

Healthy Babies are Worth the Wait®



Will my hospital be recognized?

- Hospitals completing defined implementation process points will have the option to purchase a co-branded March of Dimes banner that identifies them as participating in a Quality Improvement Initiative to eliminate non-medically indicated deliveries before 39 weeks gestational age.
- In addition, hospitals that complete the implementation process points will be listed on the March of Dimes Prematurity Prevention Resource Center website at www.prematurityprevention.org.

How does my hospital participate?

For more information, contact us at:
39WeeksQI@marchofdimes.com

*Group rates are available for multiple hospitals/hospital groups, including statewide/regional collaborative efforts.



**39+ Weeks
Quality Improvement
Service Package**

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march  **of dimes®**

Eliminating non-medically indicated deliveries before 39 weeks

As a leader in maternal and infant health for more than 70 years, with a proven track record in perinatal quality improvement, the March of Dimes is a trusted source of information for women, families, clinicians and hospitals. Efforts to improve the quality and safety of perinatal care have received increased focus during recent years and with the publication of *Toward Improving the Outcome of Pregnancy III* in 2010 (marchofdimes.com/tiop). Research has shown that early elective delivery without medical or obstetrical indication is linked to neonatal morbidities with no benefit to the mother or infant.

In 2010, The Joint Commission released a new set of perinatal quality measures that includes the reduction of non-medically indicated deliveries performed before 39 weeks gestational age. Concurrently, the March of Dimes, in partnership with the California Maternal Quality Care Collaborative (CMQCC) and the California Maternal Child and Adolescent Division within the state Department of Health, created a toolkit entitled *Elimination of Non-medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age*¹. This toolkit outlines steps that hospitals can take to begin a quality improvement initiative to eliminate elective deliveries prior to 39 weeks. Download the toolkit from the Prematurity Prevention Resource Center at prematurityprevention.org.

The toolkit

- Helps make the case for eliminating elective deliveries before 39 weeks
- Outlines an implementation strategy
- Describes suggested data collection and quality improvement measurement tools
- Provides recommendations for clinician and patient education tools, including March of Dimes materials
- Includes hospital case studies, a clinician slide presentation and references



The service package

The March of Dimes 39+ Weeks Quality Improvement Service Package supports your hospital in implementing a successful perinatal quality improvement initiative to eliminate non-medically indicated deliveries prior to 39 weeks. The service package complements the information in the toolkit and includes action-oriented guidance, data collection tools and other support services to maximize your hospital's success in attaining your quality improvement goals.

Get access to leading experts in the field who are well-versed on topics relevant to improving perinatal care quality and interact with other

providers working to eliminate non-medically indicated deliveries prior to 39 weeks.

A secure, confidential web-based data portal supports hospital data collection of scheduled inductions and cesarean deliveries through effective, user friendly tools. The data portal provides your hospital with timely reports on current and trend data that can be used to track and communicate progress back to staff and providers. Monthly data reports also help to highlight issues and concerns on an ongoing, timely basis.



The data portal

What's included?

Grand Rounds

- Access to a national speakers bureau that will present at a hospital Grand Rounds

Secure web-based data portal access

- Facilitates hospital data collection with user-friendly tools to monitor scheduled deliveries.
- Provides timely reports on counts and percent of scheduled inductions and cesarean deliveries that are non-medically indicated.
- Charts month-to-month progress, including comparisons to de-identified, aggregate data from other participating hospitals.

Webinars

- Step-by-step quality improvement implementation guidance is provided via archived webinars.

Educational Materials

- Access to Healthy Babies are Worth the Wait education materials for patients and professionals.

Access to experts

- Opportunities for interaction with experts as well as providers and other hospitals participating in March of Dimes quality improvement initiatives.

¹Main E, Oshiro B, Chagolla B, Bingham D, Dang-Kilduff L, and Kowalewski L. Elimination of Non-medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age. (California Maternal Quality Care Collaborative Toolkit to Transform Maternity Care) Developed under contract #08-85012 with the California Department of Public Health; Maternal, Child and Adolescent Health Division; First edition published by March of Dimes, July 2010.