Reducing Non-Medically Indicated Deliveries Before 39 Weeks

Recognizing Success

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Focus of Today’s Talk

• March of Dimes mission
• Prematurity Campaign
• Results of a multistate quality improvement program
• Banner recognition program including eligibility requirements
• Professional education resources for hospitals
• Consumer education resources, including our HBWW Media Campaign
March of Dimes Mission

To improve the health of babies by preventing birth defects, premature birth and infant mortality.

Fund Research to understand the problem and discover answers.

Help Moms have full-term pregnancies and healthy babies.

Support Families comforting them when their baby needs help to survive and thrive.
In January, 2003, the March of Dimes launched a multiyear, multimillion-dollar research, awareness and education campaign to help families have healthier babies.

- The Campaign has two goals:
  - To raise public awareness of the problem of prematurity and
  - Decrease the rate of preterm birth in the U.S.
Prematurity Campaign

• Prematurity Awareness Month; World Prematurity Day
  • Premature Birth Report Card

• Scientific Research
  • Identify the causes of premature birth
  • New treatments to prevent or halt preterm labor
  • Medical breakthroughs to improve the care of premature babies
  • Over $2.6m invested locally; $75m nationally
  • Prematurity Research Centers (4)

• Healthy Babies are Worth the Wait
  • Reduction in non-medically indicated c-sections and inductions before 39 weeks gestation
Premature Birth Report Card (nationally):

- The U.S. preterm birth rate dropped for 7th consecutive year to 11.4% in 2013, a 17-year low.

- Nation has met the Healthy People preterm birth goal 7 years early.

- We estimate that since 2006, 231,000 fewer babies have been born too soon, saving $11.9 billion in health care costs.

- We have made great progress, but the U.S. still has one of the worst preterm birth rates of any high-resource country: Grade of C
Premature Birth Report Card (Maryland)

- 11.9% in 2013, down from 13.5% in 2006, the year the national rate peaked.
- State is making strides in:
  - Reducing the percent of uninsured women of childbearing age;
  - Lowering the late preterm birth rate;
  - Reducing the percentage of women of childbearing age who smoke.
Prematurity Campaign

Healthy Babies Are Worth the Wait

• ACOG has advised against non-medically issued deliveries before 39 weeks for quite some time.

• Priority for many organizations including the MOD, Joint Commission, CMMS, LeapFrog.

• Our state has made great progress on this issue.
Healthy Babies Are Worth the Wait

• In an article published in the *Green Journal* in May 2013, MOD shared the results of a quality improvement program involving the five states responsible for 38% of all US births: CA, FL, IL, NY, TX.

• Over the course of the year-long project, the percent of scheduled singleton early term deliveries fell by 83%.
Outcomes and Lessons Learned

• Multistate, hospital-based quality improvement programs can be remarkably effective at reducing early elective deliveries of babies
  - Best practices model for other hospitals
Professional Education

39 Weeks Toolkit

Developed in 2009-2010, with:

- California Maternal Quality Care Collaborative (CMQCC)
- California Maternal Child and Adolescent Division within the State Department of Health
- March of Dimes California Chapter

Available for free download at: www.prematurityprevention.org
Quality Improvement Service Package (QISP)

Assists hospitals in putting into place the recommendations found in the toolkit.

Components include:
- Grand rounds
- Secure web based data portal to help each hospital monitor its own program effectiveness and measure initiative’s overall effectiveness across hospitals
- Webinars
- Available patient education materials
- Access to “Experts in the Field”

2012-2014 -- 49 hospitals in East Region using the QISP
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39+ Weeks Banner Program

- Opportunity to recognize hospitals that choose not to participate in the QISP
- Application process
- Criteria
  - Rate of EED below 5% as measure by JC PC-01
  - Data provided for at least two consecutive quarters showing rate below 5% for each quarter (must include monthly data)
  - Written policy in place regarding non-medically indicated deliveries less than 39 weeks gestational age
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39+ Weeks Banner Program (criteria):

• Policy must clearly define medical indications for deliveries less than 39 weeks
• Hospital must have a process to track and monitor the rate of non-medically indicated deliveries less than 39 weeks gestational age

• Options:
  • Individual hospital recognition
  • Statewide banner partnership
    • Underway in VA, MS, FL, GA and IN, with 150 banners awarded to date
A Bigger Vision

39+ Weeks Statewide Banner Recognition

• Actively engages hospitals to pledge to reduce EED

• Provides multiple levels of recognition, including on partner websites

• Provides an element of friendly competition

• Banners are presented either in a group setting among peers, or individually with plenty of “hoopla!”
Statewide EED Initiative

Purpose: To work collectively to improve neonatal outcomes by supporting policies and practices to reduce EED <39 wks

Content:

• Webinars to review resources available to hospitals
• Statewide Pledge
• Quality Recognition- March of Dimes Banner
• Public Education

Goal: Hospital EED Rates <5% by September 2015 (for example)
Sign the Pledge!

Reduction of Non-Medically Indicated Deliveries before 39 Weeks Gestation
Hospital Pledge

On this ____ day of __________ in the year 201__, __________________________ affirms (Hospital Name) its commitment to implement policies and procedures aimed at reducing non-medically indicated deliveries before 39 weeks gestation.

______ Yes, I commit to this goal.

______ No, I do not commit to this goal.

If not committing, please explain why. ____________________________________________

__________________________________________________________

__________________________________________________________

___________________________ ____________________________ ____________
Chief Executive Officer Name Signature Date
This initiative will be championed by: (Please print name)

_______________________________  _______________________________
Obstetrics Physician              Contact Email

_______________________________  _______________________________
Pediatric/Neonatal Physician      Contact Email

_______________________________  _______________________________
Obstetric/Neonatal Nurse          Contact Email

Return to 39 Week Initiative via email at 39WeeksBanner@marchofdimes.com
Recognizing Success: Quality Banner

- **Individual** hospitals encouraged to apply

- 2013 - Nine hospitals in FL, VA, NJ received the banner
Recognizing Success:
Quality Banner

XXXXX is committed to improving the quality of care for moms and babies
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Southside Regional Medical Center is committed to improving the quality of care for moms and babies.
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Mary Washington Hospital Labor & Delivery is committed to improving the quality of care for *moms and babies*.
Resources for Hospitals

• Assistance with policy development

• Multiple resources including slides for grand rounds, toolkit, articles, etc. at www.prematurityprevention.org

• Patient education materials available

  www.marchofdimes.com/catalog

• http://www.qualityforum.org/Publications/2014/08/Early_Elective_Delivery_Playbook_-_Maternity_Action_Team.aspx
Consumer Education
Posters

If your pregnancy is healthy, it’s best to stay pregnant for at least **39 weeks**.

**Lots of important things are happening to your baby in the last few weeks of pregnancy:**

**1. Important organs, like your baby’s brain, lungs and liver, are still developing and growing.**

A baby’s brain at 28 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.

- 35 weeks
- 39 to 40 weeks

**2. Your baby’s eyes and ears are still developing, too. Babies born too early are more likely to have vision and hearing problems later in life.**

**3. Your baby is still learning to suck and swallow. Babies born early sometimes can’t do these things.**

**Healthy Babies are Worth the Wait®**

Really important things happen to a baby in the last few weeks of pregnancy:

**Babies need at least 39 weeks in the womb to fully grow and develop.**

Here’s what at least 39 weeks can do:

- **Brain:** In the last 4 weeks of pregnancy, the brain of a baby fromarring doubles. This is when things like balance, learning and behavior are formed.
- **Liver:** A baby’s liver will be big enough to fit into the palm of your hand.
- **Lungs:** Babies born at 39 weeks or later are less likely to have breathing problems that babies born early.
- **Eyes and ears:** Babies born at 39 weeks or later are less likely to have vision or hearing problems that babies born early.

More and more births are being scheduled a little early for non-medical reasons. This can cause problems for both mom and baby. If your pregnancy is healthy, it’s best to stay pregnant until labor begins on its own.

For more information about a baby’s growth and development, go to march of dimes.com/39weeks.

don’t rush your baby’s birth day
Your baby needs at least 39 weeks to grow and develop before he or she is born. If your pregnancy is healthy, wait for labor to begin on its own.
march of dimes.com/39weeks
If your pregnancy is healthy, it's best to stay pregnant for at least 39 weeks.

Lots of important things are happening to your baby in the last few weeks of pregnancy:

1. Important organs, like your baby's brain, lungs, and liver, are still developing and growing.

   A baby's brain at 35 weeks weighs only two-thirds of what it will weigh at 39 to 40 weeks.

35 weeks 39 to 40 weeks

Your baby needs time

Why the Last Weeks of Pregnancy Count

- Important things are happening to your baby in the last weeks of pregnancy. His brain and lungs are still growing.

- If your pregnancy is healthy, and you're planning to schedule your baby's birth, wait until at least 39 weeks. This gives your baby all the time he needs to grow.

- Babies born too early may have more health problems at birth and later in life than babies born full term.

About the March of Dimes

The March of Dimes helps moms have healthy pregnancies and healthy babies. Visit marchofdimes.com or nacersano.org for the latest information and resources.
Consumer Education

HBWW Media Campaign

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marchofdimes.org/39weeks
thank you