

Maternal and Child Health Balanced Scorecard

This document provides employers with technical guidance for developing a maternal and child health balanced scorecard and strategy map. Employers can use these tools to identify and evaluate the relationships between maternal and child health outcomes and organizational performance.

Introduction	1
Employer-Sponsored Benefits	
Rationale for Using the Balanced Scorecard	2
The Balanced Scorecard Methodology: Aligning Healthcare Benefits and Business Strategy	3
Balanced Scorecard Perspectives	
Strategy Setting	
Maternal and Child Health Scorecard	6
How the Health Scorecard is Organized	
How the Health Scorecard can be Used	
Maternal and Child Health Strategy Map	8
Financial aPerspective	
Learning and Innovation Domains	
Stakeholder Perspective	
Operations Perspective	
Example Maternal and Child Health Balanced Scorecard	9
Summary Points	12
Side-by-Side Analysis Tool	13

Introduction

Employer-Sponsored Benefits

Research shows that most large employers offer employees comprehensive health benefits. These benefits address employees’ health needs and protect businesses against losses from employee illness.¹ Most large employers also offer health benefits to employees’ dependents.¹ Dependent coverage enhances employee recruitment and retention, and reduces the direct and indirect costs associated with family illness. In addition to health benefits, most large employers also offer **work/life benefits** (e.g., childcare, flex-time), which have been proven to increase employer attractiveness and boost employee loyalty.^{2,3}

**Focusing on Maternal and Child Health:
A Business Issue**

Children, adolescents, and women of childbearing age are an important part of an employer's beneficiary population. Children, adolescents, and pregnant/postpartum women comprise 33% of a typical large employer's beneficiary population and are responsible for 18.5% of healthcare costs (this estimate does not include dental care).⁶ While average costs for children are low in comparison to other populations (e.g., the elderly, adults with chronic conditions), healthcare costs for neonatal care, children with special health care needs, and children who experience injuries and certain acute illnesses can be significant. The health of children and pregnant women is also an important determinant of overall population health: Healthy women give birth to healthier babies, and healthy children are more likely to become healthy adults. Both factors have important implications for the future workforce.

There is wide variation in the benefits large employers offer. Business Group membership and national surveys have found significant inconsistencies in the methods employers use to^{4,5}:

- Design health plan benefits and coverage levels.
- Develop administration rules.
- Communicate plan characteristics.
- Evaluate the impact of health and work/life benefits.

Variation in benefit design exists across the board; however, variation in maternal and child health benefits (healthcare benefits designed for preconception, pregnant, and postpartum women; children; or adolescents) is particularly pronounced.⁴

Some of the variation is a result of unique employee need due to geographic location, the work environment, or other relevant factors. Variation also occurs as a result of labor union negotiations and differing capital levels.

While tailoring can be used to meet diverse needs, variation can lead to fragmentation, beneficiary confusion, and administrative costs. The extreme cost, quality, and access variation seen in the marketplace today suggests that employers are not maximizing their investment in health benefits. Employers may be able to improve their return on investment in health benefits by improving the alignment between health benefits, organizational strategy, and internal operations.

Rationale for Using the Balanced Scorecard

The **Balanced Scorecard methodology** described in this document is one approach shown to be effective in helping companies achieve strategic/operational alignment.⁷ The Balanced Scorecard can also help companies evaluate their current health benefits and make informed choices about which Plan Benefit Model recommendations to adopt.

The Balanced Scorecard Methodology: Aligning Health Benefits and Business Strategy

Kaplan and Norton developed the Balanced Scorecard concept from research performed in the 1990s.⁷ The Balanced Scorecard resulted from a hypothesis stating that an organization's reliance on financial data as the primary measure of its value limited the appreciation of the real or full value of the organization. They argued that financial measures did not accurately capture performance in a fast-evolving, service-based economy. Furthermore, they believed

The Balanced Scorecard methodology provides employers with tools to:

- **Develop a maternal and child health strategy.**
- **Evaluate existing health benefits.**
- **Implement and track Plan Benefit Model recommendations.**
- **Design and evaluate other maternal and child-focused health and work/life benefits.**

financial measures based on past performance provided limited insight into future performance. Financial measures, they posited, have the unintentional consequence of reinforcing functional silos and inhibiting long-term thinking. Kaplan and Norton proposed that the real value of an organization lies more in its people than tangible, fixed assets.⁷ With the Balanced Scorecard, Kaplan and Norton developed a model that could capture financial value along with the meaningful intangible values of an organization.

The Balanced Scorecard methodology recognizes that financial performance is the primary measure of performance, but not the sole measure of organizational success.

Balanced Scorecard Perspectives

The Balanced Scorecard Model (Figure 3A), is used to quantify organizational performance from multiple perspectives and to support a forward-looking strategy.⁷

By applying a Balanced Scorecard approach, an organization can create a critical list of performance measures, which can then be used to manage and improve production, meet customer needs, and support shareholder expectations.

The model is separated into four measurement categories: Financial, Customer, Internal Business Process, and Learning and Growth. Each measurement category, or “**perspective**”, is supported by a set of quantitative and/or qualitative business metrics that ‘map’ to the organization’s overall strategy. These metrics facilitate the identification of strengths and weaknesses. Kaplan and Norton believe the metrics contained in these four perspectives provide a comprehensive assessment of an organization’s performance in relation to the organization’s strategy.

- **Financial**

The financial perspective serves as a common endpoint for assessing organizational performance against a pre-determined budget. Financial metrics help organizations understand where and how revenue was generated by the business, identify the direct costs of operating the business, and support efforts that identify and reduce business risk. This perspective uses structured feedback to align financial performance with strategic goals.

- **Customer**

The customer perspective focuses on external clients/users and markets. This perspective examines the company’s value proposition in relation to market share, customer acquisition, satisfaction, and retention rates.

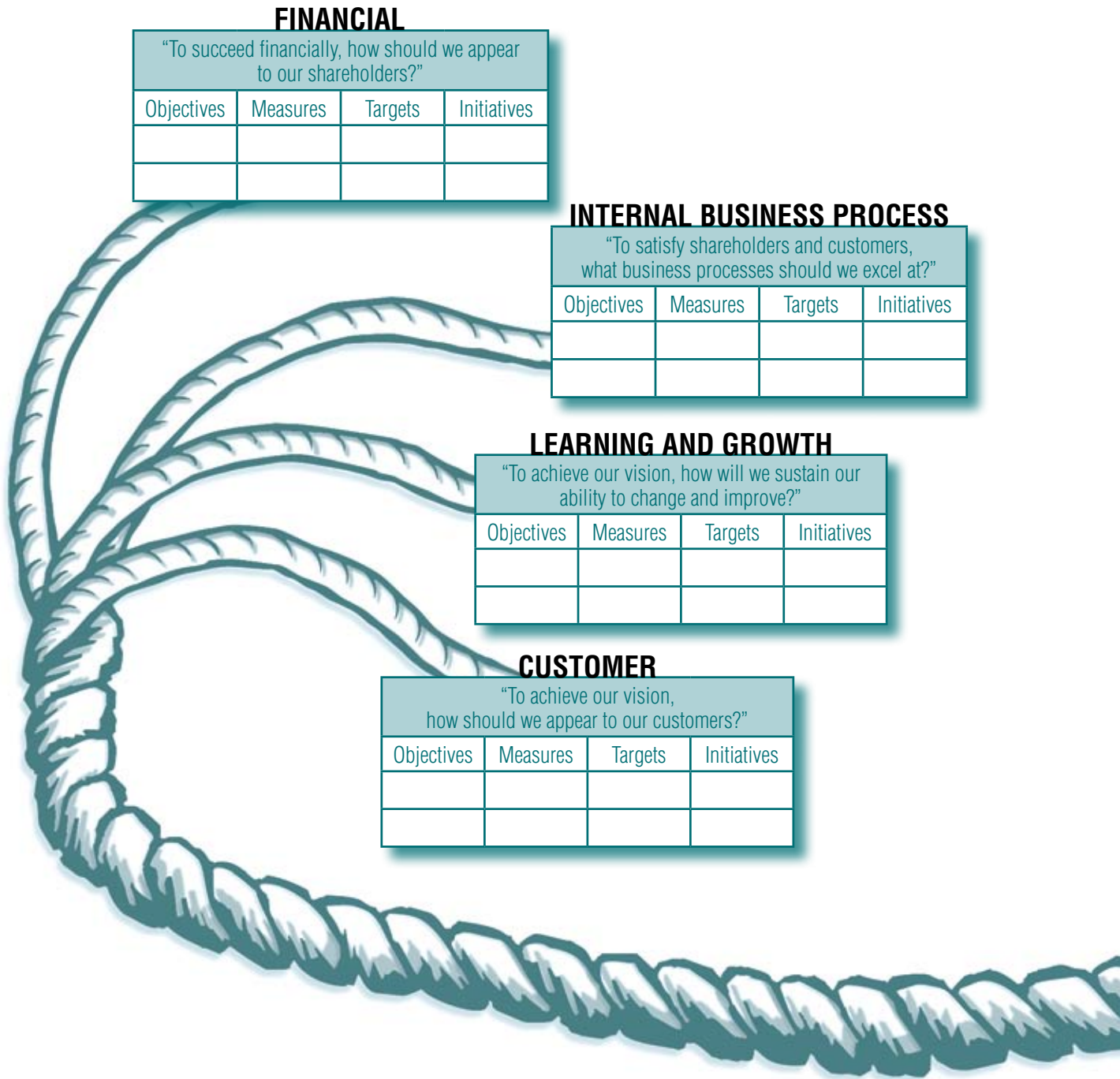
- **Internal Business Process**

The internal business process perspective examines processes required to meet customer expectations and objectives of the organization. This perspective helps managers define the total value chain. A typical value chain begins with the process of innovation, ends with services offered to customers after a sale, and includes everything in between.

- **Learning and Growth**

The learning and growth perspective examines the organization’s investment in its people and their capabilities in order to ensure the long-term success of an organization. It examines the culture of the organization, its leadership, and methods for engaging employees.

Figure 3A: Balanced Scorecard Model



Strategy Setting

The Balanced Scorecard Model can also be used to help leaders ‘map’ and implement organizational strategy.⁷ Strategic mapping enables organizations to functionally describe strategy by outlining perspectives, their internal linkages, and opportunities for achieving business objectives. The process also allows organizations to describe the relationship between the development and execution of a business strategy. The outcomes of this process are captured in a **strategy map**. The strategy map that guided the development of the Plan Benefit Model is included below (Figure 3B).

Figure 3B: Health Strategy Map



Maternal and Child Health Scorecard

How the Health Scorecard is Organized

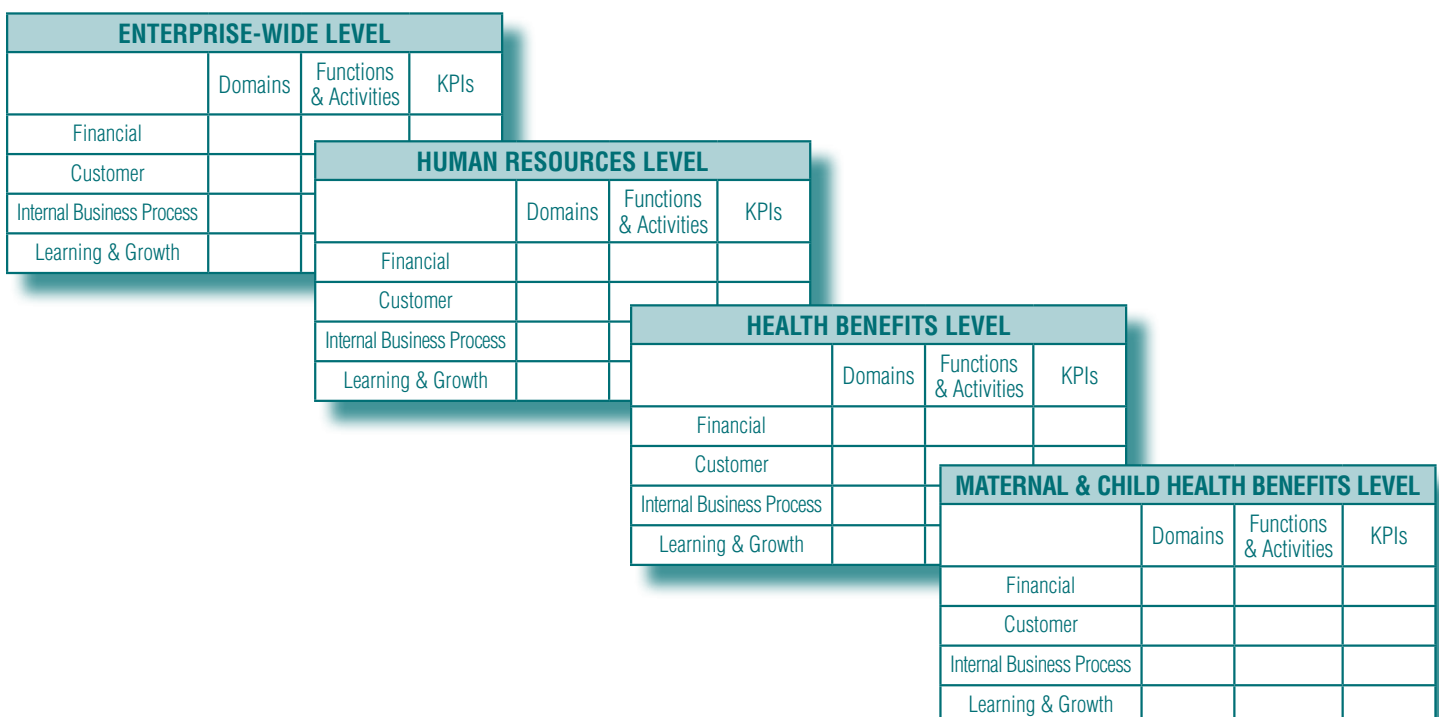
The Maternal and Child Health Scorecard supports the four perspectives found in Kaplan and Norton’s model (Figure 3A).⁷ However, certain perspectives have been tailored. For example, the Customer perspective has been modified to address the needs of internal and external stakeholders, since the broad function of human resources is designed to serve multiple types of customers. The Learning and Growth perspective has also been modified to reflect support for innovations in creating solutions for the target population.

Many large companies already have a Balanced Scorecard for healthcare strategy setting or other purposes. A tailored maternal and child health scorecard can be added to an existing scorecard or it can function as a stand-alone set of metrics. Individual companies should review their own company’s Balanced Scorecard when considering the key performance indicators described in this document.

Each perspective is organized into of a set of performance categories called domains. **Domains** represent a means for organizing similar attributes within a given perspective. They can also help link the organization’s critical success factors with specific functions or activities.

Domains are divided into critical success factors, the primary descriptive references about the organization’s goals. Critical success factors are operationalized through the use of **key performance indicators (KPI’s)**. Key performance indicators are usually mission critical and address high-priority issues within a given domain. They have a desirable direction and are discriminating (small changes are meaningful), they are based on valid and available data, and they are also actionable.

Figure 3C: Cascading Balanced Scorecard



How the Health Scorecard can be Used

Employers and other interested parties should consider using the Balanced Scorecard framework to assess the performance of plan benefit provisions in relation to the health needs of childbearing-age women, pregnant women, children, and adolescents. Most Balanced Scorecards also include a combination of key performance indicators that address current business needs along with more strategic needs. This framework includes performance measures that address multiple time periods. Some activities generate immediate feedback, while other activities can only be monitored in increments of months or years.

Once a Balanced Scorecard infrastructure is operational, organizations can leverage the resulting data to better understand factors that influence outcomes and the linkages between multiple factors. This process will allow users to identify “cause-and-effect” relationships between specific factors within specific business processes. This allows organizations to identify opportunities to take corrective actions and improve performance.

Figure 3D: Maternal and Child Health Strategy Map

MISSION
<ul style="list-style-type: none">• To support a healthy and productive workforce and community.
VISION STATEMENT
To optimize the quality and value of health care through: <ul style="list-style-type: none">• Early entrance and timely utilization of preconception, prenatal, and well-child care;• Early detection and management of special health care needs and chronic diseases; and• Balancing standardization with personal health care needs.
VALUE STATEMENTS
<ul style="list-style-type: none">• An evidence-informed, standardized, equitable plan benefit design that is comprehensive and sustainable.• Core components include prevention, early detection, and health promotion.• Promotes high-quality, continuous care that is consistent with the medical home concept.• Features culturally competent and family-centered care.• Supports integration and collaboration among all stakeholders.• Patient satisfaction and member engagement lead to informed decision-making.
CRITICAL SUCCESS FACTORS
<ul style="list-style-type: none">• To align health and performance by:<ul style="list-style-type: none">○ Linking employee (and dependent) health to:<ul style="list-style-type: none">■ Customer data;■ Production data; and■ Employee satisfaction data.• To emphasize employee health as a business investment by:<ul style="list-style-type: none">○ Linking employee (and dependent) health to:<ul style="list-style-type: none">■ Retention strategies;■ Human capital capabilities assessments; and■ Employee engagement and performance.○ Facilitating positive interactions among all stakeholders by:<ul style="list-style-type: none">■ Investing in prevention; and■ Emphasizing personal care models consistent with the medical home concept.

Maternal and Child Health Strategy Map

The Maternal and Child Health Balanced Scorecard (Figure 3E) was based on the Maternal and Child Health Strategy Map presented in Figure 3D. The scorecard includes four perspectives and eight domains. The domain categories establish a link between the organization's activities that support maternal and child health benefits and the outlined critical success factors.

Financial Perspective

Direct costs and indirect costs are the two domains used in the financial perspective. These costs provide the basis for assessing the financial impact of maternal and child health benefits. Direct costs explore the way in which the organization and the beneficiaries contribute to the overall cost of health benefits. Organizational expenses include administrative costs. Beneficiary costs are assessed using cost-sharing profiles and claim frequency. The indirect cost domain links to operations by examining the impact of maternal and child health on productivity, absenteeism, and disability. Together, these two domains provide a financial picture of how maternal and child health is impacting an organization. For example, an organization can use health scorecard metrics to examine the cost-offset relationship between the utilization of preventive services and treatment services.

Learning and Innovation Domains (Adapted from Learning and Growth)

This perspective consists of three domains: competency, change capacity, and culture/climate. A key organizational challenge confronting organizations is the way they leverage feedback to maintain and improve performance. These three domains attempt to organize and interpret feedback to improve organizational effectiveness.

- Competency explores the organization's commitment to understanding the target population's specific health needs, as well as the organization's strategy for supporting these needs.
- Change capacity examines the organization's ability to adapt its business practices to support identified maternal and child health needs. These business practices require creativity because they must also support overall business performance if the organization expects to be competitive.
- Culture/climate refers to issues of employee recruitment and retention. It measures the effect of maternal and child programs and benefits on the rate of return post-pregnancy, the impact of flexible work schedules, or how an organization supports families of children with special needs.

Stakeholder Perspective (Adapted from Customer Perspective)

The stakeholder perspective was developed to help an organization understand the various internal and external customers who supply, use, or are impacted by maternal and child health benefits. This perspective explores engagement: it examines an organization's approach to health education and employee communication, and considers staff and employee satisfaction with the Maternal and Child Health Plan Benefit Model (Plan Benefit Model) (presented in Part 2). The Business Group and the Benefits Advisory Board believe successful implementation of the Plan Benefit Model requires active participation by all stakeholders.

Operations Perspective (Adapted from Internal Business Process Perspective)

The operations perspective looks at the technical business processes that are required to implement maternal and child health benefits: operations management and customer management. The operations management domain covers a continuum of activities. These include plan design, eligibility requirements, the structure of the provider network, and coordination of utilization management and case management. Customer management looks at utilization rates of the various benefits along with the quality of care delivered by the system. These two domains provide a context for building and evaluating best practices and evidence-based care models.

Figure 3E: Example Maternal and Child Health Balanced Scorecard

PERSPECTIVE: FINANCIAL			
Domain	Functions & Activities	Sample Performance Measure(s)	Sample Key Performance Indicators (KPIs)
Direct Costs	Health plan cost management	Total health plan costs are competitive with market trends.	1. 0% net increase of MCH Plan Benefit Model costs over annual healthcare inflation rate.
		Reduction in health plan costs after introducing preventive care benefits.	2. 0% net increase in plan costs 1 year after adopting up to three MCH Plan Benefit Model preventive services.
			3. X% increase (over baseline) in preventive service claim costs. <i>Proxy for utilization.</i>
		Decrease cost for select categories of care, overall and by age group.	4. X% decrease (from baseline) in health plan costs for dependent children under age 21 years.
	Health plan cost-sharing	Stabilize or decrease cost-sharing.	5. Rate of increase for beneficiary out-of-pocket costs is less than the rate of change in the annual healthcare inflation rate.
	Health plan claim frequency	Increase the number / type of select medical claims, overall and by age group. <i>Proxy for essential services (e.g., immunizations).</i>	6. X% increase (over baseline) in health plan claims for dependent children under age 21.
			7. X% decrease (from baseline) in rate of prematurity, costs for multiple births or high-risk births.
Indirect Costs	Productivity	Decrease child sick days.	8. Average child attendance rate in employer-sponsored child-care programs is 90% or higher. <i>Proxy for child sick days.</i>
	Absenteeism	Decrease maternity-related complications.	9. X% decrease (from baseline) in the amount of lost work time associated with pregnancy-related complications.
		Decrease the prevalence, severity, and/or duration of child illness.	10. Decrease the number of unscheduled absences for dependent illness by X% (from baseline).
	Disability	Decrease pregnancy-related disability claims.	11. X% decrease (from baseline) in the duration of long-term disability claims for pregnancy-related complications.

PERSPECTIVE: LEARNING/INNOVATION			
Domain	Functions & Activities	Sample Performance Measure(s)	Sample Key Performance Indicators (KPIs)
Change capacity		Implement family-friendly business practices.	12. X% increase (from baseline) in number of available family-friendly work/life benefits (e.g., flex time, flex benefits, paid FMLA, PTO pool).
Competency	Human capital capabilities	Regularly perform employee needs assessments.	13. Employee needs assessments inquire about child and adolescent beneficiaries' health promotion, disease prevention, or medical care needs.
Culture/ climate	Recruitment / retention	Increase retention rate post-pregnancy.	14. X% increase in post-pregnancy employee return rate over baseline.
		Provide paid leave for caregiving.	15. X% increase (from baseline) in eligible employees who participate in paid leave programs.
		Increase use of home visits post-delivery.	16. X% increase (from baseline) in the number of home health visits post-delivery.
		Offer flexible work schedules.	17. X% increase (from baseline) in the number of parents participating in flexible work programs.

PERSPECTIVE: STAKEHOLDERS			
Engagement	Health education	Pregnancy management / education programs.	18. X% increase (from baseline) in number of participants / attendance rate in pregnancy education programs.
		Child-focused or family health-related education programs	19. Add at least one family-centered education program or reconfigure an existing health promotion / wellness program to be inclusive of children's health needs.
	Communications	Increase outreach efforts to employees and dependents.	20. Increase number (from baseline) of preventive service health communication campaigns or outreach programs.
		Increase employee and dependent access to plan benefit educational materials.	21. One new form of plan benefit communication is introduced each year.
		Reduce language and cultural barriers between health plan and employees / dependents.	22. Produce plan communications, if applicable, in at least one additional language each year.
		Reduce barriers to enrollment and utilization caused by low health literacy issues.	23. 100% of plan communications are written at the 5th grade reading level.
	Satisfaction	Increase satisfaction with plan administration among benefits staff.	24. Staff satisfaction survey results of plan administrator are equal to or better than prior year.
		Increase plan satisfaction among plan participants / beneficiaries.	25. Member satisfaction survey results of plan administrator are equal to or better than prior year.

PERSPECTIVE: OPERATIONS

Domain	Functions & Activities	Sample Performance Measure(s)	Sample Key Performance Indicators (KPIs)
Operations Management	Eligibility	Increase member coverage rate.	26. X% increase (from baseline) in annual enrollment (or evidence of coverage) by children and adolescents up to age 21 years.
	Plan design	Align plan coverage with the Plan Benefit Model.	27. X% decrease (from baseline) in coverage gaps for preventive services (show results by type of service).
	Utilization management	Adopt evidence-based care management where available.	28. X% increase (from baseline) in plan benefits reflecting evidence-based care management practices.
			29. X% increase (from baseline) in vaginal birth after cesarean (VBAC) rate.
			30. X% increase (from baseline) in the number of common metrics reported annually by each health plan.
	Information management	Standardize reporting across all plan administrators.	31. X% of members will receive an annual report detailing 100% of aggregated member out-of-pocket expenses.
			32. X% increase (from baseline) in annual number of cases or new contacts over baseline.
	Case management	Increase outreach.	33. X% increase (from baseline) in the number of case management encounters.
			34. X% increase (from baseline) in the number of primary care services delivered in a medical home.
	Provider networks	Improve network quality.	35. X% increase (from baseline) in the proportion of beneficiaries who have a medical home or, as a proxy, have selected a primary care provider and have visited that provider at least once in the past year.
			36. Increase the number of pediatric specialists and sub-specialists over baseline.
		Improve network diversity.	37. X% of provider network reflects member diversity according to race, gender, and primary language.
		Improve network comprehensiveness.	38. X% of Y providers maintain Z license or relevant board certification.
		Improve provider competence.	39. X% increase (from baseline) in number of children with asthma who are on controller medications.
	Customer Management	Quality of care	Improve clinical outcomes.
41. X% reduction (from baseline) in adverse reactions to medications and / or hospital-borne infections.			
42. Net decrease in number of negative health behaviors from baseline (e.g., prevent overweight children from becoming obese, reduce number of new teen smokers, etc).			
Health promotion		Protect and promote health	43. Reduce the number of dependent beneficiaries who experience preventable health problems by X% from baseline (e.g., influenza, chickenpox, injuries).
Utilization rates		Increase utilization of preventive services.	44. Increase number of preventive services by X% (from baseline) (sub-goal may target specific services).
	45. X% increase in the number of children aged x-x who are up-to-date on all recommended immunizations.		

Summary Points

- Significant inconsistencies exist in the design, administration, and evaluation of maternal and child health plan benefits. These inconsistencies suggest employers are not maximizing their investment in health benefits.
- Employers may be able to improve their return on investment in health benefits by improving the alignment between health benefits, organizational strategy, and internal operations.
- The Balanced Scorecard methodology is one approach shown to be effective in helping companies achieve strategic/operational alignment. The Balanced Scorecard can also help companies evaluate their current health benefits and make informed choices about which Plan Benefit Model recommendations to adopt. Business leaders can also use the Balanced Scorecard Model to ‘map’ and implement organizational strategy.

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