

Celebrating Midwifery-led Models of Care

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Premier Birth Center Demographics



Winchester Birth Center

- Small rural community
- House converted into a birth center
- Very little racial/ethnic diversity
- Less educated
- Lower income (median is \$49,000)

Premier Birth Center Demographics

Chantilly Birth Center

- Suburban Washington DC area
- Commercial space
- More racial/ethnic diversity
- Highly educated professionals
- Older, more likely to have pregnancies via ART
- Higher income (median is \$140,000)

Premier Birth Center Winchester



Premier Birth Center Chantilly



Staffing



- Midwives are CPMs and CNMs
- Birth Assistants are RNs
- Students
- Administrative Assistants
- Office Manager
- Clinical Director

Challenges

- Self-funded
- Medications illegal in Virginia for CPMs
- No licensure
- Two birth centers, yet wanting a consistent message
- Contracting with insurance
- Difficulty being competitive in our pricing
- Med/mal



If we could do it all over again...

- Funding
- Insurance contracts
- Electronic health record

What's coming up for Premier?

- Telehealth
- More telework for our staff
- Reaching more people
- New relationships with hospital-based providers
- Re-accreditation in 2021



Babies in Bloom

an open-model
birth center





Hello! I am Rochelle McLean

I am a lactation consultant, perinatal educator, doula and the founder/owner of Babies in Bloom.

Babies in Bloom Birth Center + Boutique in Vista, California





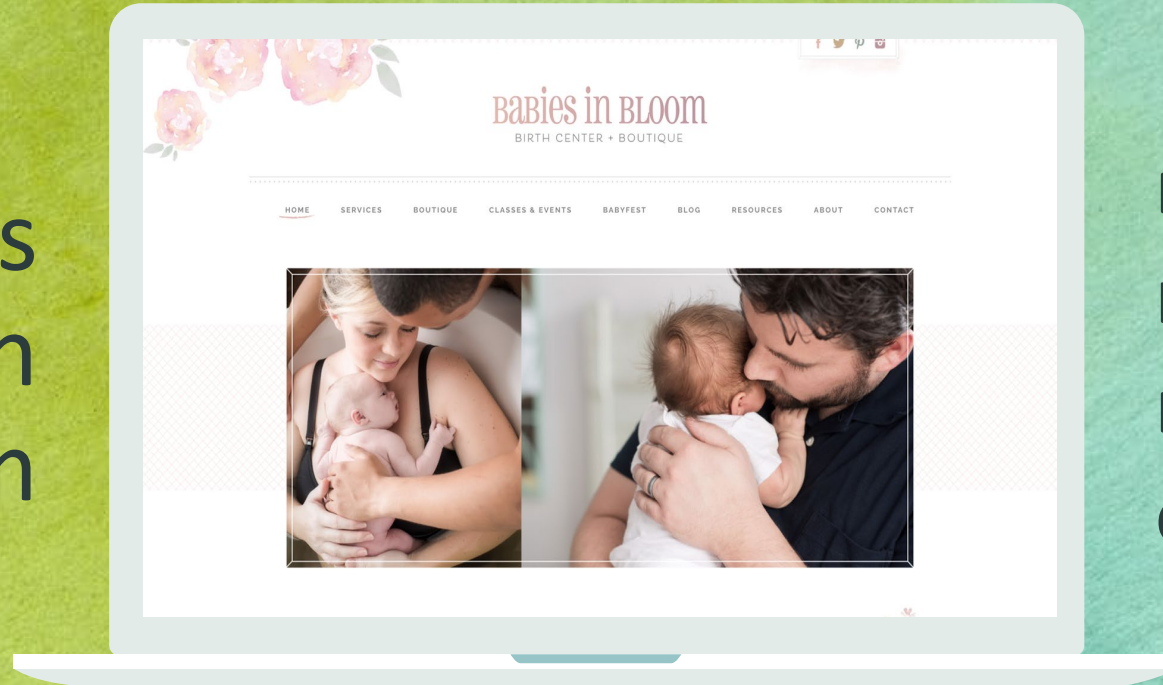
How did our birth center come to be?

- ▷ Opened as a boutique & lactation services in 2007
- ▷ Expanded and began offering classes in 2009
- ▷ The closest birth centers were about an hour away
- ▷ Opened the second licensed and accredited birth center in our county in 2014 (third total)



There are now six birth centers in San Diego County.

Four Facets of Babies in Bloom



Birth Center
Lactation Services
Boutique
Classes & Events

Our Boutique

We carry a selection of gear, clothes, cloth diapers, baby carriers, feeding supplies, gifts, toys and breastpump & baby scale rental.



Our Classroom

We hold a wide variety of classes: prenatal education, postpartum support, lactation, yoga, music, art, safety and professional networking events.



My Office

This area functions as an admin office, lactation consultation space and conference room.



Exam Room

Some of the midwives rent our exam room space (others have their own offices elsewhere). This space is also rented to other types of providers.



Kitchen & Family Lounge

Clients bring their own food, but we have small appliances. This space also contains couches, chairs, toys, puzzles and games.



Birth Suite One

Each room contains a tub with shower wand and a private bathroom.

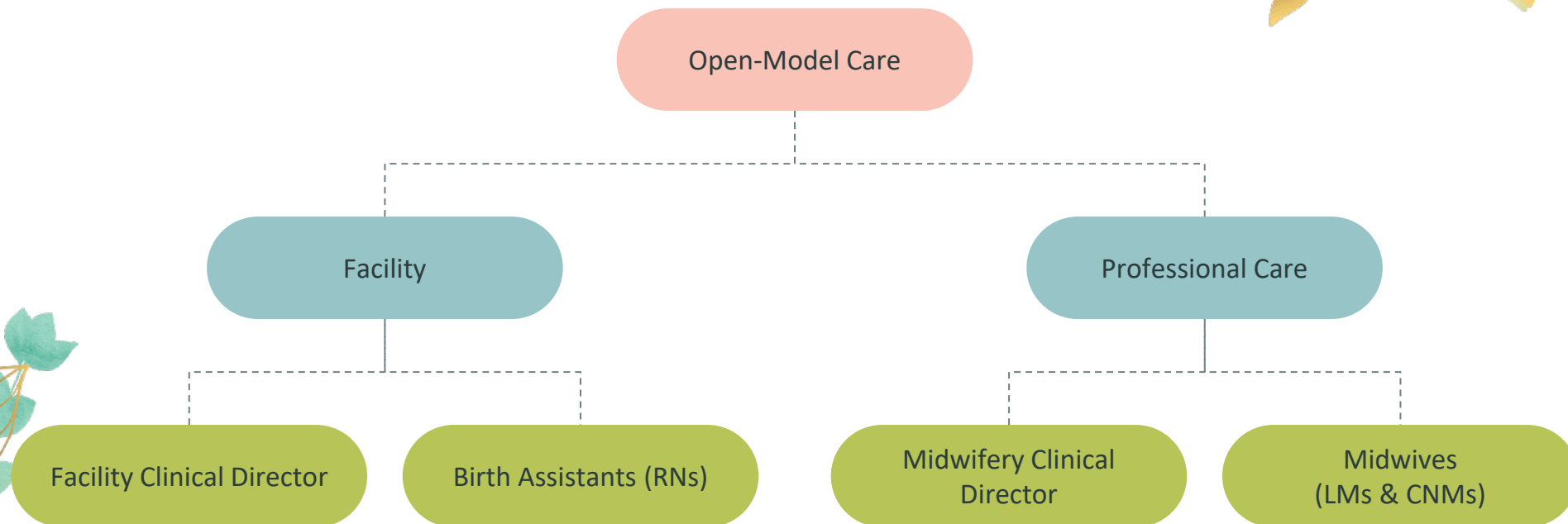


Birth Suite Two

This room has the same amenities,
just a darker color scheme.



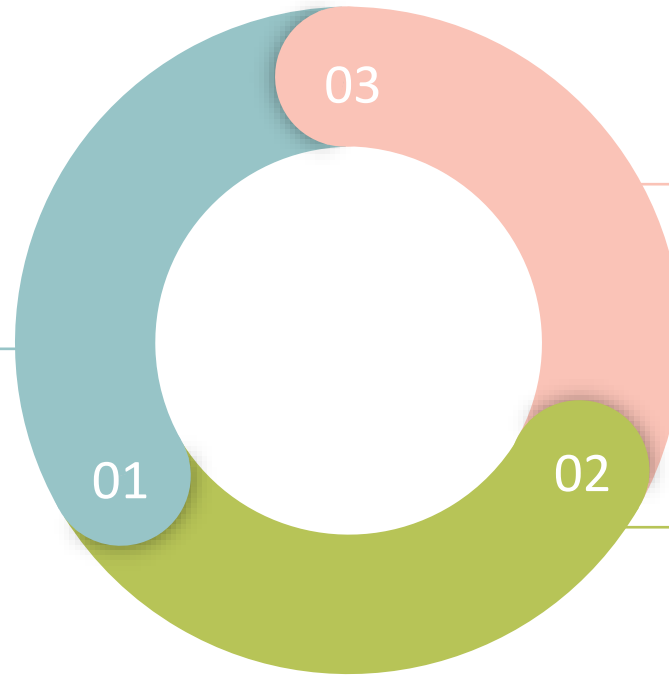
Two Halves Working Together



Our process is personalized

Tour the Birth Center

Clients can see the facility, learn about the services we offer, and have their insurance coverage verified.



Register at Babies in Bloom

Once a midwife is chosen, clients register, sign contracts and financial statements and are enrolled in classes.

Schedule Meet & Greet

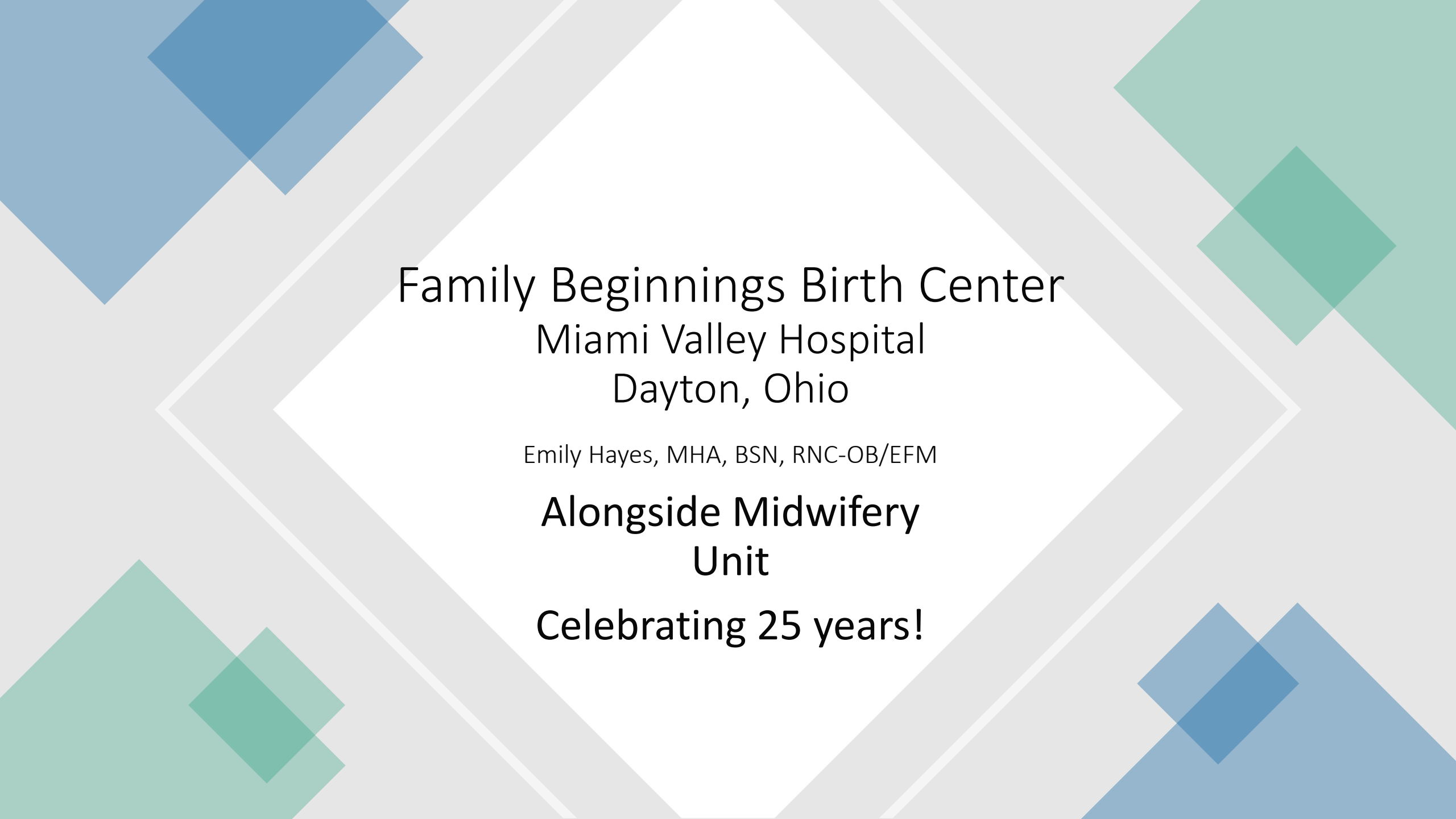
Clients then schedule individual meetings with the midwifery practices to learn more about them and their care.





Thank you! Any questions?

You can find me at [@babies_in_bloom](#) & rochelle@babies-in-bloom.com.



Family Beginnings Birth Center
Miami Valley Hospital
Dayton, Ohio

Emily Hayes, MHA, BSN, RNC-OB/EFM

**Alongside Midwifery
Unit**

Celebrating 25 years!



Welcome to Family Beginnings!

Our program adheres to the midwifery model of care and supports the patients wishes for birth in a home setting within the hospital.

We have 4 birthing suites, all with queen sized beds and jacuzzi tubs. As well as a relaxing family room and kitchen area for the whole family to enjoy.

Timeline



Opened in 1995 to offer a non-interventional, family centered option for birth for the Columbus, Dayton, and Cincinnati clientele.



1st CABC accreditation as free-standing birth center - 2003



After multiple re-accreditation cycles, we transitioned to the Alongside Midwifery Unit standards in 2018

Program Details

- All aspects of the program must be completed to qualify to deliver in FBBC
- Clients are assessed for low risk status early in pregnancy, at the 36-week appointment with FBBC RN and upon admission to the unit
- New clients must attend a FBBC orientation class (modifications due to Covid)
- Childbirth class is mandatory for 1st time parents
- 36-week appointment – 1:1 appointment with RN to review admission questions and birth plan

Stats 1996-2019

	Total	Rate
•Registration	7952	
•AP Medical/Opt out	1000	12.6%
•Pre admit Transfer	350	5%
•Intrapartum Transfer	1147	17.4%
•Births in Center	5505	
•C section	277	4.2%

Administration and Staffing Model

- Oversight is a collaboration with a Clinical Director, an Administrative Director and a Medical Director with input from staff, Midwives and OB/Neo providers.
- Physicians and Midwives are not employed by the birth center but rather function in an Open Model
- 10 RNs employed by the birth center - at least 1 RN is onsite 24/7
- Labor and Delivery staff are oriented to this model and float to the unit to fill in gaps
- Collaborative Quarterly QA meetings to discuss quality improvement opportunities

Benefits of Alongside Midwifery Unit

- Availability of resources – additional nurses, residents, resuscitation team, patient care techs, lab techs, bella baby, hearing screeners
- Code green, code blue and code pink buttons in every room and bathroom. Teams are able to respond within minutes
- Quick access to OR for emergency situations
- Financial support

Celebrating Midwifery-Led Models

2020 AABC Birth Institute
Friday October 2nd 2020

Debrah Lewis

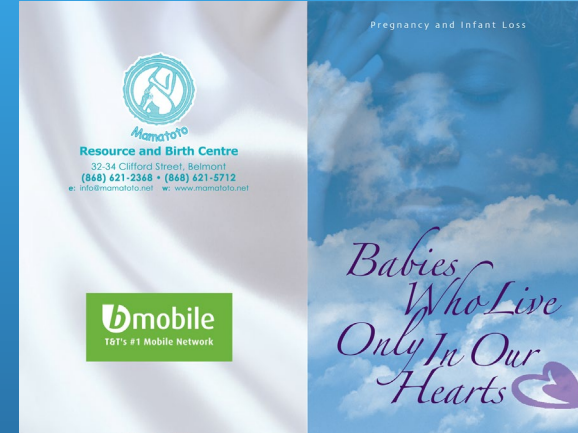


MODEL

- Midwifery-Led
- Freestanding
- Non-Profit



RESOURCE CENTRE



Women's Sexual Health Talk
Today Wednesday March 22
7p-8:30p
Mamatoto Resource and
Birth Centre
32-34 Clifford St., Belmont POS
For more information text/WhatsApp
362-8581



OUTREACH



BIRTH CENTRE



FUNDRAISING



STAFFING

- Executive Director
- Administrator
- Receptionist
- Housekeeper
- Security Guard
- Midwives
- Midwives Assistants
- Doulas
- Board of Directors
- Advisory Committee
- Volunteers

THANK YOU!



Questions?

