



## WV RMOMS Sustainability Plan for Continuance of Maternity Care

The West Virginia Perinatal Partnership (WVPP) recently released the West Virginia Rural Maternity Obstetric Management Strategies (WV RMOMS) Program Sustainability Plan. The report details the program's strategies to support the growth and success of its initiatives and to advance the WVPP's vital mission of engaging and uniting providers and stakeholders in improving maternal and infant health outcomes.

The following four goals of the RMOMS program will continue in the region with the help of the WV Perinatal Partnership.

### 1 Rural Regional Approaches to Risk Appropriate Care

Low-risk pregnancies can be safely managed by a variety of well-prepared providers that are available within the region. Increased educational opportunities through conferences such as the annual WV Perinatal Summit, skill building workshops, and mentorship will continue to be provided to enhance the skills of local clinicians and staff. Consultation with specialists is promptly accessible when high-risk situations arise. Being "Born in the Right Place" is an ongoing initiative of the Partnership.

### 2 A Sustainable Network Approach to Coordinating a Continuum of Care

The continuum of care encompasses a range of best practice services for pregnant and postpartum women and their families and are available and accessible within rural, sparsely populated geography. These services provide information about healthy lifestyle, reproductive care, pregnancy-related education for mothers and families, referral to non-medical supports and resources, regular prenatal communication/evaluation, and birthing services for low to high-risk pregnant women.

### 3 Leveraging Telehealth and Specialty Care

Telehealth services are being promoted in WV RMOMS locations to help with access to risk appropriate care. Telemedicine and provider-to-provider consultation ensure that pregnancies managed locally will receive high quality risk-appropriate care without expensive and unnecessary transfers out of the local community. A mother-to-nurse texting platform has been implemented in two facilities, receiving numerous positive responses from participating mothers.

### 4 Financial Sustainability

The WV RMOMS Sustainability Report is a road map for the financial sustainability of the WV RMOMS program's maternal and infant healthcare strategies involving partner collaboration, coordination, and networking. As a result of RMOMS funding for the start-up costs associated with employing clinicians, several clinics successfully hired physician associates, nurse practitioners, certified nurse midwives, navigators, and a hospital-based doula. These provider positions are paid for by billable services and government programs such as FQHC agency support, and through Medicaid and private insurers. Other key "wrap-around" services, including Home Visitation services such as Right From The Start, Parents as Teachers, Mother's Infant Home Outreach Workers, Early HeadStart, and Healthy Families America, are reimbursed by Medicaid or other grant funds depending upon the service utilized.

Under the umbrella of the WVPP, federal, state, and private grant funding provides programming to partners for perinatal outreach education; maternal mental health; obstetric safety training; telehealth services; intimate partner violence; substance use disorder; and doula initiatives. Additional information about the program's sustainability initiatives is available at [wvperinatal.org/wv-rmoms](http://wvperinatal.org/wv-rmoms).

*"Our rigorous, data-driven approach to program sustainability enhances rural maternal healthcare, which sits at the center of West Virginia. There will be a continuation of maternity services in these areas due to the upgrades to provider staffing and expansion of job descriptions such as the navigator, doula, and home visitor roles."*

Shauna Lively, WV RMOMS Project Director



## Federal Office of Rural Health Policy’s Maternal Health Meeting

On August 26-27, 2025, the Federal Office of Rural Health Policy (FORHP) and the Georgia Health Policy Center hosted the 2025 Maternal Health Grantee Meeting, “Together for Rural Moms: Community, Care, and Connection,” in Rockville, Maryland. This conference brought together rural programs from across the Rural Maternity and Obstetrics Management Strategies (Rural MOMS) and Delta Maternal Care Coordination (Delta MCC) programs. Topics included maternal mental health, telehealth for maternal health services, Title V information, strengthening the maternal health workforce, collecting meaningful data, and building win-win partnerships for network sustainability.

Drs. Shauna Lively and Mary Emmett attended the meeting and provided attendees with a detailed account of lessons and outcomes from the rural maternal health network in West Virginia. Awardees were able to showcase handouts, communication and marketing materials, and other items from the maternal health program to spark inspiration and new ideas.

### West Virginia Perinatal Summit - October 16 & 17, 2025

The Summit will bring together maternal and infant health sector professionals from around the state to network and collaborate on advancing health outcomes. Some of the topics include:

- Cannabis Use in Pregnancy
- Public Policy Update on Maternal and Infant Health
- Impact of a Hospital-Based Doula program
- Maternal Vaping
- Supporting Breastfeeding
- Childbirth-Trauma Informed Care

**Presentation Highlight:** *Strengthening Rural Maternal Care: The WV RMOMS Project* panel featuring:

- Connie Kincaid, St. Joseph’s Hospital
- Mindy Mussano, Stonewall Jackson Memorial Hospital
- Corrie Grogg, Minnie Hamilton
- Dr. Mary Emmett, CAMC Academic Research
- Denise Smith and Shauna Lively, WV Perinatal Partnership

## Leveraging Telehealth and Specialty Care

Telehealth services are being promoted across all WV RMOMS locations to help with access to risk-appropriate care. New River Health’s telehealth project offers services to pregnant or postpartum patients. Maryland-based Ingenium CEO Christian Milaster hosted two webinars on July 9, 2025, and July 15, 2025. The first session covered telehealth communications and establishing rapport to help patients feel at ease and focused on their care.

The second session covered the physical examination of the patient. “I’m fully convinced – after these trainings, it’s clear that telehealth is far better than no visit at all,” said Judd Lindley, MD. “While I still have some concerns about certain exams that can’t be performed remotely, this will benefit our patients when it’s appropriate.” Once this telehealth pilot is complete, the program will be available to other obstetric healthcare providers in West Virginia, especially in rural areas.

WVU Medicine St. Joseph’s Hospital is currently offering telehealth visits with maternal fetal medicine and other specialty care from WVU Children’s Hospital. Many of the new providers have established accessible phone consultation services with the obstetricians they refer to for deliveries, as well as with perinatologists at tertiary medical centers within the state. MFM consultation is offered to patients as well as other physicians as provider-to-provider consultations.

“The trainings were very thorough, and really helped us better understand telehealth and feel confident offering it to our patients”

**Jodie Posey-Bucks, MD**



# Outreach Education Opportunities

## Breastfeeding in RMOMS Counties

The West Virginia Perinatal Partnership offers various breastfeeding courses for trained doulas, RMOMS nurses, and other health care providers working with breast and chest feeding parents. These courses cater to different interests and experience levels. For more information, contact Molly McMillion, RN, IBCLC, Director of the West Virginia Breastfeeding Initiative, at [mmcmillion@osteo.wvsom.edu](mailto:mmcmillion@osteo.wvsom.edu).

## Love Your Birth Control Virtual Training

The Love Your Birth Control program educates women in West Virginia about reproductive choices. Designed for both clinical and non-clinical staff, the course covers methods of contraception, their uses, risks, and benefits. It also provides factual resources and debunks myths about birth control while discussing rapport-building and overcoming access barriers. Led by Melanie Riley, RN, MSN, C-EFM, these virtual workshops occur monthly. Register for free at [wvperinatal.org/events](http://wvperinatal.org/events).

## Obstetric Patient Safety

The Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN) Obstetric Patient Safety (OPS) course is a combination of didactic education and simulation. The OPS workshop is designed to help nurses and providers work together as a team using effective communication to identify, assess, and manage the care for patients with an obstetric emergency through simulation and debriefing. Clinicians working in the following departments: perinatal, emergency, medical-surgical, ICU, and critical access will find this course essential to caring for patients experiencing an obstetric emergency. Contact Mary Beth Stewart at [mbstewart@wvperinatal.org](mailto:mbstewart@wvperinatal.org)

## Webinars: TeleMaternal Health 101 and TeleMaternal Health 102

These webinars have been designed for WV RMOMS to help clinicians integrate Virtual Care into Rural Prenatal and Postpartum Services. These hour-long presentations feature Christian Milaster, founder and CEO of Ingenium Digital Health Advisors; Matt Faiman, MD, MBA, Chief Clinical Officer at Ingenium and Virtual Health Medical Director at NextCare Urgent Care; and Kari Gali, DNP, APRN, CPHQ, an advisor at Ingenium and Clinical Professor of Medical Education at the University of Illinois.

The clinicians explain **how they have helped patients decrease the care gap that exists in rural areas** and how to manage the logistics of a virtual office visit. Milaster recommends that clinicians begin implementing telemedicine by focusing on clear use cases—those visits readily suited for telehealth follow-up care. Appropriate examples include mental health counseling, lactation consultations, same-day or urgent antepartum visits, and RPM-remote patient monitoring.

Watch the webinars at [wvperinatal.org/wv-rmoms](http://wvperinatal.org/wv-rmoms)

