

Building Quality Improvement and Just Culture into Your Birth Center Practice

Linda Cole and Diana Jolles

Session Objectives

- Review the origins of quality improvement and just culture
- Explore current national quality initiatives
- Consider how CABC accreditation aligns with quality improvement
- Prepare to implement new quality improvement processes into your birth center

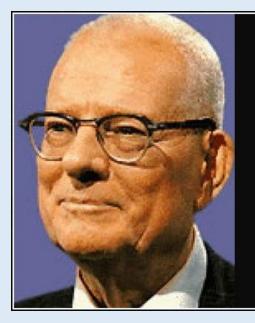
Origins of Quality Improvement

-Airline Industry- TWA flight 514 Washington Dulles International Airport 1974 (Larson & Nance, 2011)

Japanese Manufacturing 1980's-1990's-W. Edwards Deming (Larson & Nance, 2011)

Institute of Medicine- 1990's (Corrigan, Kohn, Donaldson, 1999)

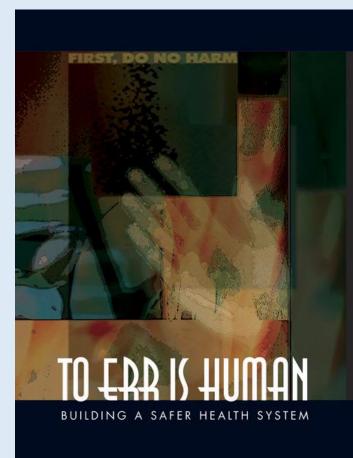




Eighty-five percent of the reasons for failure are deficiencies in the systems and process rather than the employee. The role of management is to change the process rather than badgering individuals to do better.

— W. Edwards Deming —

AZQUOTES



INSTITUTE OF MEDICINE

The Institute of Medicine (IOM) published To Err is Human: Building a Safer Health System

1999

Birth of the National Quality Movement

The Institute of Medicine (IOM) published Crossing the Quality Chasm: a New Health System for the 21st Century

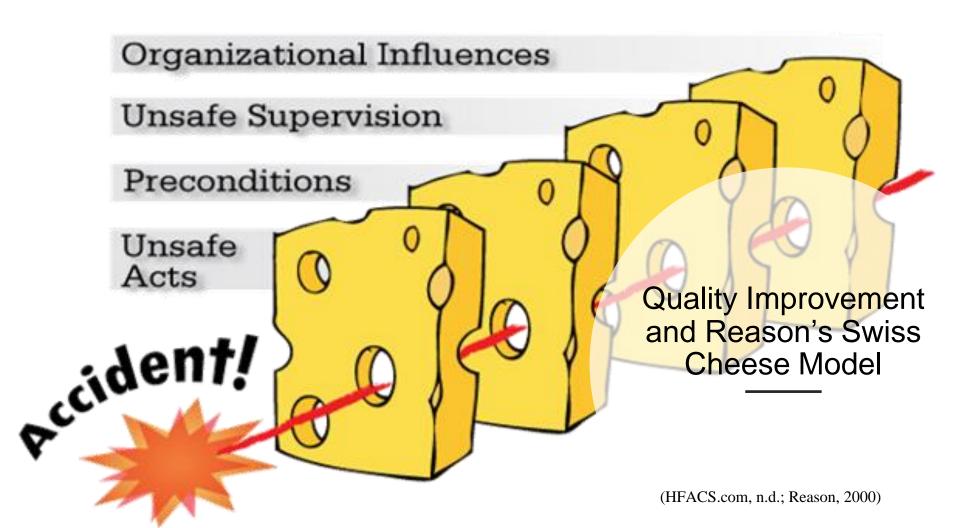
2001



Quality Assurance

quality assurance ['kwälədē ə'SHoorəns] NOUN

 the maintenance of a desired level of quality in a service or product, especially by means of attention to every stage of the process of delivery or production.



Quality Improvement

• Quality improvement (QI) is a *continuous* improvement process focused on processes and systems. QI is proactive and preventive in nature, focusing on patient care.

• **Systematic** and continuous actions that lead to **measurable** improvement in health care services and the health status of targeted patient groups (HRSA, 2011).

• The combined and unceasing efforts of everyone healthcare professionals, patients and their families, researchers, payers, planners and educators—to make the changes that will lead to better patient outcomes (health), better system performance (care) and better professional development (Batalden & Davidoff, 2007).



Just Culture

 In a Just Culture employees need to report errors, there must be personal accountability, but also the organization takes on responsibility for system processes.

How Do I Build a Just Culture in My Birth Center?

- Leaders must be open and committed to change
- Enable employees to openly share information regarding safety and to be involved in the QA/QI process
- Provide resources to the team
 - Reporting System with non-punitive responses and rewards for reporting
 - Designated Patient Safety Officer
- Recruit patients and family members to engage
- Simulate possible adverse events
 - High-risk or unusual events
 - IP/PP events
 - Transfers
- Conduct safety briefings

THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY, NOT ON FIGHTING THE LD, BUT ON BUILDING E NEW." ATES



National Initiatives: The National Quality Strategy Levers

The National Quality Strategy's aims and nine National Quality Strategy "levers": organizations' core business functions that serve as a means for improving health and health care quality

Public Reporting Revolution

MATERNAL CENTERS OF EXCELLENCE

Helping Families Find Safe, Risk-Appropriate Maternity Care

Https://www.maternalsafetyfo undation.org/

https://www.maternalcoe.org/

ATERNAL SAFET FOUNDATION

https://lownhospitalsindex.org/

CIVIC LEADERSHIP

Reflects commitment to equity, inclusion, and community health

VALUE OF CARE

Reflects the avoidance of use of low-value services

PATIENT OUTCOMES

Reflects performance as it relates to patients' health and experience of care



ZINATAL **ALITY** PROVEN



Workforce Development

https://www.perinatalqi.org/







https://www.nationalpartnership.org/our-work/health/maternity/improving-our-maternity-care.html

LI CHANG. KEEP ASKING KEEP GROWING. KEEP EVOLVING. KEEP SUCCEEDING KEEP MOVING SHINING

Learning and Technical Assistance

Division of Reproductive Health Perinatal Quality Collaboratives (PQCs)

CDC

Bundles and Tools

COUNCIL ON PATIENT SAFETY IN WOMEN'S HEALTH CARE safe health care for every woman

WHAT IS PHYSIOLOGIC BIRTH? Professional Organizations' Position Statements

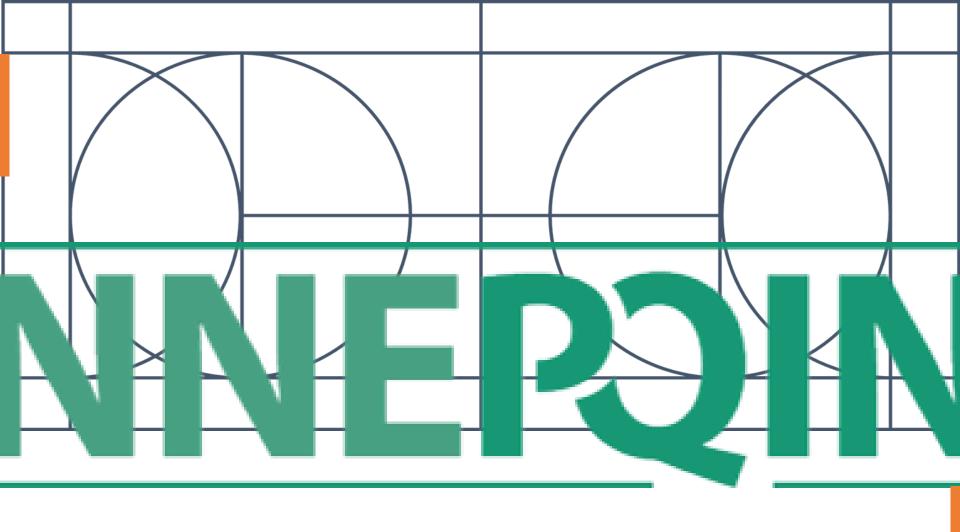
01

etto, used



California Maternal Quality Care Collaborative

Data, QI Initiatives, Webinars,



LARC Birth Certificate Vaginal Birth PPH





Maternal Health Hub

Institute for Medicaid Innovation

IMI & CHCS Present a New Virtual Learning Series:

Leveraging Midwifery-Led Care to Address Disparities and Equity in Medicaid



Haulth Care Servet

Are you interested in improving access and coverage to evidence-based, high-value maternal models of care for the Medicaid population?

Do you want to learn how to leverage the midwifery-led model of care to address disparities and improve birth equity?

Are you a Medicaid stakeholder who is looking for a plan to translate your knowledge about midwifery-led care into action?

Join the Institute for Medicaid Innovation and Center for Health Care Strategies in an engaging and interactive virtual learning series that will provide a roadmap to explore next steps for implementation of midwifery-led models of care with a focus on CNM/CMs and alongside/freestanding birth centers in Medicaid.



What is included?

- 8 monthly, 1-hour online sessions
- · Interactive Q & A with experts
- · Pre-session activities to enhance participation (approximately 1 hour per month)
- Supplemental resources and tools
- · Limited, personalized technical assistance

What topics will be covered?

(° Z

1=

- High-Value, Evidence-Based Maternal Models of Care
- Birth Equity within the Context of COVID-19 & Structural Racism
- Value Proposition for Midwifery-Led Care in Medicaid
- · Licensure, Credentialing, and Contracting in Medicaid
- Overview of State Regulation & Variation for Midwifery Practice
- Launching and Operating Medicaid-Focused Midwifery-Led Models of Care
- Aligning State Medicaid Initiatives with Midwifery-Led Models of Care
- Building the Business Case to Support Birth Equity
 & Spark Policy Momentum

IMI & CHCS Present a New Virtual Learning Series:

Leveraging Midwifery-Led Care to Address Disparities and Equity in Medicaid

Who should participate?

The learning series is designed for all Medicaid stakeholders who want an evidence-based roadmap to reduce disparities and improve birth equity including:

- Clinicians and Provider Groups
- Federal Agencies
- Medicaid Health Plans
- National and State Professional and Advocacy
 Organizations
- State Medicaid Agencies

Participants may join as part of a **state team, organization**, or as an **individual**. We encourage you to identify Medicaid stakeholders (e.g., hospital leadership, state Medicaid agency staff, Medicaid health plan representatives) in your state to participate with you, as a team approach might lead to a stronger translation of knowledge into action.

How much does it cost?

There is **no cost** to participate. IMI has secured a grant to support participation in

When are the virtual learning sessions?

Session Dates (2 pm EST):

October 9th

November 13th

December 11th

January 8th

February 12th

March 12th

April 9th

May 14th







How CABC Accreditation Aligns with QI

A Manual for Continuous Quality Improvement for Birth Centers





AABC CABC

AABC Standards

Standard 1. Philosophy and Scope of Services

Standard 2. Planning, Governance and Administration

Standard 3. Human Resources

Standard 4. Facility, Equipment and Supplies

Standard 5. The Health Record

Standard 6. Research

Standard 7. Quality Evaluation and Improvement

AABC Continuous Quality Improvement (CQI) Manual

Section A: Administration

Section B: Client Care

Section C: Facility Safety

Section D: Data Collection

Section E: Risk Management

Section F: Monitoring CQI Program

Standard 7. Quality Evaluation and Improvement

The birth center has an effective program to evaluate and improve quality of services for childbearing women and newborns, the environment in which the care is provided, and all aspects of birth center operations.



Standard 7: Quality Evaluation and Improvement

• 7A.5 There is an effective system for collection and analysis of data which includes, but is not limited to:

- 7A.5.a) Standardized review of sentinel events and outcomes of care
- 7A.5.b) Standardized review of all transfers of mothers and neonates to hospital care to evaluate the appropriateness of decision-making and quality of management of the transfer
- 7A.5.c) Collection and analysis of outcome data compared to national benchmarks
- 7A.5.d) Collection and analysis of utilization data
- 7A.5.e) Analysis of collected data regarding patient satisfaction with services provided
- 7A.5.f) System reviews to identify issues that may impact quality of care including, but not limited to: health record system, screening and diagnostic testing, facility, equipment and supplies, human resource programs, billing and accounting practices

Best Practices in Standard 7: 5a and b

- Standardized review of sentinel events and outcomes of care
- Standardized review of all transfers of mothers and neonates to hospital care to evaluate the appropriateness of decision-making and quality of management of the transfer

Best Practices in Standard 7: 5c and d

 7A.5.c) Collection and analysis of outcome data compared to national benchmarks

 7A.5.d) Collection and analysis of utilization data

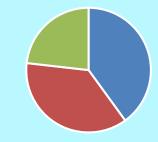


Billing Audits and Feedback

Billing audits occur on an ongoing basis, at least annually.

N=315

Billing Audit and Feedback



Robust

Some Follow Up

No Formal Follow Up







Perinatal Data Registries

Collect and Analyze Data

Data Collection

Telephone Inquiry Logs, Registration/Follow-up Log, Delivery Log, Practice Management Utilization Statistics

Benchmarking



•ACNM Benchmarking Project

- Labor and Birth
- Perineal
- Infant
- Breastfeeding
- Resource Utilization
 - Inductions
 - Epidurals
- Triple Aim
- 4 Core Best Practice

ACNM Benchmarking Best Practices

Spontaneous Vaginal Birth Rate

Health Foundations Birth Center + Women's Health Clinic (St. Paul, MN)

North Houston Birth Center (Houston, TX)

The Birth Center: Holistic Women's Health Care (Newark, DE)

Willow Midwife Center for Birth & Wellness AZ, LLC (Mesa, AZ)

Primary Cesarean Rate

North Houston Birth Center (Houston, TX)

Willow Midwife Center for Birth & Wellness AZ, LLC (Mesa, AZ)

VBAC Success Rate

Beginnings Birth Center (Colorado Springs, CO)

Health Foundations Birth Center + Women's Health Clinic (St. Paul, MN)

Rate of Cesarean Birth Among Nulliparous Women with a Term, Singleton Baby in a Vertex Position (NTSV)

Health Foundations Birth Center + Women's Health Clinic (St. Paul, MN)

Rate of Postpartum Hemorrhage

Connecticut Childbirth & Women's Center (Danbury, CT)

The Midwife Center for Birth & Women's Health (Pittsburgh, PA)



ACNM Benchmarking Best Practices

Rate of Women with Intact Perineum (perineum is intact or only small laceration(s) not requiring repair) Willow Midwife Center for Birth & Wellness AZ, LLC (Mesa, AZ) 3rd or 4th Degree Laceration Rate New Birth Company (Overland Park, KS) The Midwife Center for Birth & Women's Health (Pittsburgh, PA) Preterm Birth Rate (infants from a singleton birth born at less than 37 weeks gestation) Health Foundations Birth Center + Women's Health Clinic (St. Paul, MN) The Midwife Center for Birth & Women's Health (Pittsburgh, PA) Rate of Women who Attended 6-week Postpartum Visit Lifecycle WomanCare (Bryn Mawr, PA) Rate of Women Breastfeeding at 6-week Postpartum Visit Dar a Luz Birth & Health Center (Los Ranchos, NM) Lifecycle WomanCare (Bryn Mawr, PA) Willow[®] Midwives (Minneapolis, MN)



ACNM Benchmarking

RESOURCE UTILIZATION OUTCOMES

Rate of Inductions

Beginnings Birth Center (Colorado Springs, CO)

New Birth Company (Overland Park, KS)

Rate of Epidurals Used for Pain Relief During Labor (not including epidurals placed only for anesthesia for operative delivery)

Beginnings Birth Center (Colorado Springs, CO)

Brooklyn Birthing Center (Brooklyn, NY)

Inanna Birth & Women's Care (Denton, TX)

The Midwife Group Women's Health and Birth Center (Savannah, GA)

ACNM "Best Practices 4 Core" AABC Winners 2019

- -Beginnings Birth Center (Colorado Springs, CO)
- Best Start Birth Center (San Diego, CA)
- Inanna Birth & Women's Care (Denton, TX)
- -Midtown Nurse Midwives (Sacramento, CA)
- -Minnesota Birth Center (Minneapolis, MN)
- -Nativiti Family Birth Center (The Woodlands, TX)
- -New Birth Company (Overland Park, KS)
- -New Birth Company (Kansas City, KS)
- -North Houston Birth Center (Houston, TX)
- The Birth Center, A Nursing Corporation (Sacramento, CA)
- -The Birth Center: Holistic Women's Health Care (Wilmington, DE)
- -Transitions Women's Wellness Center (Manistee, MI)
- -Wichita Falls Birth & Wellness Center (Wichita Falls, TX)



ACNM "Best Practice" Triple Aim Winners

- Baby + Co. (Nashville, TN)
- Bay Area Midwifery (Annapolis, MD)
- Beginnings Birth Center (Colorado Springs, CO)
- Best Start Birth Center (San Diego, CA)*
- Birth Center at PCC (Berwyn, IL)
- Birth Center of Baton Rouge (Baton Rouge, LA)
- Birth Center of Denver (Denver, CO)
- BirthCare & Women's Health (Alexandria, VA)*
- Bloomin' Babies Birth Center (Grand Junction, CO)
- Breath of Life Women's Health & Birth Center (Largo, FL)*

- Connecticut Childbirth & Women's Center (Danbury, CT)
- Dar a Luz Birth & Health Center (Los Ranchos, NM)*
- Flagstaff Birth and Women's Center (Flagstaff, AZ)*
- Geneva Woods Midwifery & Birth Center (Anchorage, AK)*
- Health Foundations Birth Center + Women's Health Clinic (St. Paul, MN)*
- Inanna Birth & Women's Care (Denton, TX)*
- Lifecycle WomanCare (Bryn Mawr, PA)*
- Mat-Su Midwifery & Family Health (Wasilla, AK)*

ACNM Best Practice Triple Aim Winners

- Midtown Nurse-Midwives (Sacramento, CA)
- Minnesota Birth Center (Minneapolis, MN)*
- Nativiti Family Birth Center (The Woodlands, TX)*
- North Houston Birth Center (Houston, TX)
- Sacred Roots Midwifery & Birth Center (Indianapolis, IN)*
- Santa Rosa Birth Center (Santa Rosa, CA)
- Special Beginnings Birth and Women's Center (Arnold, MD)*
- The Birth Center, A Nursing Corporation (Sacramento, CA)*

- The Birth Center: Holistic Women's Health Care (Wilmington, DE)*
- The Midwife Group Women's Health & Birth Center (Savannah, GA)*
- Transitions Women's Wellness Center (Manistee, MI)
- Wichita Falls Birth & Wellness Center (Wichita Falls, TX)
- Willow[®] Midwives (Minneapolis, MN)*
- Women's Birth & Wellness Center (Chapel Hill, NC)*

Stapleton, S., Wright, J., Jolles, D. (2019).

Improving the Experience of Care: Results of the American Association of Birth Centers Strong Start

<u>Client Experience of Care Registry</u> Pilot Program, 2015-2016. Journal of Perinatal & Neonatal Nursing. December 12, 2019:18.

1-11. DOI: 10.1097/JPN.0000000000000454.

Best Practices 7A.5. e Patient Satisfaction

Analysis of collected data regarding patient satisfaction with services provided

7A.5.f Other QI Opportunities

System reviews to identify issues that may impact quality of care including, but not limited to:

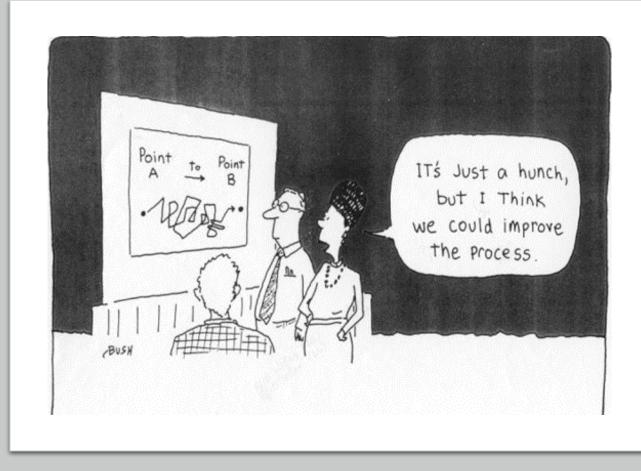
- health record system,
- screening and diagnostic testing, facility,
- equipment and supplies,
- human resource programs,
- billing and accounting practices

Team Processes

We will continue having lots of meetings until we find out why no work is getting done.

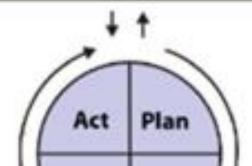
Meetings Huddles Debriefs

Prepare to Implement





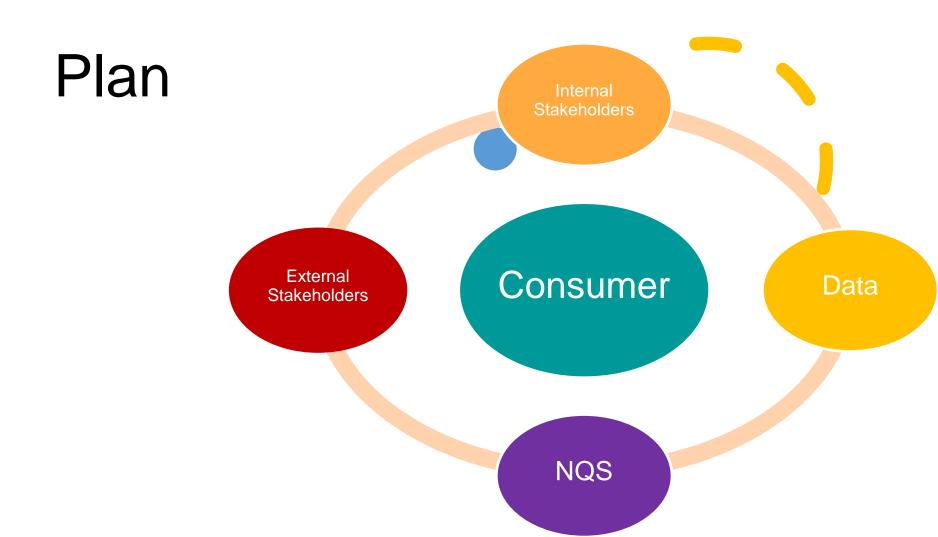
PA 1 1 1 1



Plan, Do, Study, Act

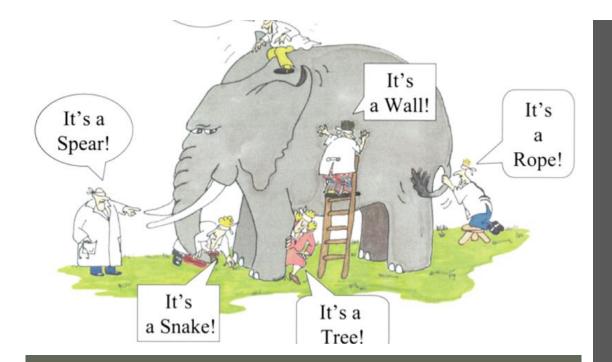
•Plan

- Engage Key Stakeholders
- Quality Assurance Inputs: Audits, EHR dashboards, Core measures
- Toolkits



Engage Key Stakeholders

Consumers



Preventing Change Fatigue

- Three Blind Men
- Appreciative Inquiry

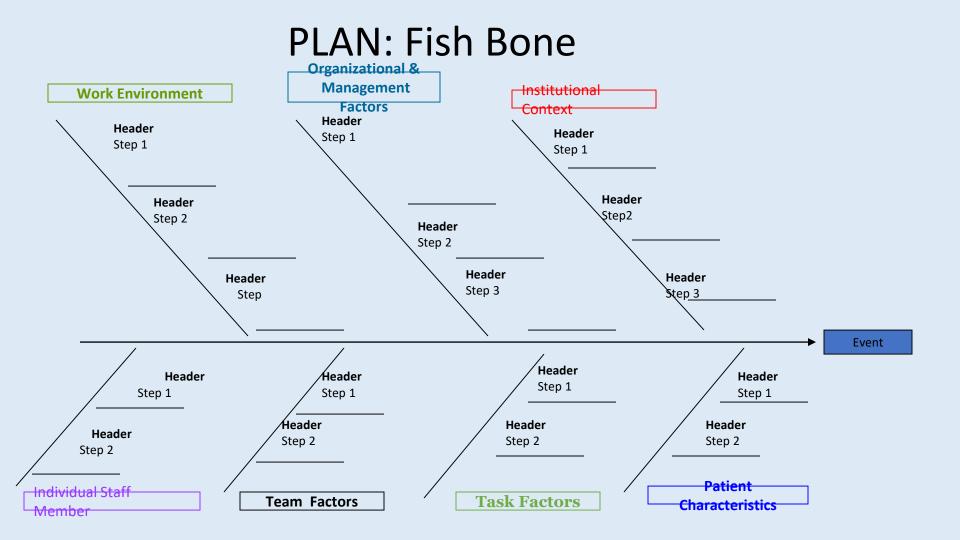
- **Box and whisker plot** (Excel) This graphical plotting tool goes beyond the traditional <u>histogram</u> by providing you with easy-to-read displays of variation data from multiple sources, for more effective decision making.
- <u>Check sheet</u> (Excel) Use this simple, flexible tool to collect data and analyze it with <u>histogram</u> and <u>Pareto</u> <u>charts</u>.
- <u>Control chart</u> (Excel) See how a control chart tracks process change over time, and create your own.
- Employee instruction sheet (Excel) Use this employee instruction sheet to capture the components of process documentation on one comprehensive worksheet. The downloadable spreadsheet includes separate tabs with instructions, a template, and an example from Heartland Regional Medical Center, St. Joseph, MO.

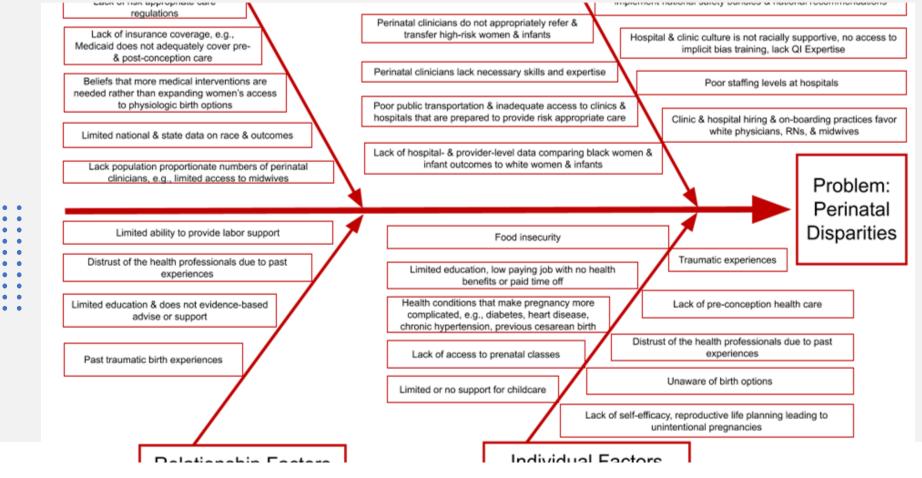
DOWNLOAD QUALITY TEMPLATES AND EXCEL TOOLS

https://asq.org/quality-resources/quality-tools#Downloads

DOWNLOAD QUALITY TEMPLATES AND EXCEL TOOLS

- <u>Flowchart</u> (Excel) Create a graphical representation of the steps in a process to better understand it and reveal opportunities for improvement.
- <u>Gantt chart</u> (Excel) This tool can be used in process planning and control to display planned tasks and finished work in relation to time.
- <u>Pareto chart</u> (Excel) Use this quick and very basic tool to capture and analyze problem occurrences.
- <u>Stratification diagram</u> (Excel) Analyze data collected from various sources to reveal patterns or relationships often missed by other data analysis techniques. By using unique symbols for each source, you can view data sets independently or in correlation to other data sets.





https://www.perinatalqi.org/page/disparitiesdiagram

Project Charter

harter is a living document for an improvement team that c problem, the target and the boundaries of a process improve



The Model for Improvement





© 2012 Associates in Process Improvement



MAP-IT Action Plan Project Name: _____

Short-Term SMART Objective: By (month) (day) (year) we will

Long-Term SMART Objective: By (month) (day) (year) we will

Mobilize: WHAT problem do we want to solve and WHY? WHO will help facilitate these changes in practices? Core Team Members -

Others we will mobilize after the draft plans have been developed-

Assess: WHAT practice(s) need to change and WHY?

Plan: HOW will we implement the change(s) and HOW will we know that the change(s) improved outcomes?

Implement: *WHEN will we implement the change?* Step 1: Perform small tests of change

SMART GOALS

SMART Goals Goal SMART Goal Reduce rate of postpartum hemorrhage.

- Decrease the rate of postpartum hemorrhage at North Community Hospital by 25% from January 1, 2017 to January 1, 2018.
- Providers will understand the importance of effectively quantifying blood loss. By the end of 2017, 70% of obstetricians and perinatal nurses at North Community Hospital will have successfully completed the educational program on quantifying blood loss. Increase number of drills on obstetric hemorrhage events.
- By January 2017, North Community Hospital will increase the number of obstetric hemorrhage drills from two per year to four per year (one per quarter).

https://safehealthcareforeverywoman.org/wp-content/uploads/2017/12/Implementing-Quality-Improvement-Projects-Toolkit_V1-May-2016.pdf

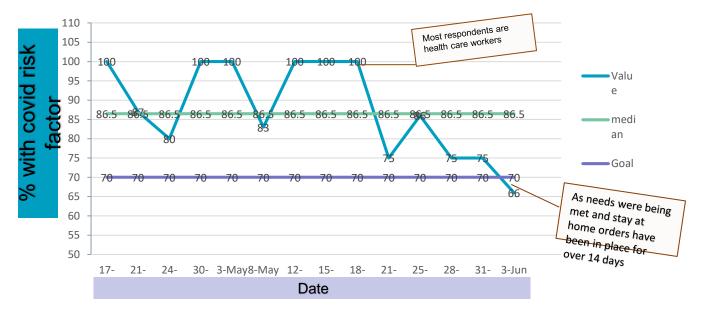
Preventing Change Fatigue

- Appreciating Phases
 - testing,
 - implementing,
 - spreading change

Distinguishing how testing, implementing, and spreading a change are all different steps in the sequence of improvement

COVID-19 Risk Factor Screening

Covid-19 Risk Factors Identified

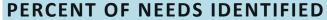




J. Cahill FNP

Telehealth Needs Assessment



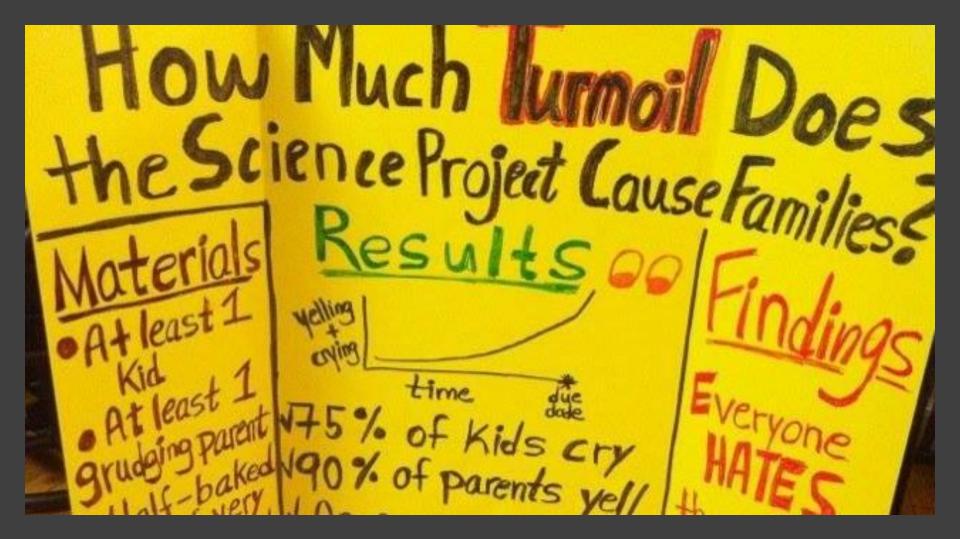




J. Cahill FNP



The one good thing about repeating your mistakes is that you know when to cringe.



Sustaining, Spread, Scale

hardwire new processes,

methods,

Scale Spread

and systems

Sustain

to create the 'new norm'



SEVEN SPREADLY SINS

- Give one person the responsibility to do it all
- Rely solely on vigilance and hard work
- Spread success unchanged
- Require the person and team who drove initial improvements to be responsible for spread



Structure to "Foolproof" Hardwired Patient Preferences

Compliments of Nancy Ostertag Photography

"Will"

Sustaining the Gains and Spread

- Supportive Management Structure
- 2. Structures to "Foolproof" Change
- 3. Robust, Transparent Feedback Systems



Kerry Traugott, MSN, APRN, FNP-BC, Bremerton WA

Sustaining the Gains and Spread

- 1. Shared Sense of the Systems to Be Improved
- 2. Culture of Improvement and a Deeply Engaged Staff
- 3. Formal Capacity-Building Programs

Stephanie Walker APRN North Carolina

IHI 2006 Framework for Spread



Accreditation and National Quality Strategy

Plan PPH 16% SE CABC





ENGAGE KEY STAKEHOLDERS QUALITY ASSURANCE INPUTS: AUDITS, EHR DASHBOARDS, CORE MEASURES



TOOLKITS

Plan: HTN 16% SE CABC



Engage Key Stakeholders



Quality Assurance Inputs: Audits, EHR dashboards, Core measures



Toolkits

Plan: Improve satisfaction and decrease wait time



ENGAGE KEY STAKEHOLDERS

QUALITY ASSURANCE INPUTS: AUDITS, EHR DASHBOARDS, CORE MEASURES TOOLKITS

References

Batalden, P. B., & Davidoff, F. (2007). What is "quality improvement" and how can it transform healthcare? *Quality & Safety in Health Care*, *16*(1), 2–3. <u>http://dx.doi.org/10.1136/qshc.2006.022046</u>

Corrigan J., Kohn L., Donaldson M. (1999). *To err is human: Building a safer health system*. Washington (DC). National Academies Press.

Dubay, L., Hill, I., Garrett, B., Blavin, F., Johnston, E., Howell, E., . . . Cross-Barnet, C. (2020). Improving birth outcomes and lowering costs for women on medicaid: Impacts of 'strong start for mothers and newborns'. Health Affairs (Project Hope), 39(6), 1042-1050. doi:10.1377/hlthaff.2019.01042

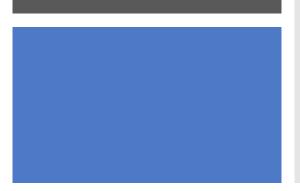
Hayes CW, Goldmann D. Highly adoptable improvement: A practical model and toolkit to address adoptability and sustainability of quality improvement initiatives. Joint Commission Journal on Quality and Patient Safety. 2018 Mar;44(3):155-163.

Larson, D. B., & Nance, J. J. (2011). Rethinking peer review: what aviation can teach radiology about performance improvement. Radiology, 259(3), 626–632. <u>https://doiorg.frontier.idm.oclc.org/10.1148/radiol.11102222</u>

Ogrinc, G.S., Headrick, L.A., Moore, S.M., Barton, A.J., Dolansky, M.A., Madigosky, W.S. (2012) Fundamentals of Health Care Improvement: A Guide to Improving Your Patients' Care. Second Edition. The Joint Commission and the Institute of Healthcare Improvement. Oakbrook Terrace, Illinois. Chapter 9. Spreading Improvements.

Reason, J. (2000). Human error: models and management. *BMJ (Clinical Research Ed.)*, 320(7237), 768–770. <u>https://doi-org.frontier.idm.oclc.org/10.1136/bmj.320.7237.768</u>

References



Stapleton, S., Wright, J., & Jolles, D. R. (2020). Improving the Experience of Care: Results of The American Association of Birth Centers Strong Start Client Experience of CareRegistry Pilot Program, 2015-2016. *The Journal of Perinatal & Neonatal Nursing*, *34*(1), 27–37. <u>https://doi-</u> org.frontier.idm.oclc.org/10.1097/JPN.00000000000454

Vyas, D., & Hozain, A. E. (2014). Clinical peer review in the United States: history, legal development and subsequent abuse. *World Journal of Gastroenterology*, *20*(21), 6357–6363. <u>https://doi-org.frontier.idm.oclc.org/10.3748/wjg.v20.i21.6357</u>

Scoville R, Little K, Rakover J, Luther K, Mate K. *Sustaining Improvement*. IHI White Paper. Cambridge, Massachusetts: Institute for Healthcare Improvement; 2016. (Available at ihi.org)

Wright, J (2000). AABC Member Birth Centers Achieve Best Practices Designations in ACNM

Benchmarking https://www.birthcenters.org/page/2020-best-practices