



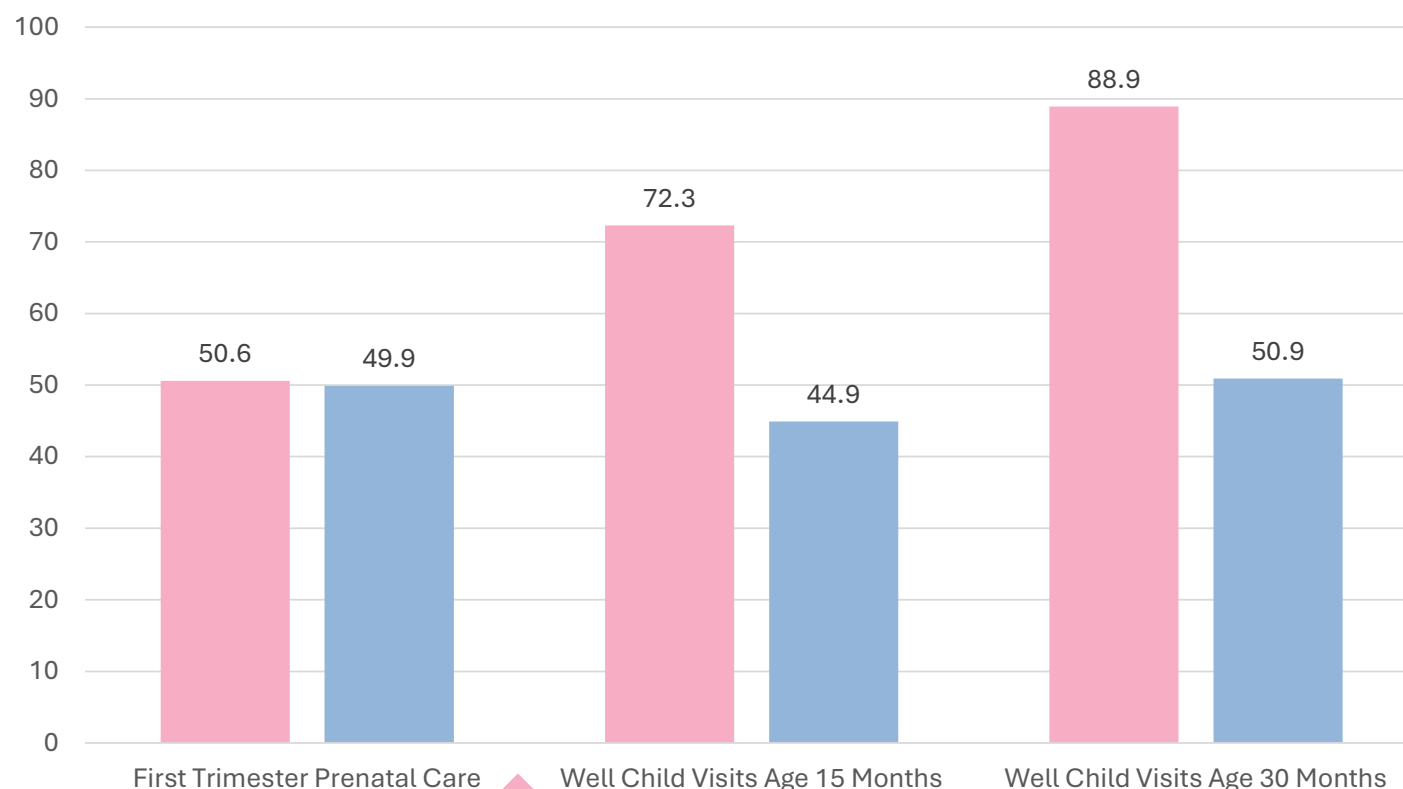
How Nurse Home Visiting Improves Health Outcomes

CY2024 Healthcare Effectiveness Data and Information Set (HEDIS) Measure Comparison Bright Start Home Visiting Program enrollees vs. South Dakota Medicaid enrollees

Bright Start Nurse Home Visiting Program

Supporting first-time pregnant women and young families, Bright Start connects clients with trained nurses who provide health guidance, emotional support, and resources from pregnancy through a child's second birthday.

These outcomes show that personalized, trusted support leads to higher healthcare engagement and better long-term health habits—even after the program ends.



Enrollment in Bright Start



BRIGHT START

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Prenatal Care

HEDIS Definition: Percentage of deliveries on or between October 8 of 2023 thru October 7 of 2024 that had a prenatal care visit in the first trimester or within 42 days of Medicaid enrollment.

Bright Start Client HEDIS Value: 118/233 = 50.6%

Medicaid (Overall) Population HEDIS Value: 1501/3006 = 49.9%

Bright Start nurse home visiting enrolls first-time pregnant women at any point during their pregnancy. Because this Bright Start enrollment frequently happens after the first trimester, we would not expect the program to impact this measure

Well Child Visit Completion (15 months)

HEDIS Definition: Percentage of children who turned age 15 months in 2024 that had six or more well-child visits with a primary care provider during the last 15 months.

Bright Start Client HEDIS Value: 107/148 = 72.3%

Medicaid (Overall) Population HEDIS Value: 1640/3651 = 44.9%

We can “assume” from the increase in healthcare access shown between first prenatal visit and well-child care visits could possibly be attributed to the support of a Bright Start nurse in encouraging families to access healthcare

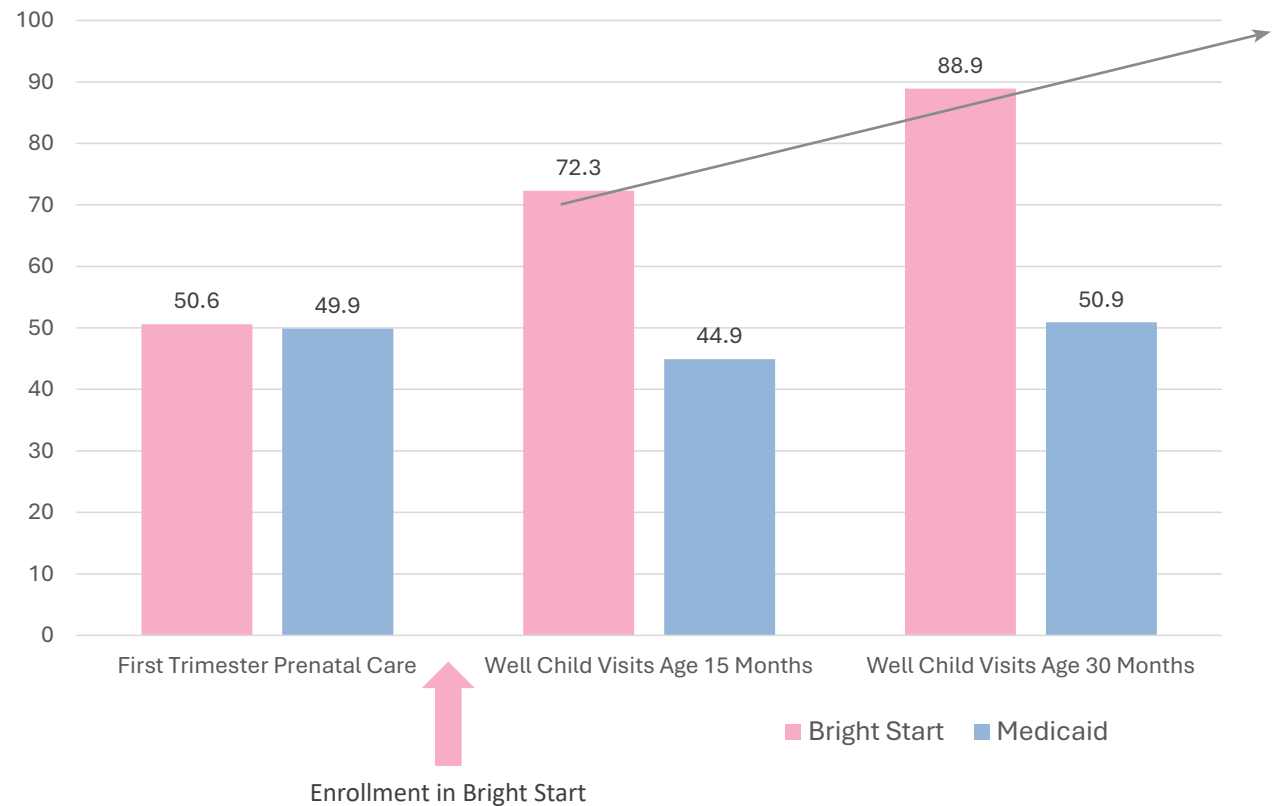
Well Child Visit Completion (30 months)

HEDIS Definition: Percentage of children who turned age 30 months in 2024 that had two or more well-child visits with a primary care provider during the last 15 months.

Bright Start Client HEDIS Value: 24/27 = 88.9%

Medicaid (Overall) Population HEDIS Value: 1650/3243 = 50.9%

Continued effects of families accessing healthcare even after Bright Start enrollment ends (graduation at 24 months)



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