



Early Elective Deliveries

Tracy Bolton, RN, MNSc
Clinical Director, New Life Center
White County Medical Center
Searcy, Arkansas



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Objectives

- Describe Tests of Change and lessons learned in identifying barriers to decreasing EED
- Review the challenges and approaches to adopting a “hard stop” policy



About Us

- White County Medical Center is a 438 bed medical system located in Searcy, Arkansas
- New Life Center
 - 16 Bed Unit: 10 LDRP Beds, 2 Triage rooms
 - C-section Suite
- AIM: Reduce EED to <2/Qtr. by December 2013.
- Goal: eliminate all EED without medical indication



Tests & What we Learned

- Increase Patient Awareness
 - Bulletin Boards with March of Dimes Posters promoting 39 weeks in Triage rooms.
- Increase Physician Awareness
 - Educate physicians that EED <39 weeks still being scheduled despite staff notification.
- Implement “Hard Stop” for EED <39 weeks.



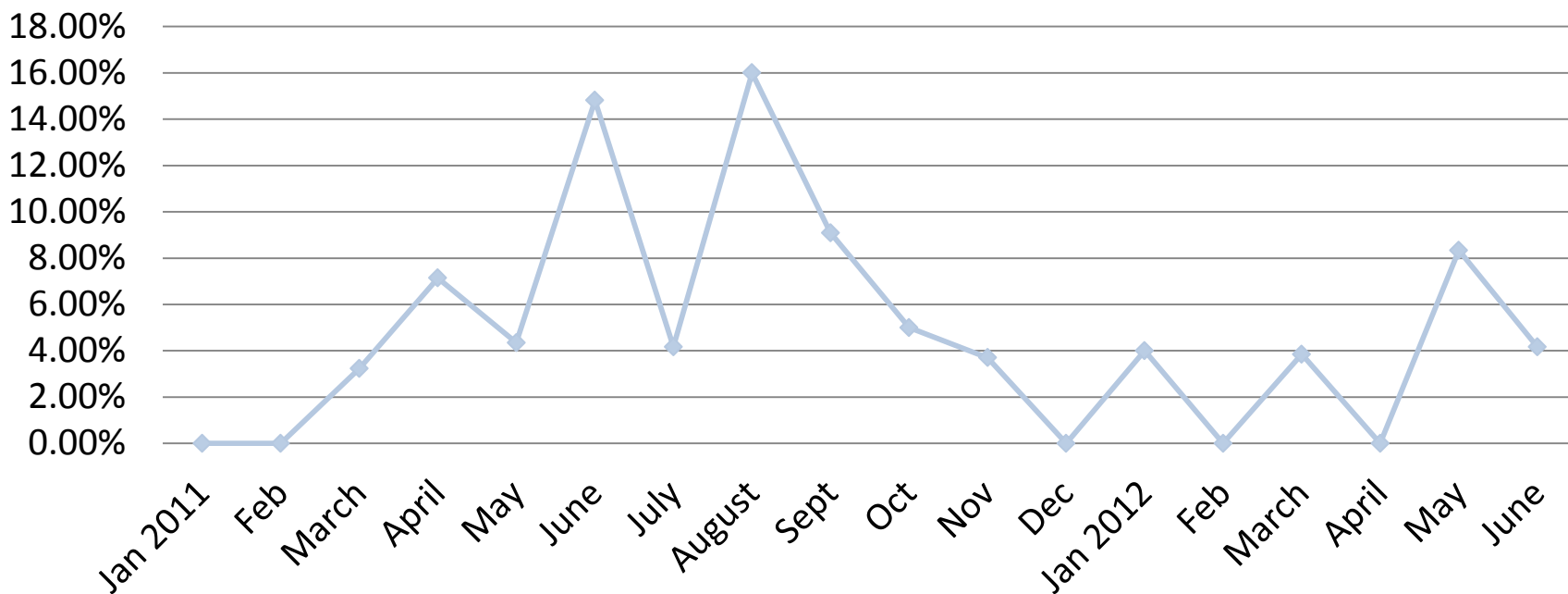
Barriers & How we Resolved

- Barrier: Physician Buy-In
 - Some physicians not aware that others are still performing EED without medical indication.
 - Know ACOG Practice Bulletin
 - Physician claims “patients demanding”
- Resolution: Hard Stop Policy
 - Discussed and passed by Perinatal Committee
 - Physicians offered March of Dimes Posters for Clinic rooms for patient education



Measures-What & How

Elective Deliveries ≥ 37 and < 39 weeks



Process Measure:

- Measure reported to Perinatal Committee
- Measure was used to guide the Hard Stop Policy
- EED without medical indication sent to Physician Peer Review
 - Physician receives letter from peer review and trended and sent to Medical Executive Committee if necessary



Advice for others

- Physician Awareness
 - Know ACOG guidelines
 - Physician champion
- Staff empowerment: “Hard Stop” Policy
 - Staff nurses more comfortable addressing issue when they know they have a hospital & Perinatal committee endorsed action.
- Patient Education
 - Take any opportunity for patient education



Wrap Up & Next Steps

- Summary
- Next Tests of Change (TOC)
 - Work with marketing department on educational tool to handout to patients who present for triage or attend New Life Center Classes
 - Develop more specified scheduling tool for inductions
- Questions?
- Contact Info:
Tracy Bolton, RN, MNSc
tbolton@wcmc.org