH grant funded Healthy Mom-Healthy Baby Program.

In addition, the CHRF will assist WCDH in developing a coordinated, comprehensive systems approach to improving the maternal and infant outcomes of Medicaid eligible pregnant clients. This includes assisting WCDH in working collaboratively with Medicaid prenatal care providers, Medicaid managed care programs, home visiting agencies, birthing hospitals and other community stakeholders to assess prenatal risk assessment forms used by providers, assess criteria used by providers to generate home visiting referrals and to help facilitate home visiting referrals and follow up.

This contract is exempt from the Westchester County Procurement Policy under section 3(a) viii as contracts for medical and/or health related services.

The goal of the contract is to reach women of childbearing age in order to promote early entry into prenatal care and promote the availability of Medicaid coverage for eligible pregnant women not yet in prenatal care. Early entry into prenatal care is positively correlated to improved 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.

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 enter into 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 from 10/01/10 to 09/30/11, in the not-to-exceed amount of \$182,000, payable pursuant to an approved budget; 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
 December 6, 2010

Account to be Charged/Credited	Fund	Dept	Major Program, Program & Phase or Unit	Object/ Sub-Object	Trust Account	Dollars
	263	27	021K	4380	T021	\$182,000
Budget Funding Year(s) (must match resolution) <u>2010-2011</u> Start Date <u>10/01/2010</u> End Date <u>9/30/2011</u>						
Funding Source Tax Dollars _____ State Aid _____ \$182,000 Federal Aid _____ (must match resolution) Other <u>100% NYSDOH Funds</u>						

APPROVED BOARD OF ACQUISITION CONTRACT - 12/22/2010 - JOMARY VIEIRA, SECRETARY