

22147

DATE: October 5, 2011

TO: Board of Acquisition and Contract

FROM: Sherlita Amler, MD
Commissioner of Health

RE: Request authorization to enter into Contract with Children's Health and Research Foundation, Inc. to continue and refine a multi media outreach campaign which targets 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, and assist in further developing a systems approach for at-risk women and infants for appropriate health and social services referrals, for the period 10/01/11 to 09/30/12, 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 continue and refine a multi media outreach campaign which targets 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, and assist in further developing a systems approach for at-risk women and infants for appropriate health and social services referrals, for the period 10/01/11 to 09/30/12, 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 perinatal 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 this regional perinatal network as the lead agency to conduct outreach for this NYSDOH grant funded Healthy Mom-Healthy Baby Program.

The overall goal of the contract is to address the continued unmet need for coordinated prenatal, postpartum medical care and parenting support/outreach for Medicaid eligible women of childbearing age based upon prenatal care screenings and birth certificate reviews. Entry into prenatal care is positively correlated to improved birth outcomes. The CHRF will assist WCDH in further developing and refining a coordinated, comprehensive systems approach to improving the maternal and infant outcomes of Medicaid eligible pregnant clients.

This will be accomplished by assisting the WCDH in developing standardized criteria for linking women's unmet medical and social needs with referrals for health and social services and working collaboratively with Medicaid prenatal care providers and Medicaid managed care programs to increase the percentage of Medicaid eligible women who can receive medical care. The CHRF will also develop and implement a pilot with Peer Place Network (PPN) software to streamline a coordinated system for arranging and tracking referrals and follow up among home visit agencies and other community-based agencies involved in assessing prenatal care risks and needs.

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.

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

Your approval of the attached resolution is respectfully requested.

Attachment

RESOLUTION

UPON A COMMUNICATION FROM THE 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. ("CHRF") to continue and refine a multi media outreach campaign which targets 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, and assist in further developing a systems approach for at-risk women and infants for appropriate health and social services referrals, for the period 10/01/11 to 09/30/12, 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
 October 5, 2011

Original Agreement \$
 First Amendment \$
 Second Amendment \$
This Amendment \$ _____
 TOTAL \$
 Agreement #

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

Budget Funding Year(s) (must match resolution) 2011-2012 Start Date 10/01/2011 End Date 9/30/2012

Funding Source Tax Dollars _____
 State Aid _____
\$182,000 Federal Aid _____
 (must match resolution) Other 100% NYSDOH Funds