

PERINATAL RISK ASSESSMENT (PRA) PROVIDER ENGAGEMENT TIP SHEET

How are OB staff trained to offer Community Based Services referrals?

Registered www.praspect.org PRA users are required to complete video orientation, including offering New Jersey Community Based Services referral to all pregnant patients. OB staff are educated to ask, *“Are you interested in learning about free, local programs to support you and your baby?”* If patient is interested, provider selects referred. If patient is uninterested, provider selects refused. If patient is currently connected to a program, provider selects not needed. Upon training completion, OB staff receive a “Let’s Connect” post training email with statewide links to contact information for county-specific Central Coordination Hubs and regional Maternal and Child Health Consortia.

How can outreach increase Community Based Services referrals?

As a Community Based Services professional, you are the voice for your program and every referral counts. Connecting with busy OB sites can be challenging. Family Health Initiatives (FHI) emails weekly summaries of offices with newly trained staff to Central Coordination Hubs for outreach. Post training is the opportune time to engage OB staff when required educational material is fresh. Ongoing provider engagement and relationship building is paramount. Regular outreach plan reviews help identify successful strategies and improvement areas.

What is the ideal way to engage OB staff?

Learn about the practice through their website. Googling the site and/or OB physician name(s) affords valuable information like office hours and contact options. Many offices even have a Request a Callback and/or Live Chat. Another effective strategy is to ask the person that answers main number, *“May I please speak to the staff member that completes the Perinatal Risk Assessment for your patients?”* While this individual may not be the same person that offers the Community Based Services referral, they are a good starting point to connect further and ask, *“Which one of your colleagues offers Community Based Services referral to your pregnant patients?”* If the staff member is unfamiliar with Community Based Services referral, this can easily segue way into a broader conversation on Community Based Services referral, by asking *“Did you know your office can make automated referrals on the PRA to link patients to free, local wellness and support programs based upon their specific needs?”*

Knowing OB office phone lines are often bustling, what are alternative ways to connect with staff?

Email is a nice way to determine a time when staff are not as busy with patients. Start with a warm introduction such as, *“When is a good time for us to chat further about how we can link your patients to wellness and support programs in their local communities?”*

Fax is another great forum for sending promotional flyers that can have a lot of reach. Often offices list fax numbers on their websites or in their main number prerecorded messages.

Social media offers another avenue to connect with your sites. More offices are now on digital forums such as Facebook, Twitter, Instagram, LinkedIn, and beyond. Is your program using hashtags or “follow us” functions to increase provider/healthcare awareness? Is your program being represented with a

consistent and recognizable icon? Check out the following striking and memorable logos for creative inspiration: [NJ Let's Get Vaccinated](#), [Autism NJ](#), and [Prematurity Prevention Initiative](#). Does your program have a promotional video or poster to engage healthcare providers and/or clients? What are new ways that you can connect with your offices?

Snail mail affords another opportunity to float promotional postcards and other items for OB offices to give to patients to increase program awareness. A simple takeaway card with a customizable message such as, *"You are strong and radiant, and receiving prenatal care in New Jersey means you are eligible for free, local wellness programs to support you in this time that can be both special and challenging."*

How can I support an office that is not yet connected or needs assistance with NJ PRA?

Advise office to visit www.praspect.org > Click Documents > Click Prenatal Providers, and email the site name and address to PRA@fhiworks.org.