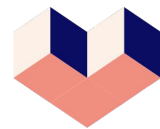


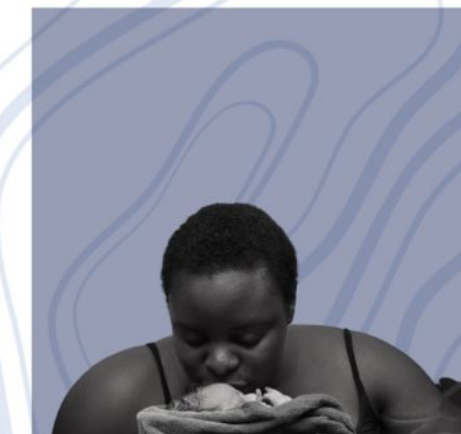
A Birth Center Primer for Hospitals: Achieving Seamless Collaboration and Advancing Equity Through Community-Based Care



Primary Maternity Care
Start here.



California Quality
Collaborative



Learning Series: 6 sessions designed to meet hospital needs and priorities

Session 1: Assessing Readiness and Centering Equity in Your Hospital's Birth Center Strategy


Friday, September 8 · 1:00 – 2:30pm EST

Session 2: Developing Eligibility Criteria and Collaborative Care Guidelines

Wednesday, September 20 · 6:00 – 7:00pm EST

Session 3: Designing Transport Workflows and Maximizing Collaboration Across Facilities

Tuesday, October 3 · 1:00 – 2:00pm EST



Session 4: Beyond Transfer: Exploring Financial, Programmatic and Administrative Integration Between Birth Centers and Hospitals

Thursday, October 19 · 2:00 – 3:00pm EST

Session 5: Preventing and Learning From Sentinel Events

Monday, October 30 · 3:00 – 4:00pm EST

Session 6: Planning and Conducting Effective Emergency Drills for Community Birth

Monday, November 13 · 4:00 – 5:00pm EST

Financial Disclosures

- With respect to the following presentation, there have been no relevant (direct or indirect) financial relationship between the presenters/activity planners and any ineligible company in the past 24 months which would be considered a relevant financial relationship.
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In support of improving patient care, this activity has been planned and implemented by Primary Maternity Care and Moses/Weitzman Health System, Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Through Joint Accreditation, credits are also available under the following body:
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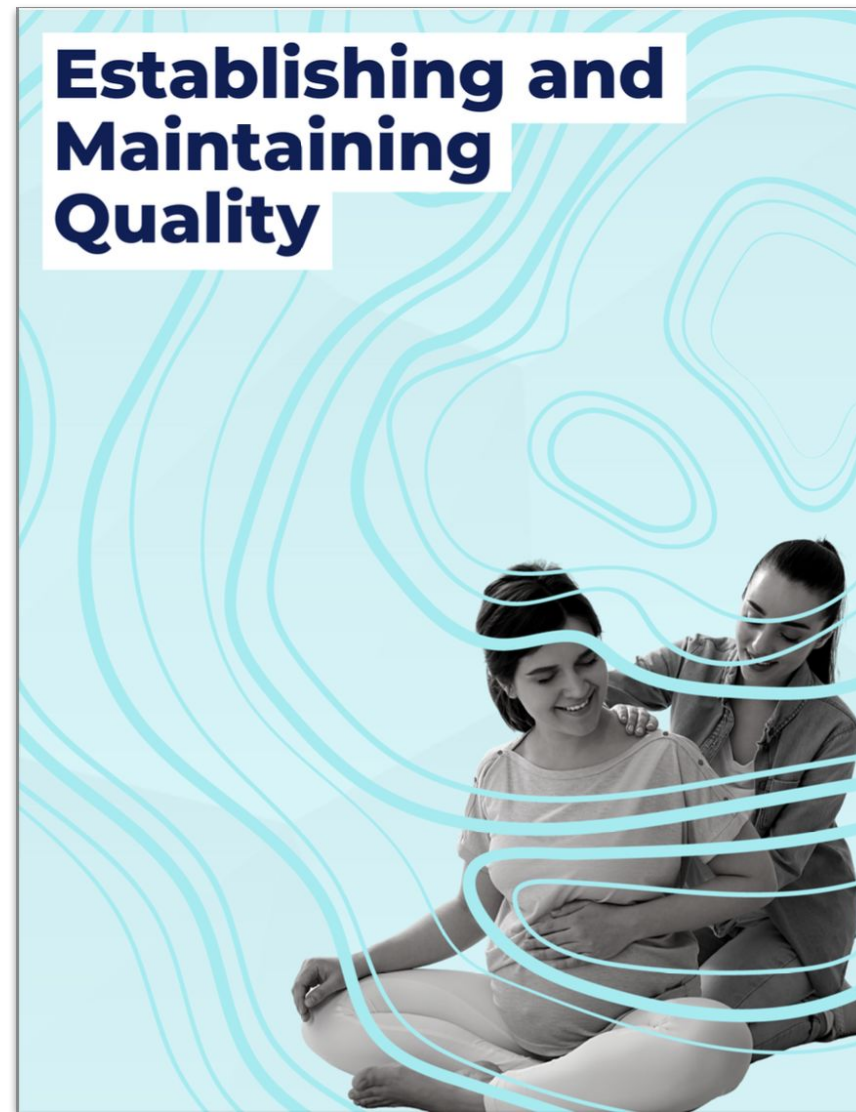


- Weitzman takes an innovative approach to CE Accreditation for Interdisciplinary Teams
- Register at <https://education.weitzmaninstitute.org/> to create an account with Weitzman Institute today!
 - Navigate to [A Birth Center Primer for Hospitals: Promoting Seamless Collaboration Between Hospital and Freestanding Birth Centers | Weitzman Institute Education](#) and register for the activity.
- Access recordings, decks, critical readings, and claim CE credits.
 - CE credits can only be claimed once to receive 6.5 credits be sure to attend all 6 sessions.

In support of improving patient care, this activity has been planned and implemented by Primary Maternity Care and Moses/Weitzman Health System Inc. and its Weitzman Institute and is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Today's Agenda

- Learning Series Review
- Meet Our Expert Panelists
- Critical Concept Review
- Model Deep Dive
- Q+A

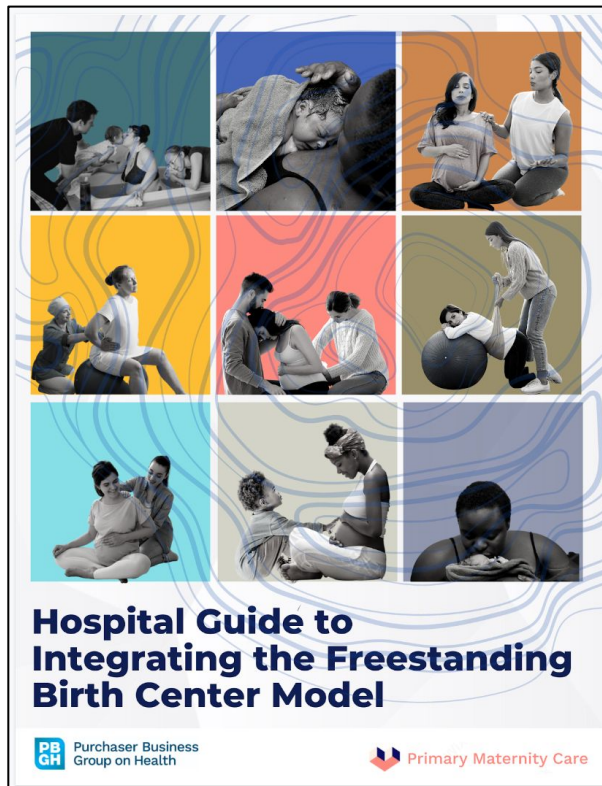


A Comprehensive Program to Drive Integration

Guide

Learning Series

Action
Collaborative





Session 4

Beyond Transfer: Exploring Financial, Programmatic and Administrative Integration Between Birth Centers and Hospitals

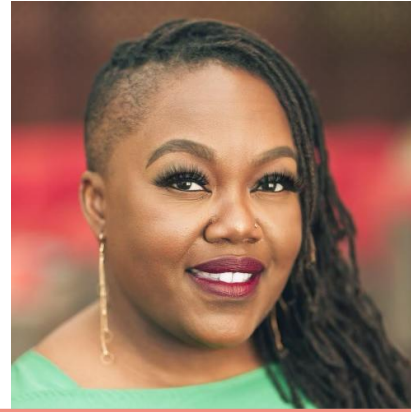
Session Objectives

1. Identify **potential revenue and efficiency opportunities** from deeper integration with community birth providers and facilities, including referral volume, marketing or education/outreach integration, and grant opportunities.
2. Articulate ways hospitals can use their power to **promote sustainability and safety** of community birth options.
3. Discuss trends in **value-based care initiatives** that integrate community-based services and providers.

Introducing Expert Panel



Dr. Richard Thigpen, MD, FACOG;
Vanderbilt University Medical Center



Leseliey Welch, MPH, MBA; Birth Center
Equity, Birth Detroit



Ashley Couse, INHC, CBE, CD;
Vanderbilt Birth Center / VUMC



Claudia Jennings; Administrative, Billing and
Operations Specialist, Primary Maternity Care
(Co-facilitator)



Brynn Rubinstein, MPH; Consultant, Primary
Maternity Care (Co-facilitator)

Session Concepts + Tools

Concept Review

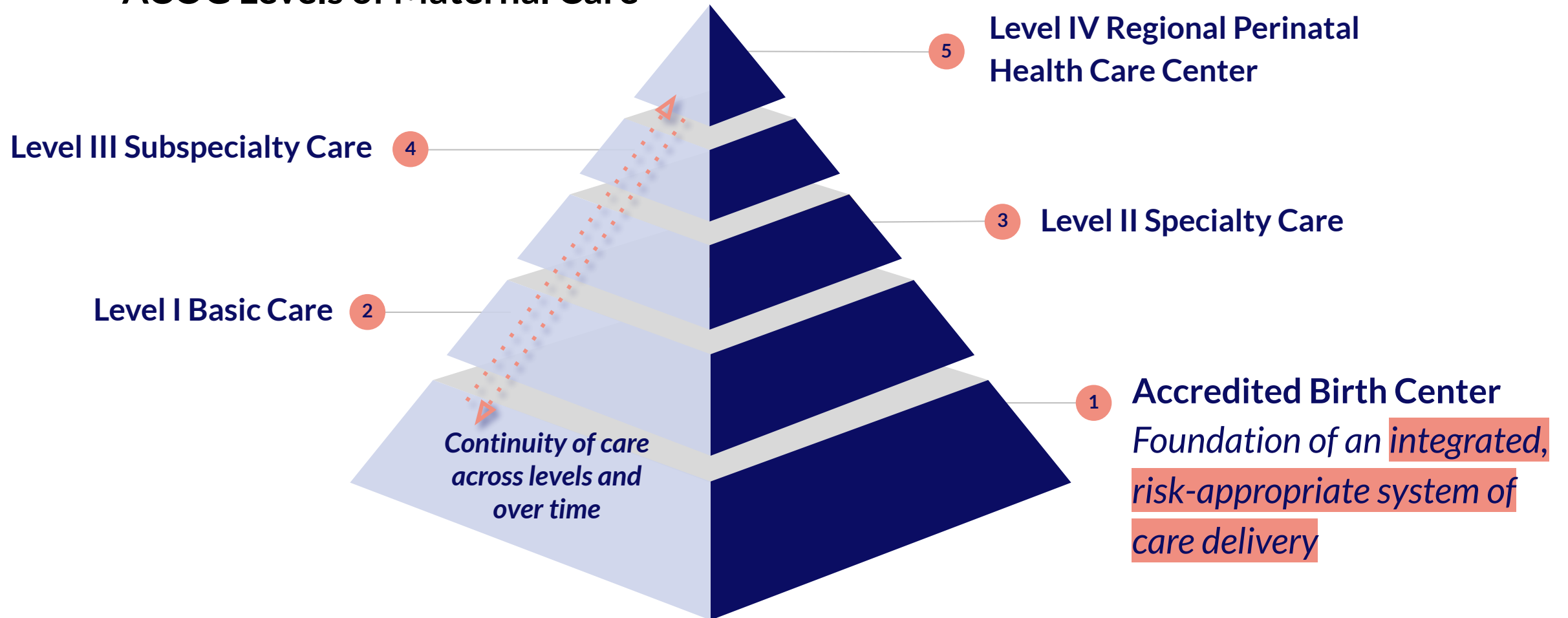
- Levels of care
- Systemic challenges to sustainability
- Revenue and value opportunities
- Model deep dive:
 - Vanderbilt Birth Center + Vanderbilt University Medical Center

Tools

- [AABC: “Getting Payment Right: How to Unlock High-Value Care Through Appropriate Birth Center Reimbursement](#)

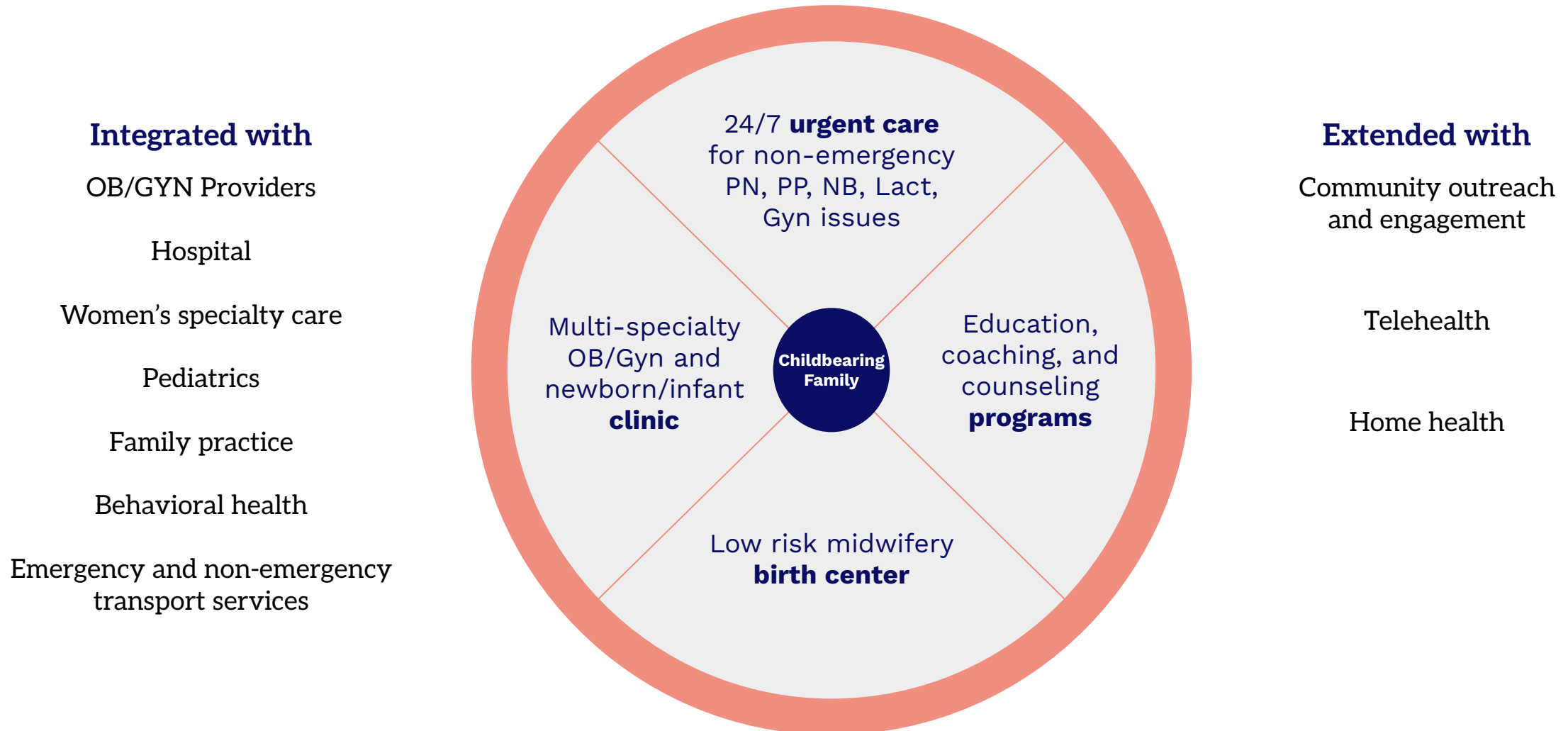
Meaningful and Intentional Integration

ACOG Levels of Maternal Care



Integration framework: Birth center as a hub

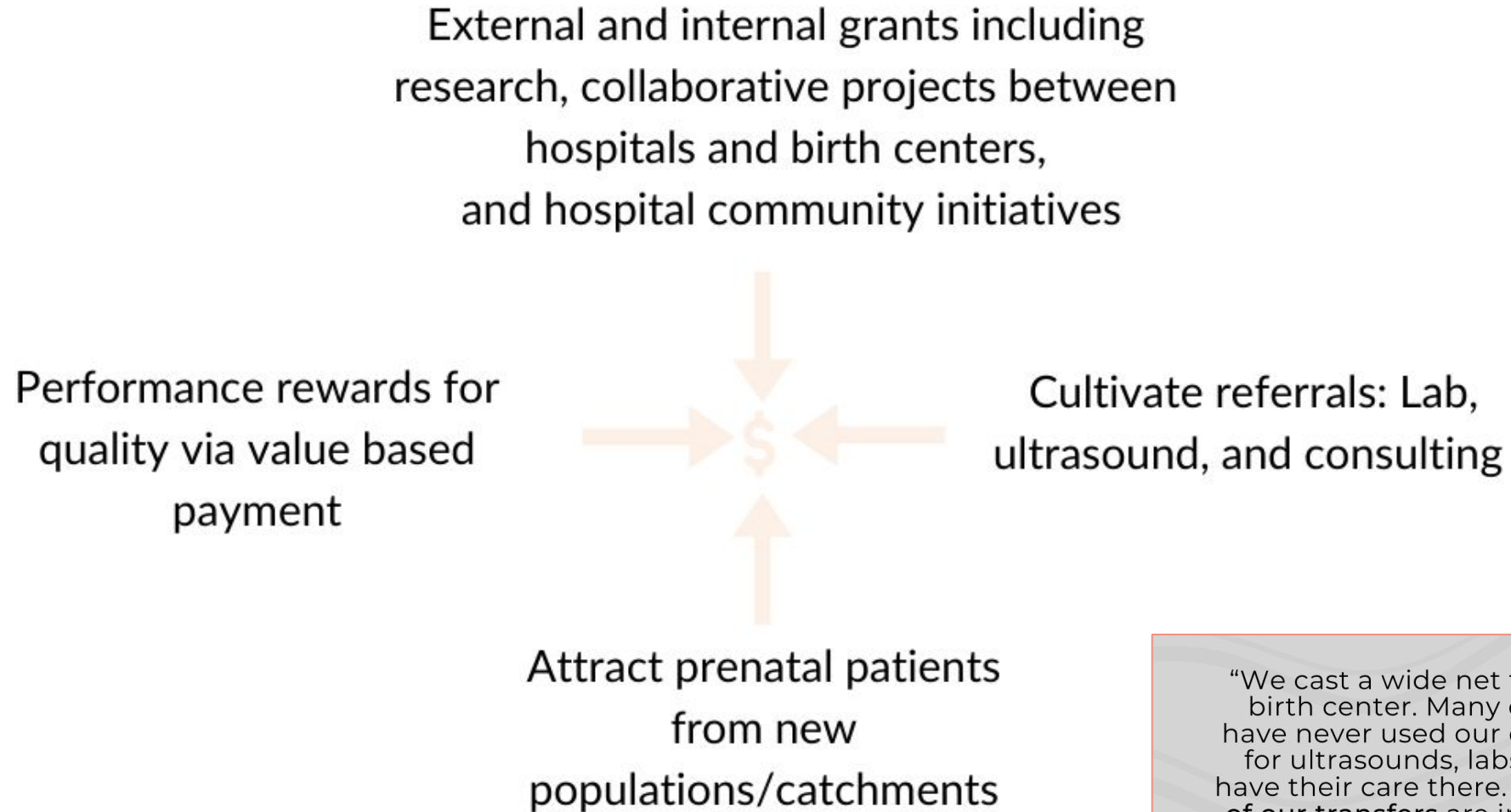
The birth center is an entry point and hub for other co-located services for a mixed-risk population



Panel Question

Outside of transfer during a birth, what are ways that birth center clients access hospital services, and vice versa?

Revenue Opportunities



“We cast a wide net for who comes to the birth center. Many of these folks would have never used our collaborating hospital for ultrasounds, labs, etc., or selected to have their care there. We estimate that **75% of our transfers** are individuals who would not have delivered at that hospital if they had not come to the birth center.”

—Hospital leader in health system that acquired a birth center

Be intentional about realizing value & revenue opportunities



Partnership with birth centers



Seamless Transfers



Payment Transparency

Panel Question

How can hospitals and health systems use their position of power (relative to birth centers) to promote sustainability of community birth options?

Addressing systemic challenges to birth center sustainability

Challenge

Ways Hospital Can Help

Contracting + reimbursement for birthing care were designed around hospitals + physicians

Advocate for fairer compensation for unreimbursed or poorly reimbursed aspects of birth center model

Fee-for-service rewards more intervention + shorter appointments, so hospitals design their services accordingly

Design and staff to accommodate longer appointment times and lower throughput

Without national billing standards, birth centers independently determine which codes local health plans accept.

Include birth center leaders in contract negotiations and discussions

Promoting birth center care in value based arrangements

Cost savings derived from implementing value-based care models should result from **improved quality and patient outcomes** achieved via midwife-led birth center care, **not by paying less for birth center services** that are comparable to services delivered at the hospital.

Recommended Actions:

1. Conduct robust data collection, including preterm birth, vaginal birth, breastfeeding rates, NICU admission, etc. by provider type and site of service
2. Tie payment incentives to quality metrics meaningful to patients and outcomes
3. Expand professional services of midwives and the birth center to a mixed-risk population with planned hospital birth
4. Designate community-based maternity services as essential preventive and supportive care and ensure they are paid for as part of an enhanced care model

Panel Question

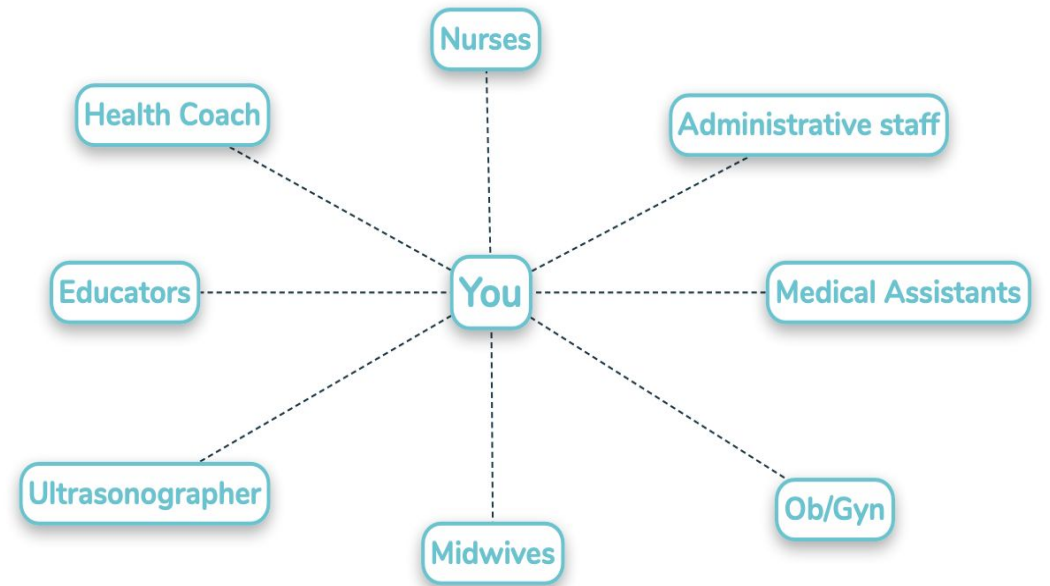
How does administrative (including financial) integration impact patient experience?

Model Deep Dive: Vanderbilt Health System



Birth Center Model of Care

Model Deep Dive: Vanderbilt Health System





Donica CNM



Emily CNM



Ashley
Childbirth & Health Educator



Maddy CNM



Jenissa CNM



Annie CNM



Crystal CNM



Grace CNM



Olivia RN



Phoebe
Care Taker



April MA



Traci RN



Kathleen CNM



Breckin
Client Engagement Specialist



Melody MA



Andrea CNM



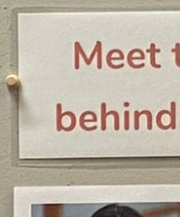
Lila CNM



Taylor RN
Childbirth Educator



Taneesha CNM



Lillian CNM



Laura CNM



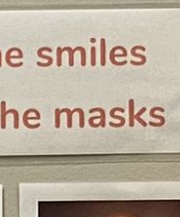
Angela
Senior Program Manager



Gina CNM



Heather CNM



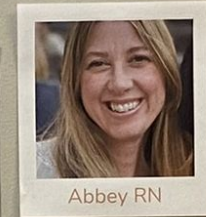
Dr. Thigpen



Alison
Administrative Supervisor



Alys CNM



Abbey RN



Janina PSS



Rebecca RN



Heather
Childbirth Educator



Aline RN



Una CNM



Haley CNM



Heather
Childbirth Educator



Cylie RN



Ashley
Financial Coordinator



Kristin CNM



Ebby RN



Hannah CNM



Sarah CNM



Kaitlyn RDMS



Beth
Director of Operations



Kate RN



Alicia MA



Ellie RN



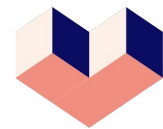
Carlyn RN

Meet the smiles
behind the masks

Please let us know if you have...

Questions?

Contact us at: info@primarymaternitycare.com



Primary Maternity Care
Start here.

Revenue Opportunities

What enhanced opportunities does intentional integration drive?

Cultivate referrals: Lab, ultrasound, and consulting



Performance rewards for quality via value based payment

Attract prenatal patients from new populations/catchments

“We cast a wide net for who comes to the birth center. Many of these folks would have never used our collaborating hospital for ultrasounds, labs, etc., or selected to have their care there. We estimate that **75% of our transfers** are individuals who would not have delivered at that hospital if they had not come to the birth center.”

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Grants from hospital community initiatives

Larger collaborative grants between hospitals and birth centers (HRSA grants)

Research grants