



SOUTH CAROLINA DEPARTMENT OF HEALTH AND HUMAN SERVICES
Healthy Connections
MEDICAID 

 **AIM**

 **Institute for Families in Society**
at the University of South Carolina

Background of the SCDHHS South Carolina Alliance for Innovation on Maternal Health Initiative and IFS Support of SC AIM Reporting and Implementation

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Background

The Alliance for Innovation on Maternal Health ([AIM](#)) is a national quality improvement initiative dedicated to enhancing maternal health outcomes by promoting the implementation of evidence-based practices across the United States. AIM achieves this by developing patient safety bundles, which are collections of best practices designed to address specific clinical conditions in pregnant and postpartum individuals. The goal is to make births safer and reduce preventable deaths and severe maternal morbidity.

South Carolina (SC) adopted the AIM initiative in 2019, integrating it into the state's maternal health improvement efforts led by its perinatal quality collaborative (PQC), the South Carolina Birth Outcomes Initiative ([SCBOI](#)) within the Quality and Patient Safety [Workgroup](#). SCBOI focuses on improving maternal and neonatal health outcomes through various programs and quality improvement efforts. Unlike other states where PQCs may operate independently, SCBOI is housed and funded by SCDHHS. This collaborative approach ensures a broad and unified strategy to improve birth outcomes statewide.

[SC AIM](#) implemented its first patient safety bundle in August 2021 focused on addressing obstetric hemorrhage. Following notable improvements in outcomes associated with this condition, the bundle was sunset in October 2023, and, shortly thereafter, the severe hypertension [bundle](#) was implemented. As of January 2025, there are a total of 38 birthing hospitals participating at varying levels in the SC AIM initiative.

By integrating AIM into SCBOI, SC has enhanced its commitment to reducing maternal morbidity and mortality. The collaborative approach ensures that AIM's patient safety bundles are effectively implemented across the state, leveraging the expertise and resources of a diverse group of maternal health service leaders. This unified effort aims to make childbirth safer and improve health outcomes for mothers and babies in SC.

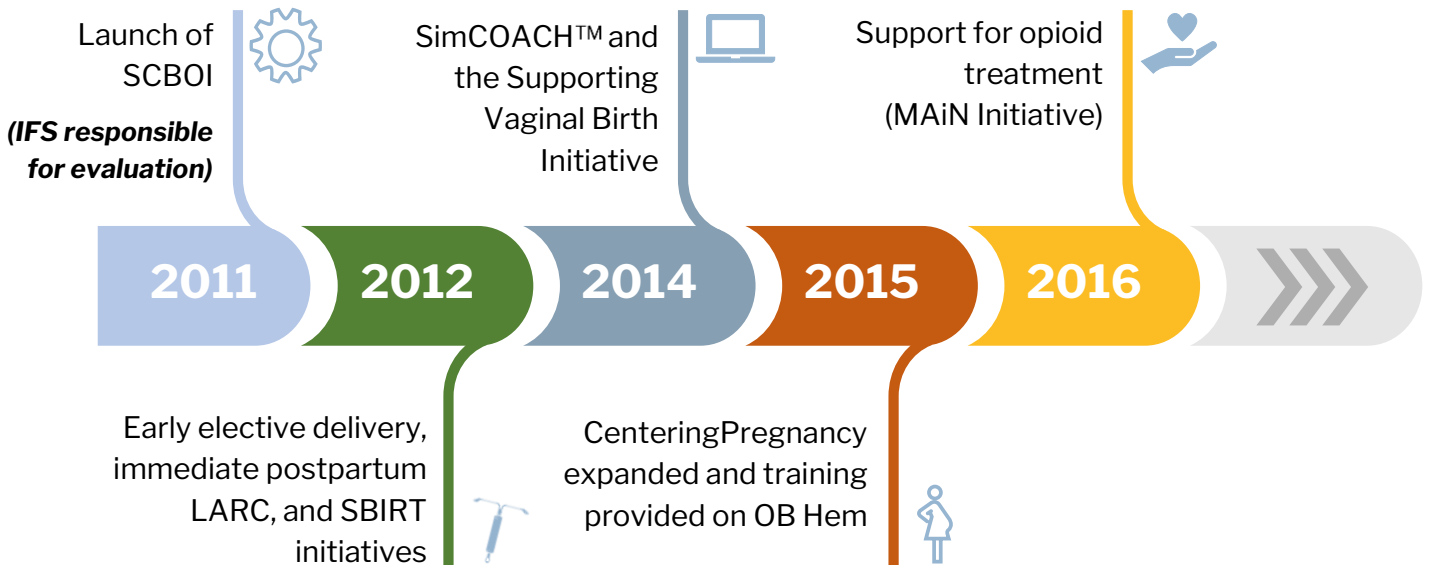
Institute for Families in Society (IFS) Role in AIM Reporting and Implementation

IFS has had a long history of evaluating all SCBOI initiatives, including AIM, where it plays a critical role in assessing the implementation and impact of AIM patient safety bundles (see Figures 1 & 2). Below is a non-exhaustive list of all the ways in which IFS assists SCDHHS to ensure the success of AIM in our state.

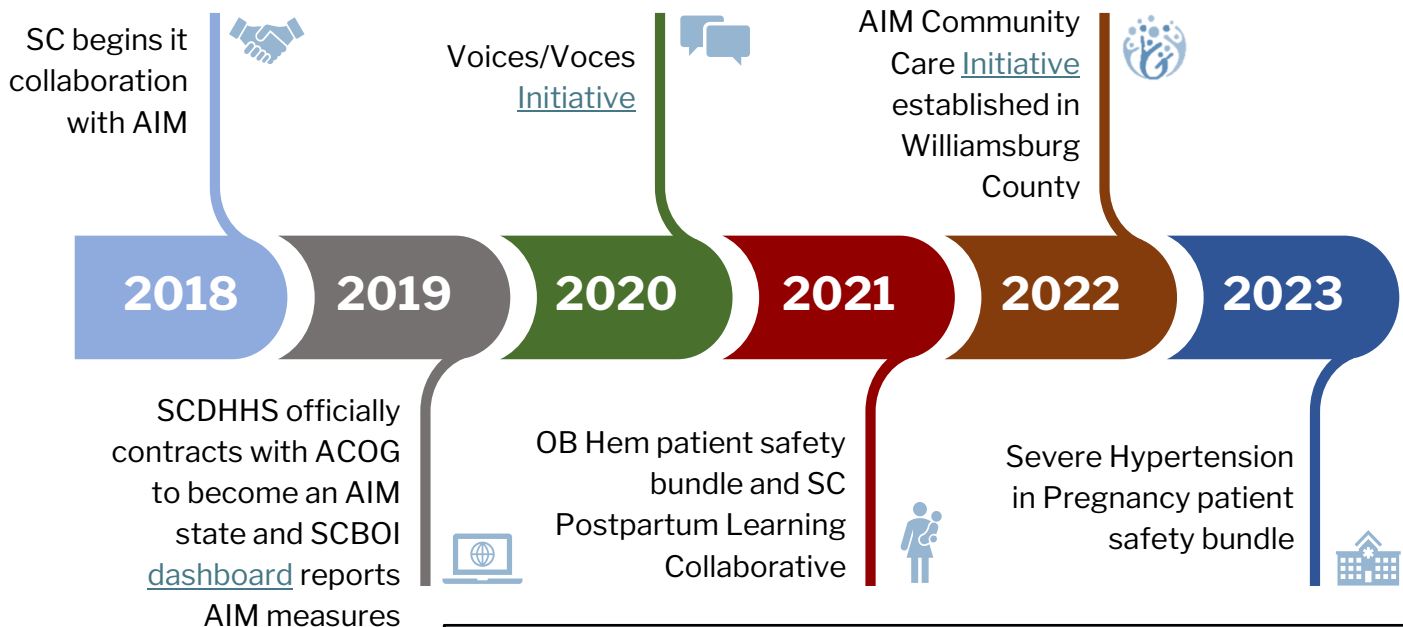
SCBOI AIM Dashboard	AIM Bundle Implementation
<ul style="list-style-type: none"> - Requesting and processing SCRFA data across UB, Medicaid, and birth records - Maintaining a hospital status file and updating as needed - Maintaining dashboard user interface and design functionality - Updating of zip to ZCTA crosswalks as needed - Implementing quarterly enhancements 	<ul style="list-style-type: none"> - Engaging in SCBOI Advisory Council and planning Quality and Patient Safety Workgroup agendas - Keeping up with AIM reporting changes (language and definitions), including outreach to AIM staff, and updating related SAS code - Managing and maintaining communication with AIM champion leaders at SC hospitals - Creating and distributing biannual hospital surveys to track bundle progress
AIM Evaluation Efforts	AIM Technical Assistance
<ul style="list-style-type: none"> - Analyzing and interpreting data results - Submitting required structure, process, and outcome measure data to the AIM Data Center - Tracking hospital engagement and responding to AIM biannual survey items - Presentations to the Quality and Patient Safety Workgroup, SCBOI, and AIM 	<ul style="list-style-type: none"> - Attending collaborative meetings with SCDHHS/AIM staff to discuss SC AIM implementation - Hosting office hours for SC hospital AIM representatives to assist with data collection - Tracking and managing email responding to ad-hoc questions from partners and hospital AIM representatives

Figure 1. Timeline of SCBOI Maternal Safety Quality Improvement Efforts

Pre-AIM



Post-AIM



IFS is responsible for contractual data requirements to the AIM Data Center, provides additional hospital reports guiding SCDHHS implementation, and provides ongoing technical assistance and consultation in support of AIM bundle efforts.

Figure 2. IFS AIM Data Collection and Reporting

