

# *Strengthening* Families with Comprehensive Home Visiting

Legislative Health and Human  
Services Committee

Elizabeth Groginsky,  
Cabinet Secretary

August 26, 2024



NEW MEXICO  
**Early Childhood**  
Education & Care Department

# Improving New Mexico's Home Visiting System

- Improving outreach, recruitment, and enrollment activities
- Leverage Medicaid funding for all eligible families
- Enhancing the quality of the statewide home visiting system

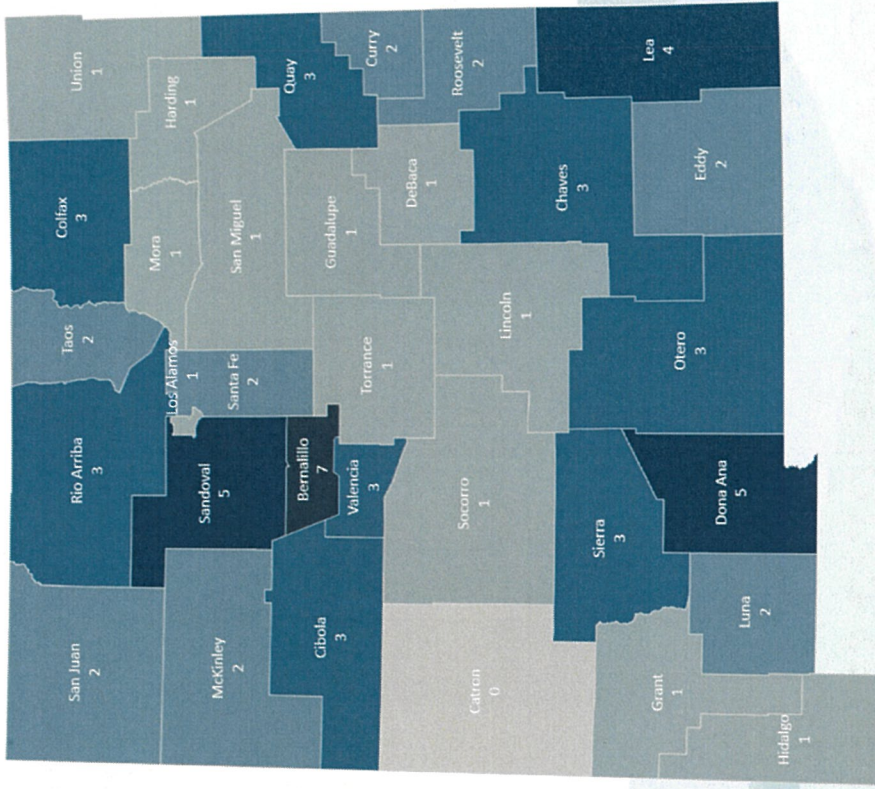


# Home Visiting Funded Slots and Providers by County – FY24

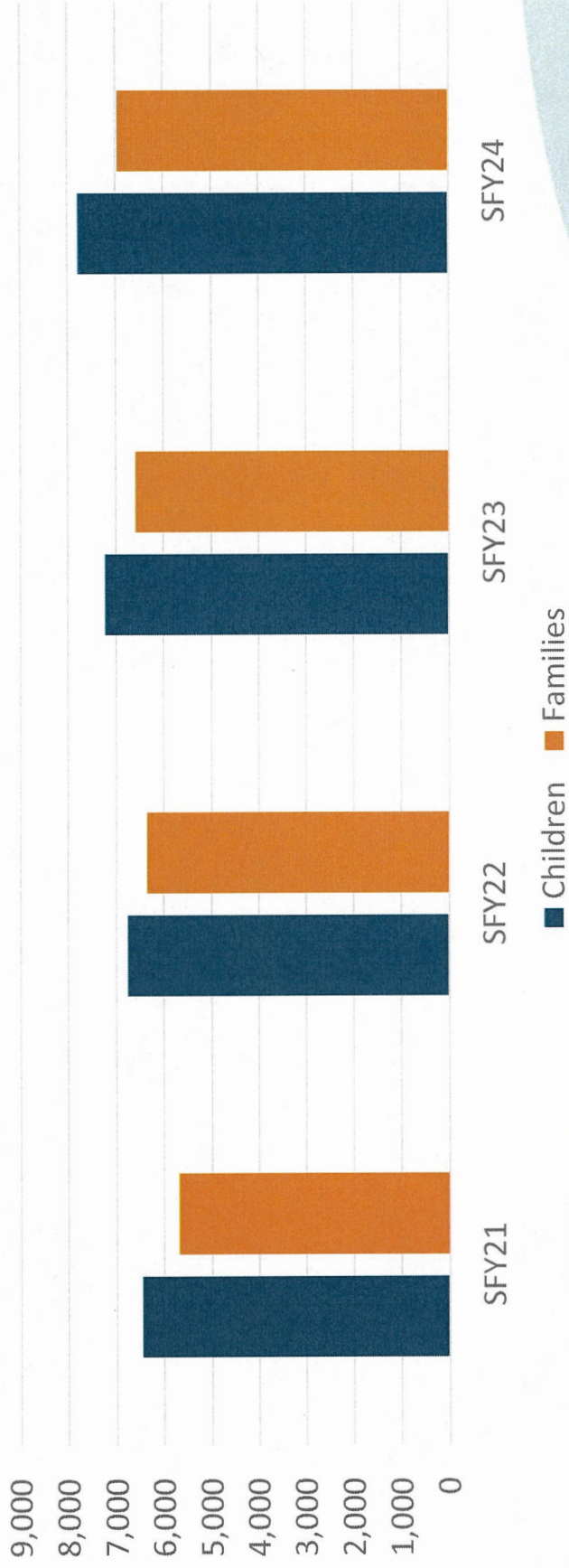
Number of Home Visiting Slots FY24

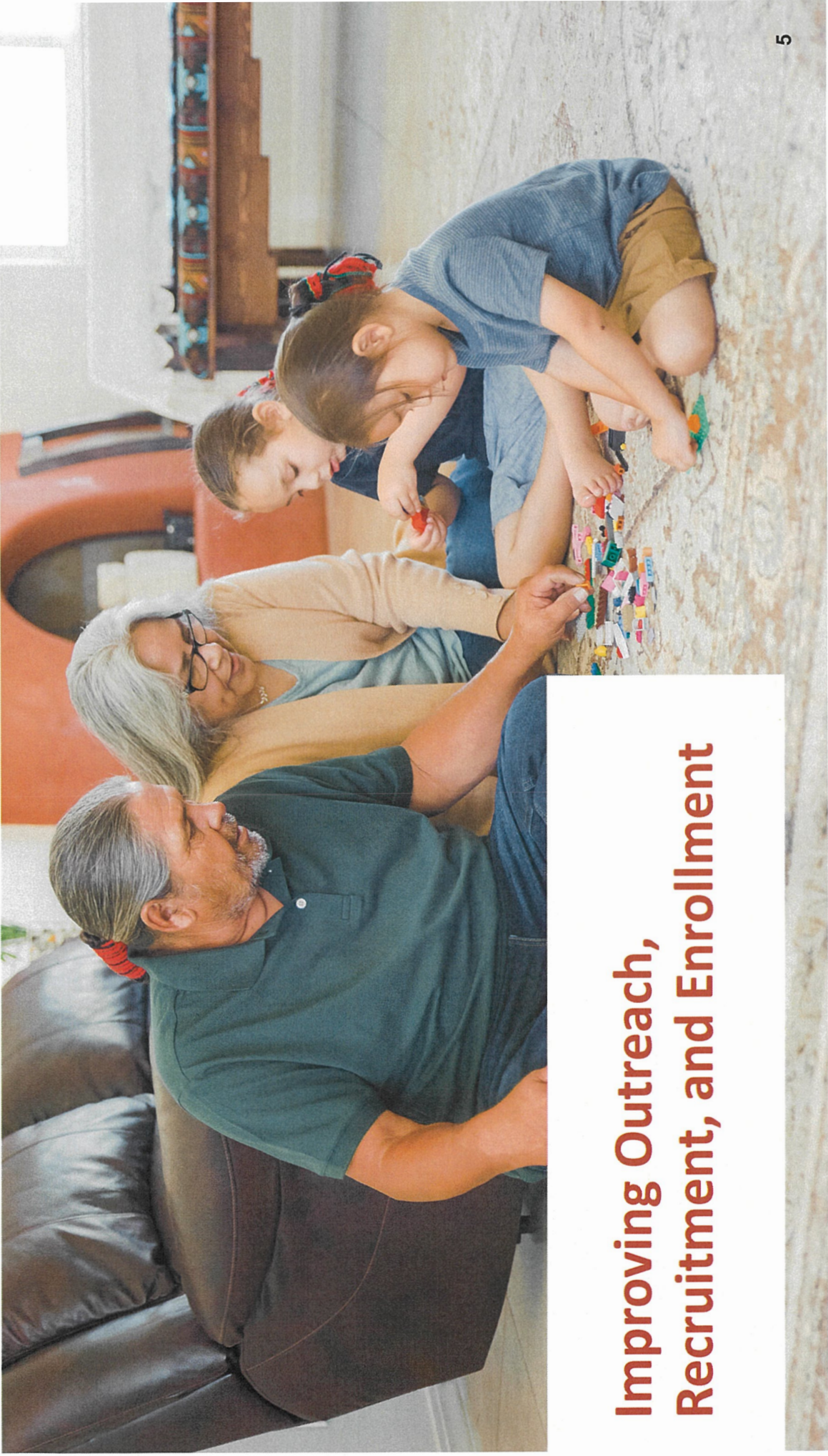


Number of Home Visiting Providers by County FY24



# Home Visiting Children and Families Enrolled: FY21-FY24





# Improving Outreach, Recruitment, and Enrollment

## New Home Visiting Referral Portal

- Integrates with “Am I Eligible,” ECECD’s one-stop-shop to apply for early childhood services
- Streamlines the referral process and reduces barriers to accessing services
- Improves transparency and distributes referrals more equitably among providers

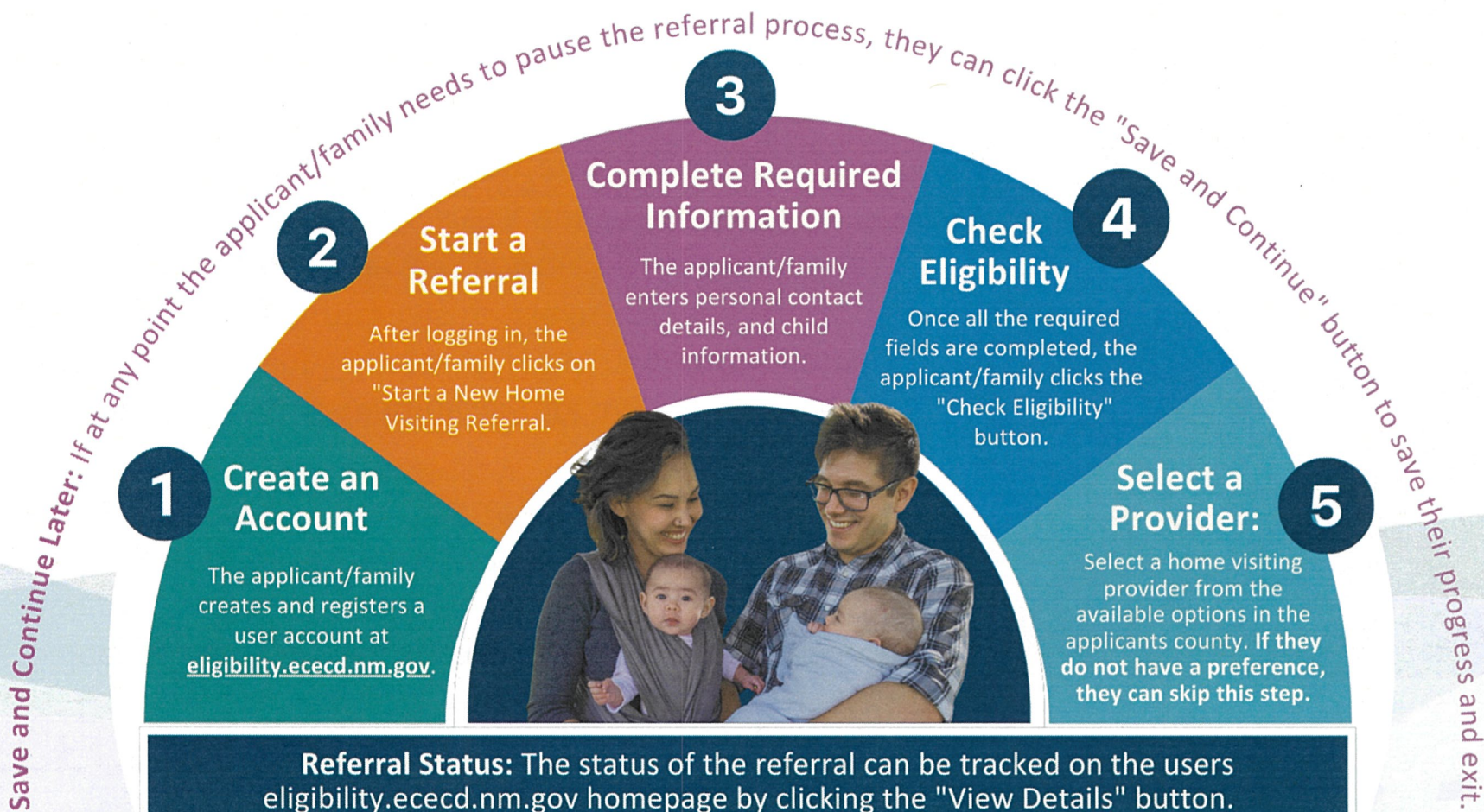


**Applying for  
free home  
visiting is easier  
than ever!**

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[nmeccd.org/home-visiting](http://nmeccd.org/home-visiting)

# Family Referral Steps



# ECECD Healthcare Champions

- Selected Four NM healthcare Champions for inaugural award
- Represent diverse sectors of healthcare (physician, nurse practitioner, doula, and social worker)
- Nominated as outstanding advocates for home visiting and Family Infant Toddler (FIT) by their community
- Filmed video testimonials to use in outreach materials to healthcare providers, encouraging that they refer their patients to home visiting and FIT services
- Sponsoring major medical conferences in New Mexico to promote greater awareness of home visiting





# Home Visiting Family Enrollment Campaign

Billboards

**Our Home Visitor Is:**

*On our side*

Find yours at  
[nmeccd.org/home-visiting/](http://nmeccd.org/home-visiting/)



Social Media Ads

**My Home Visitor Is:**

*Caring*

Find yours at  
[nmeccd.org/home-visiting/](http://nmeccd.org/home-visiting/)



**Our Home Visitor Is:**

*On our side*

Find yours at  
[nmeccd.org/home-visiting/](http://nmeccd.org/home-visiting/)



Digital Advertisements

**Our Home Visitor Is:**

*Collaborative*

  
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Find yours at  
[nmeccd.org/home-visiting/](http://nmeccd.org/home-visiting/)



# Additional Outreach Efforts

- Increase program awareness and engagement – regional **baby showers**
  - **366** families registered to attend, **626** adults/**456** children
  - **371** families referred to home visiting providers, **150** referred to other community resources
- **Family Connects New Mexico** earned certification for Bernalillo County through Family Connects International
  - Brings evidence-based, universal, light touch home visiting during first 12 weeks of life
- Local Early Childhood System Building Coalitions engaged in outreach efforts

MOMS • DADS • GRANDPARENTS • CAREGIVERS!



YOU'RE INVITED TO A

## COMMUNITY baby shower

HONORING  
**NEW MÉXICO FAMILIES!**

**Home Visiting**, from the New Mexico Early Childhood Education and Care Department is excited to host a community baby shower!

**REGISTER** to receive a diaper bag, filled with baby items, including bibs, onesies, a baby safety care set, receiving blanket, and more!

**LIVE** demonstrations include: Safe Sleep, car seat safety, and breastfeeding benefits! Children are welcome.

**ENROLL** for **Home Visiting** services and receive a free canopy wagon! \*Limited quantities

**WHO:** ALL CAREGIVERS ♥

**WHEN:**

- 5.12.23 | Española
- 5.26.23 | Albuquerque
- 5.31.23 | Roswell
- 6.13.23 | Farmington
- 6.16.23 | Las Cruces



**REGISTER:**  
Limited spaces available!  
[nmeccd.org/babysmowers](http://nmeccd.org/babysmowers)

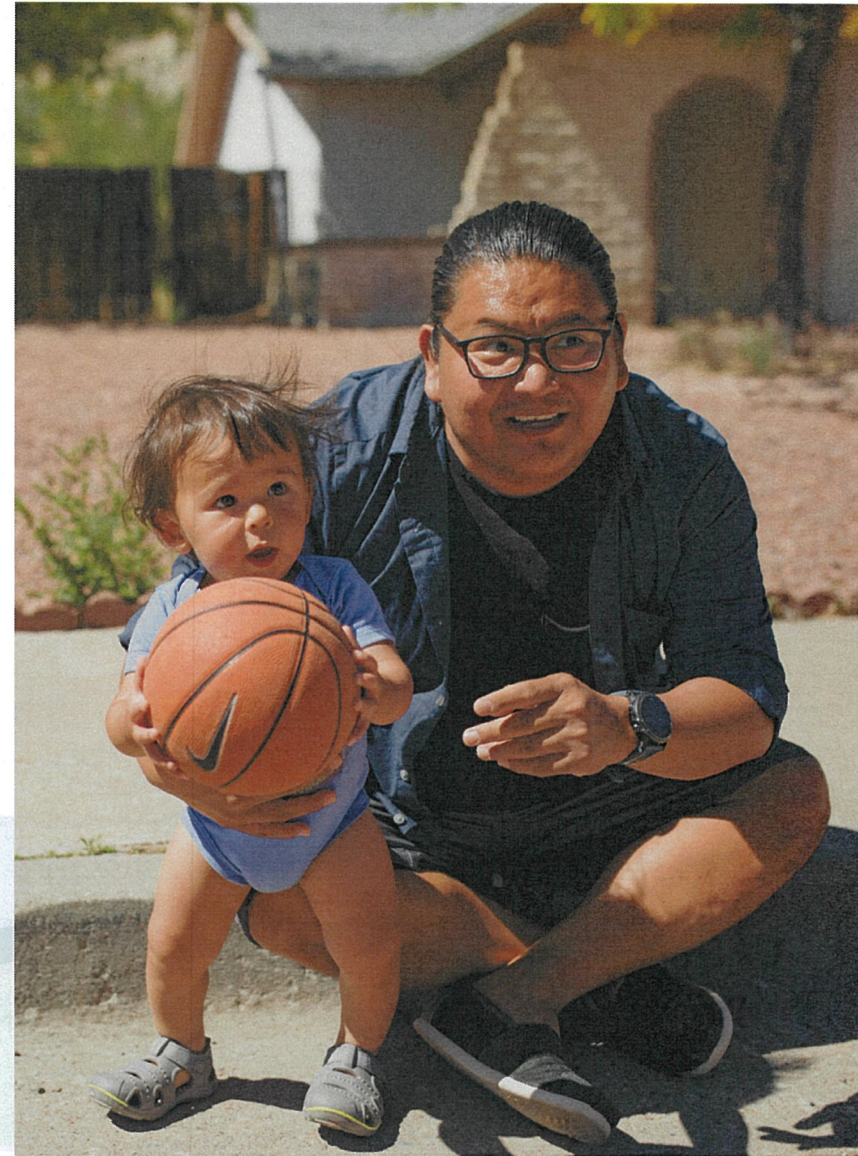
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**Increase the Number of Home Visits Paid by Medicaid**

## Leveraging Medicaid

- Monthly meetings between HCA and ECECD executive leadership to ensure coordination and collaboration
- Improved technical assistance manuals and support for HV providers to become Medicaid providers
- Built a Medicaid billing claim module in state home visiting database system to support providers in submitting Medicaid claims
- Added language to FY25 provider contracts outlining Medicaid claiming expectations.



# Home Visiting Contract Language by Provider Category

## Category 1: Credentialed with Managed Care Organizations (MCOs) as a Medicaid Provider

- Must submit all reimbursable direct services provided claims to each contracted Managed Care Organization for remittance of provided services.

## Category 2: Offering Evidence-based Models but not credentialed with MCOs as a Medicaid provider

- Must enroll with New Mexico Medicaid to become a Medicaid Home Visiting provider by 12/1/2024.
- Contract with each contracted Managed Care Organization by 6/30/2025.
- Begin to bill Medicaid for all reimbursable direct services provided to families by 7/1/2025.

# Home Visiting Contract Language by Provider Category

## Category 3: Not offering an evidence-based or promising practice model

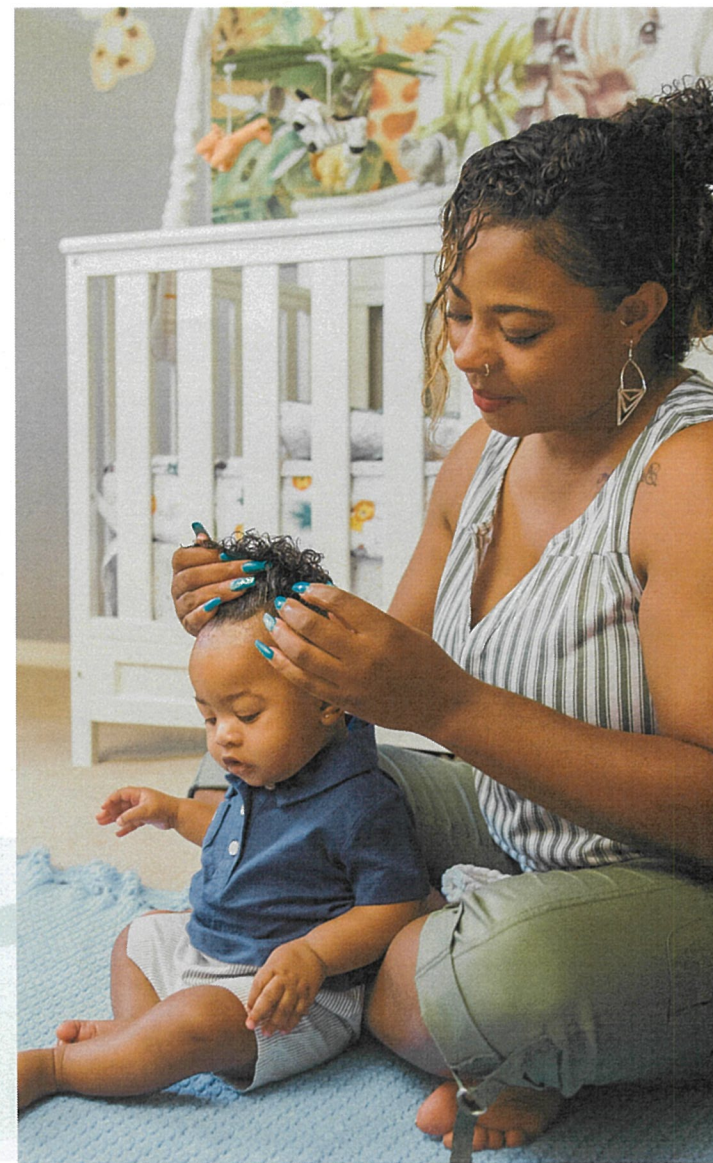
- Select, adopt, and begin implementation of an ECECD-approved promising practice model or an evidence-based model that is eligible for Medicaid reimbursement by 12/1/2024.
- Apply for model certification by 6/30/2025.
- Within a six-month period from the date of certification, Provider must enroll to become a Medicaid Home Visiting provider and contract with each Managed Care Organization to bill for all reimbursable direct services provided to families.
- Begin billing Medicaid for remittance of all direct services provided that are Medicaid eligible.

# Home Visiting Contract Language by Provider Category

## Category 4: Promising Practice – First Born and More

ECECD recognizes that the Statewide First-Born model is working toward obtaining evidence-based status. Once that evidence-based status has been achieved, within six months Provider shall:

- Ensure the model is fully implemented with staff certifications and trainings
- Become credentialed with Medicaid as a Home Visiting Provider to be eligible to bill for direct services
- Begin to bill Medicaid for all eligible services prior to billing ECECD



## Enhancing Quality





## Other Quality initiatives

- Expanded the number of evidence-based models to better meet the needs of families
- Transitioned to paying per-child, in alignment with national best practices
- Establishing direct relationships and written agreements with national model offices to strengthen quality of implementation
- Improving communications with home visiting providers through monthly leadership calls to discuss challenges and problem solve issues



## Implemented Cost Modeling to Set Provider Rates

Home Visiting Models/Curriculum	Home Visitor Caseload (by child)	Typical Number of Annual Visits	Cost per child at 100% of cost
Child First	16	50	15,554.00
Family Connects	Up to 300	Up to 3 visits	1,449.00
First Born & More	22	36	6,498.00
Healthy Families America	15	36	9,661.00
Nurse Family Partnership	22	24	9,596.00
Parents as Teachers	18	36	9,376.00
Partners for a Healthy Baby	28	24	6,037.00
Safe Care	13 per cycle (18 weeks)	18 visits in a cycle	4,010.00

## For more information about the New Mexico Early Childhood Education and Care Department Visit:

### **Elizabeth Groginsky**

Cabinet Secretary

**Email:** [Elizabeth.Groginsky@ececd.nm.gov](mailto:Elizabeth.Groginsky@ececd.nm.gov)

**Ph:** 505-231-2997

### **Sandeep Patel**

Acting FSEI Division Director

**Email:** [Sandeep.Patel@ececd.nm.gov](mailto:Sandeep.Patel@ececd.nm.gov)

**Ph:** 505-660-8758



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Investing for tomorrow, **delivering today**

