

Priority Health first insurer in Michigan to support CenteringPregnancy® care model through provider-based incentives

(Grand Rapids, Mich. – February 20, 2020) Priority Health is now officially piloting new incentives for providers who adopt the Centering Healthcare Institute’s (CHI) CenteringPregnancy® care model, making them the first insurer in the state to financially support this work. The CenteringPregnancy model of group prenatal care, which strongly aligns with Michigan’s Maternal Infant Health & Equity Improvement Plan priorities, is proven to positively impact health outcomes and reduce racial health disparities.

Priority Health has committed to offering financial support to help offset the costs associated with implementing this model of care. Priority Health is proud to partner with CenteringPregnancy providers at CHI accredited Michigan Centering Sites in Regions 4 and 8. These sites include Spectrum Health OB/GYN Residency Practice in Kent County, Hackley Community Care Center in Muskegon County, Grace Health in Calhoun County and InterCare Community Health Network in Berrien County.

Centering, an evidence-based model of group healthcare, combines a health assessment with interactive learning and community building to help support positive health behaviors, drive better health outcomes, and address the complex social determinants of health. CenteringPregnancy brings pregnant women who are due around the same time, together for routine prenatal care. Studies show CenteringPregnancy lowers the risk of preterm birth, closes the disparity gap in preterm birth between Black and white women, increases breastfeeding rates, and improves both visit adherence and patient satisfaction.

“Supporting a care model that not only improves health outcomes for members but also lowers overall health costs is a win-win. We are proud to offer this new incentive to providers who transition to the CenteringPregnancy care model,” said Marti Lolli, Chief Marketing Officer and Senior Vice President Consumer and Government Markets at Priority Health. “We look forward to continuing our partnership with the Centering Healthcare Institute to help address racial health disparities within prenatal care here in Michigan.”

When compared to traditional care, studies show CenteringPregnancy lowers the risk of preterm birth by approximately 33%. In addition, Michigan Centering sites have also seen reduction in the disparity gap in preterm birth rates between Black and white women, increases in breastfeeding rates, and improved visit adherence & patient satisfaction.

By incentivizing Centering visits, Priority Health is recognizing the investment required by providers to transform care delivery from an individual to a group care model. The Centering Healthcare Institute's team lauded Priority Health for launching the new incentives.

“We applaud Priority Health for taking the lead in Michigan to collaborate with providers and invest in value-based care through Centering, ensuring that moms and babies experience better care and outcomes,” said John Craine, Chief Strategy Officer at CHI. “We are encouraged to see innovations in payer investments within maternity care to transform how prenatal care is delivered to build healthier, stronger communities, reduce racial disparities and bring substantial savings to the healthcare system as well.”

Centering Healthcare Institute is committed to improving maternal-child health in the state of Michigan and has a state program manager on ground to support state agencies, payers, healthcare settings and providers in their efforts to start and sustain Centering and implement innovative value-based payment models within healthcare.

Priority Health currently covers CenteringPregnancy care for all Medicaid members free of cost. Priority Health is considered one of the best Medicaid health plans in the state according to the National Committee for Quality Assurance's (NCQA's) Medicaid Health Insurance Plan Rankings. For more information on Priority Health or other Medicaid resources, visit priorityhealth.com.

About Priority Health:

With over 30 years in business, Priority Health is the second largest health plan in Michigan offering a broad portfolio of health benefits options for employer groups and individuals, including Medicare and Medicaid plans. Serving more than one million members each year and offering a network that includes 97 percent of primary care physicians in Michigan, Priority Health continues to be recognized as a leader for quality, customer service, transparency and product innovation. Priority Health is the smart choice for people seeking affordable, quality health insurance.

About Centering Healthcare Institute

CHI is a national non-profit organization, based in Boston, MA, with a mission to improve health and transform the way care is delivered. With over two decades of experience as the go-to resource for group healthcare, CHI has pioneered and sustained the Centering model of group care currently offered across 600 healthcare practice sites. The evidence-based Centering model combines health assessment, interactive learning and community building to help support positive health behaviors and drive better health outcomes. CenteringPregnancy® and CenteringParenting® provide the highest quality of care to families from pregnancy through age two of the child. The CenteringHealthcare® model of care is being extended to many different health conditions including groups for asthma, diabetes, opioid recovery, cancer survivors, chronic pain and other patient populations. Visit www.centeringhealthcare.org for more information.

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