



# Eliminating Early Elective Deliveries

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American Hospital  
Association®

**HRET**

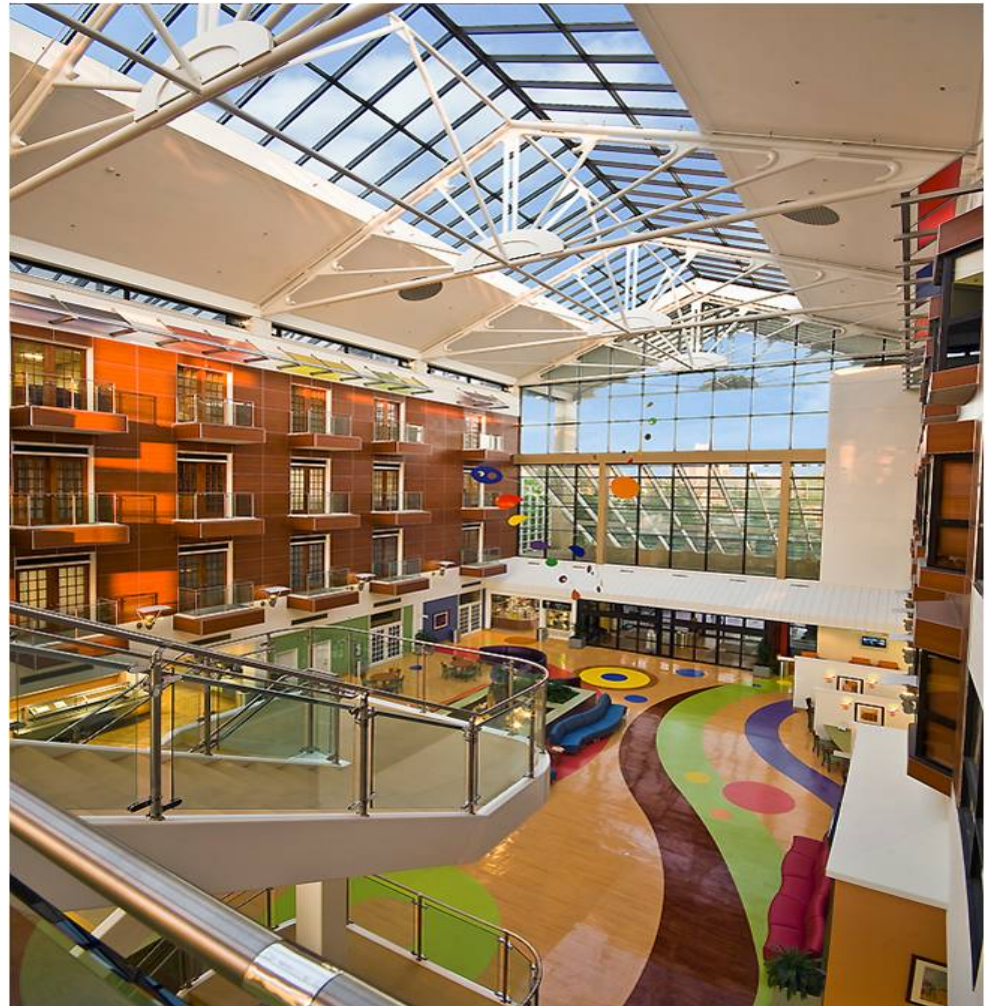
HEALTH RESEARCH &  
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# About Rapides Women's and Children's Hospital

## Women's Services:

- > 2400 Deliveries Annually
- 10 LDR's
- 2 NST Clinic Rooms
- 5 OR's
- Day Surgery & PACU
- 26 Bed Post Partum Unit
- Well Baby Nursery
- Level III Regional NICU
- 24 hr NICU Transport Team





# Improvement Initiatives

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- **Aug. 2010 Admissions Process Lean Event**
- **Nov. 2010 OB/GYN Committee**
  - Presented blinded individual data by provider
- **Jan. 2011 Recommendations Implemented**
  - Admit Nurse (Added “no” to our lexicon)
  - Standardized forms
  - Standardized process for admission (staff scripting)
  - Required GA and Medical Indications for Deliveries



# Improvement Initiatives

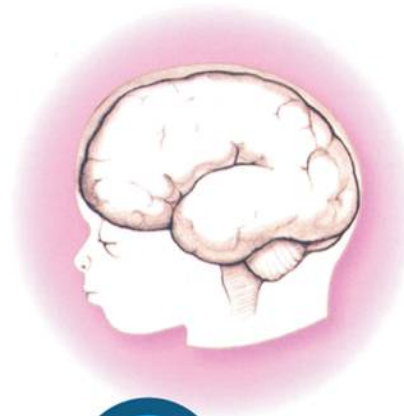
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- **Jan. 2011 joined LA DHH Birth Outcomes Initiative**
  - March of Dimes Toolkit
  - Public Education Campaigns
  - Patient Education
  - Staff and Physician Education
- **May 2011 joined IHI LA Perinatal Improvement Community**
  - Began digging deeper
  - Continued Public, Patient, Staff and Physician Education

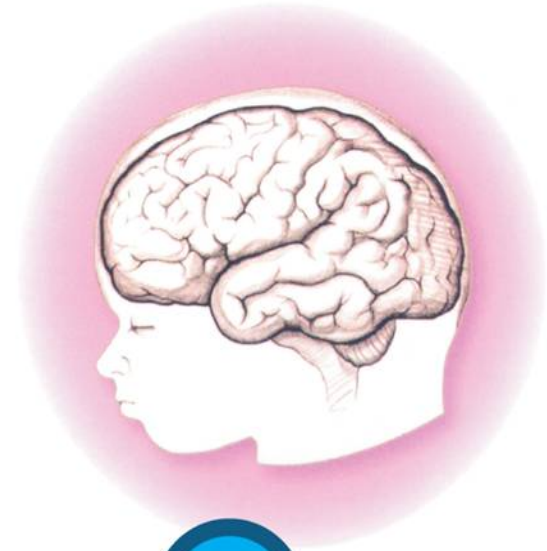
# Example of Education

Did you know a full-term pregnancy is 10 months long, not just 9 months...

Talk to your doctor to see if a full-term pregnancy of 39-40 weeks is possible for you and your baby.



**35** weeks



**40** weeks

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



# Challenges

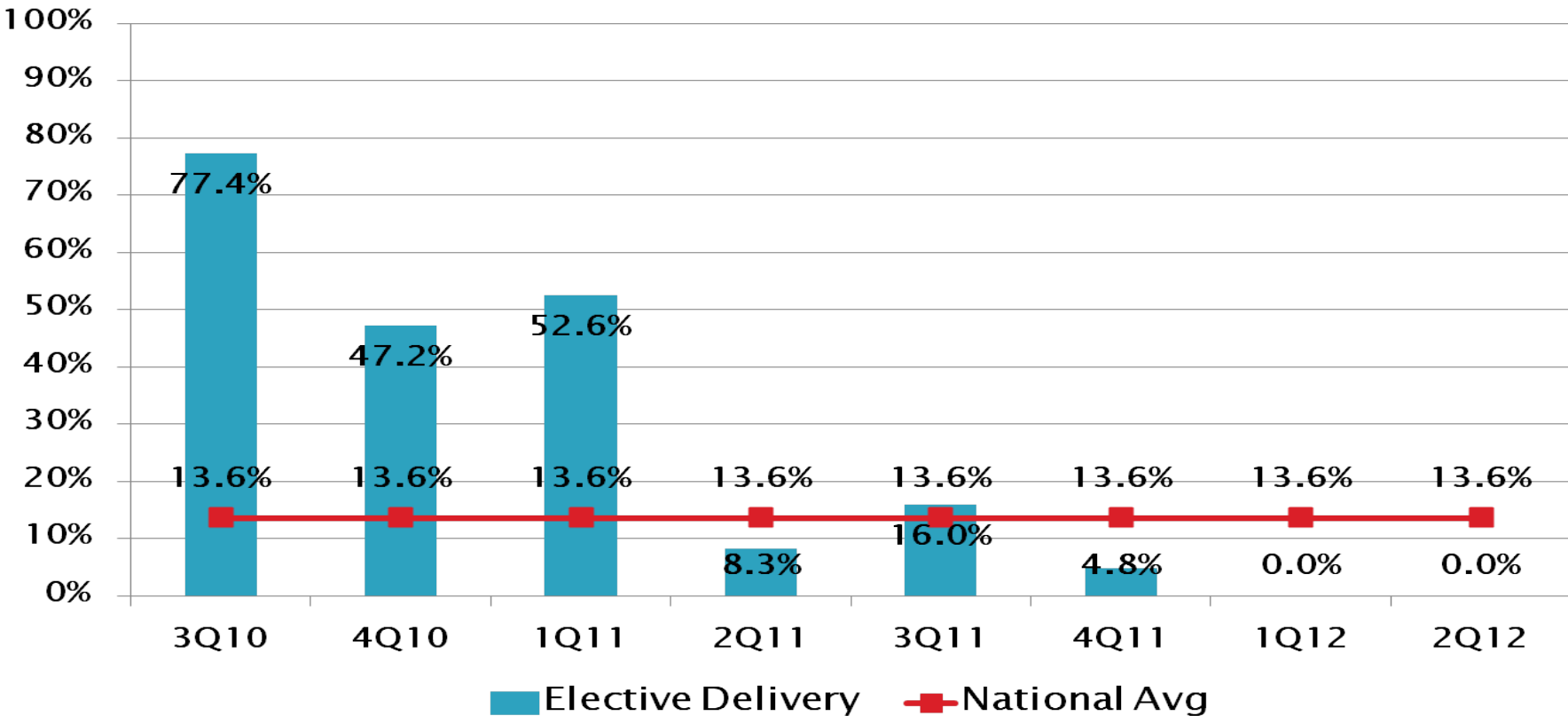
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- **Hard Stop Policy Implementation**
- **Physician Resistance**
  - Change
  - Being “questioned”
  - Loop Holes
- **Staff Skepticism**
  - Change
  - Nervous to follow process
  - Kept us informed of new loop holes



# Results

## RWCH Elective Delivery 3<sup>rd</sup> Qtr 2010 – 2<sup>nd</sup> Qtr 2012



Patients with elective vaginal deliveries or elective cesarean sections at  $\geq 37$  and  $< 39$  weeks gestation completed. A DECREASE in trended scores shows improvement.



# Advice

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- Coordinate your efforts with various stakeholders such as March of Dimes, ACOG, IHI, DHH, AHA, HRET, HEN.
- Start small and informal, then progress slowly to formalize what's already been agreed upon.
- Develop the common language, use it consistently and as often as possible, and teach staff to use this new language too.
- Stay positive, consistent and mission driven...connect initiatives to purpose.
- Praise every success, no matter how small. Especially any strides in staff or physician engagement!



# Wrap Up & Next Steps

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- IHI 2<sup>nd</sup> Year: Oxytocin Deep Dive
  - ✓ Bishop Scores
  - ✓ C-Section Rates
- Formalizing efforts further with subcommittee
- Questions?
- Thank you!

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