

# The 5th Anniversary of the South Carolina Birth Outcomes Initiative

## July 2016

Created by Kathryn Albano & Jennifer Meunier

We've come a long way since 2011

2016

2015

2011

2013

2012

2014



Thank you for your continued support to improve the lives of moms and babies in South Carolina



**SmCOACH**  
In January as a part of SmCOACH, a 2-year contract was signed between the Palmetto HealthCare System of Medicine, Greenville Center and SC Medicaid for onsite training at all 44 birthing hospitals.

**Infant Mortality (IAMS)**  
As of 2014, the SC IMR stands at 6.5 per 1,000 live births, a 10% improvement from 7.2 per 1,000 in 2011.  
The Bill for SC IMR was signed into law on 6/23/2015.

**Early Onset of Labor (EOL)**  
As of 2015, the SC EOL rate stands at 1.2% per 1,000 live births, a 10% improvement from 1.3% in 2011.

**CenteringPregnancy**  
Over 2,000 individuals in the South Carolina area have completed the CenteringPregnancy program.

**Baby Friendly**  
11 out of 44 SC hospitals are Baby Friendly designated.

**The Mother's Milk Bank of South Carolina (MMSC)**  
The fund has received \$1,000,000 in total from 2011-2015. Over 10,000 units of breast milk have been distributed to SC hospitals.

**In April**  
The Mother's Milk Bank of South Carolina (MMSC) received the first non-profit milk bank in the state.

**Long-Acting Reversible Contraceptives (LARCs)**  
As of June, 11 SC hospitals are inserting Inpatient LARCs after delivery.  
In the 3 largest hospitals, there is approximately a 30% inpatient insertion rate.

**SmCOACH Training**  
Following the 4th SmCOACH training, 100% of participants passed the exam.

**In 2014, Palmetto Health received the American Hospital Award for Quality Improvement.**



**Annual SCOB Temperature**  
The SCOB Temperature is the highest temperature recorded in the state for the year.



**National Maternal Mortality Symposium (NMM)**  
In May 2014, a national symposium was held in Atlanta, Georgia, to discuss maternal mortality and the role of obstetricians and gynecologists.

**In May**  
The Supporting Maternal Birth (SMB) initiative began with a launch conference from all 44 SC birthing hospital CEOs to reduce C-sections for first-time, low-risk moms.

**Perinatal Loss**  
The South Carolina Perinatal Loss Support Program (SLSP) was established to provide support for families who have experienced a perinatal loss.

**In January**  
SC became the first state to implement a statewide program to support patients at high-risk for preterm delivery.

**In August**  
The South Carolina Infant Mortality Review (IMR) was created to improve the health of the state's infants.

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**By September 30**  
4 hospitals achieved Baby Friendly designation and received \$200,000 each.

**In January**  
A 1-year, 2-phase contract was signed between the Palmetto HealthCare System of Medicine and the South Carolina Medicaid for onsite training at all 44 birthing hospitals.

**In January**  
The South Carolina Infant Mortality Review (IMR) was created to improve the health of the state's infants.

**In October**  
All 44 SC birthing hospitals are now Baby Friendly designated.

The South Carolina Infant Mortality Review (IMR) was created to improve the health of the state's infants.

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2011



The South Carolina Infant  
Mortality Rate (IMR) was  
**7.4** per 1000 live births

The African American IMR  
in SC was **12.6** per 1000  
live births

**In August**

**Screening, Brief  
Intervention, and  
Referral to Treatment  
(SBIRT) for pregnant  
women began**

## In October

All 44 SC birthing hospital CEOs signed a written commitment to stop **non-medically necessary Early Elective Deliveries (EEDs)**



2012

## In January

**SC** became the **first state** in the nation to revise its Medicaid policy to cover inpatient insertion of **long-acting, reversible contraceptives (LARCs)** immediately after delivery

# In October

**Race to the Date**, a \$1 million incentive program to achieve **Baby-Friendly** designation, was announced

2013

## In January

A 3-year, 10 practice contract was launched with the Greenville Hospital System (GHS) for the **CenteringPregnancy** program



## Also in January

**SC Medicaid & Blue Cross Blue Shield South Carolina** stopped reimbursing hospitals and physicians for non-medically necessary EEDs between 37-38 weeks gestation

**By September 30**

**4 hospitals achieved  
Baby-Friendly  
designation and received  
\$200,000 each**





SOUTH CAROLINA  
Healthy Connections  
MEDICAID

DATE November 14, 2013

PAY TO THE ORDER OF Roper St. Francis Mount Pleasant Hospital \$ 200,000.00

Two Hundred Thousand Dollars <sup>00</sup>/<sub>100</sub> DOLLARS

MEMO Baby-Friendly USA Designation-Race to the Date

*Anthony Keck*  
Anthony Keck, Director

⑆000000000⑆ ⑆000000000⑆

2014

# Neonatal Abstinence Syndrome (NAS)

In January, a contract was initiated with GHS to examine the safety, outcomes and cost profiles associated with a palliative treatment model for newborns at risk for opioid withdrawal in the setting of Level 1 newborn care

# In May

The **Supporting Vaginal Birth (SVB)** initiative began with a written commitment from all 44 SC birthing hospital CEOs to reduce C-sections for first time, low risk moms

2015

# SimCOACH

In January, as a part of SVB, a 3-year contract was signed between the **Palmetto Health-USC School of Medicine Simulation Center and SC Medicaid** for onsite training to all 44 birthing hospitals



**In April**

**The Mother's Milk Bank  
of South Carolina  
(MMBSC) opened as the  
first non-profit milk bank  
in the state**





2016

# Infant Mortality (IMR)

As of 2014, the SC IMR stands at **6.5** per 1000 live births, compared to the national average of 6.1

The IMR for SC African American babies has dropped to **9.3** per 1000 live births

# Early Elective Deliveries (EEDs)

76% of all SC birthing hospitals are at a 0% rate of non-medically necessary early elective deliveries

# CenteringPregnancy

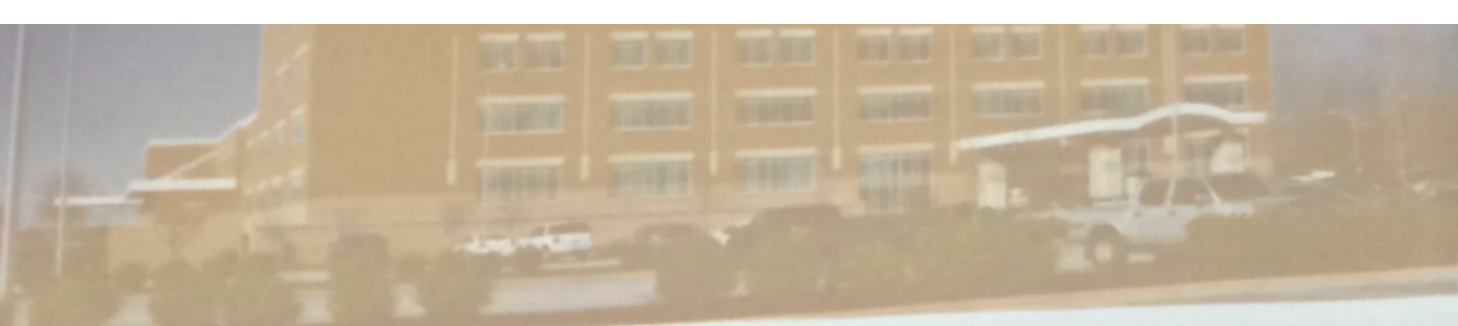
Showed a **34% reduction** in the odds of preterm birth overall

For African American women, a **60% reduction** in the odds of preterm birth was shown

## Baby-Friendly

**11 out of 44** of the state's birthing hospitals have achieved Baby-Friendly designation

**36%** of all state births and **34%** of all SC medicaid births occur in a Baby-Friendly hospital, compared with the national average of *17%*

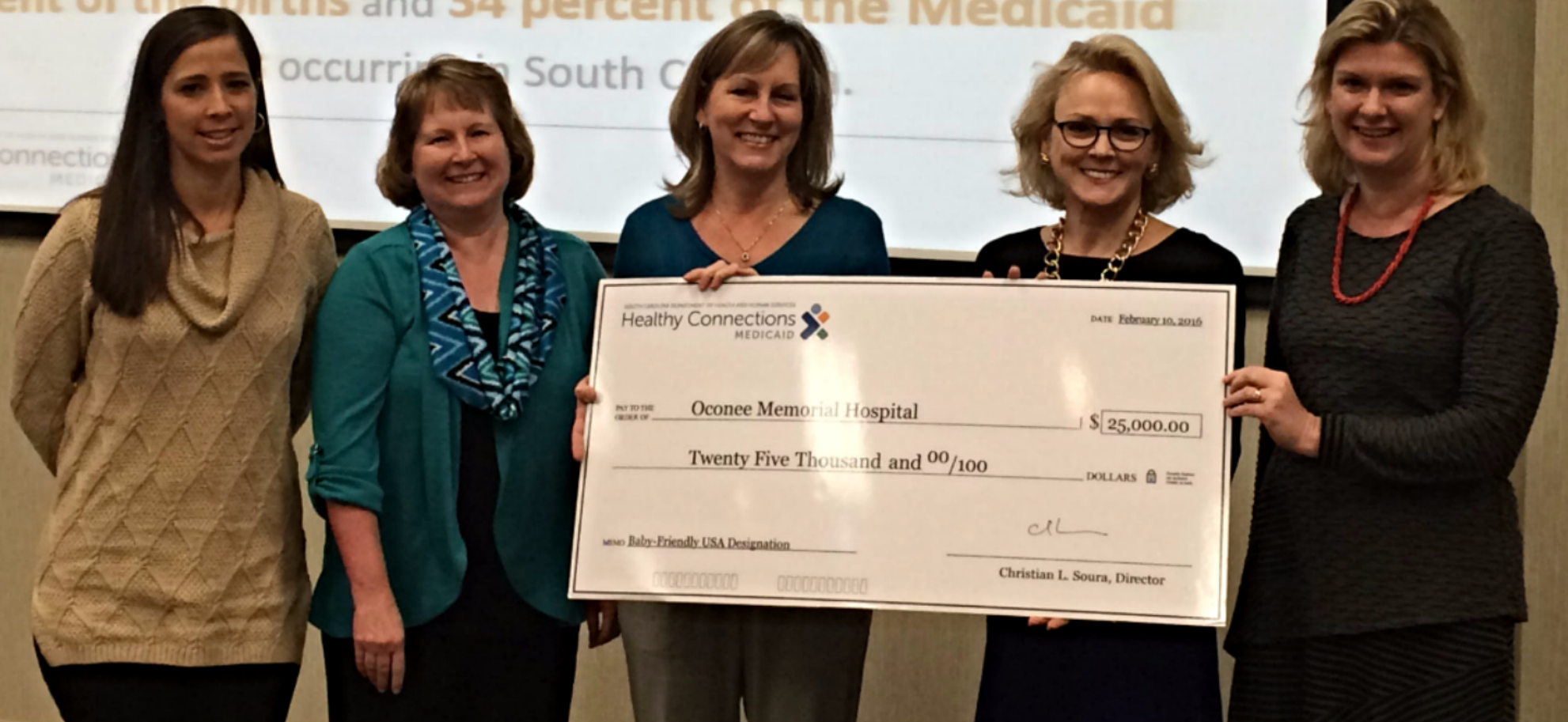


Congratulations to our newest Baby-Friendly USA  
designated hospital, **Oconee Memorial Hospital**.

**Seven hospitals** are now Baby-Friendly, accounting for **36**  
**percent of the births** and **34 percent of the Medicaid**

occurring in South Carolina.

Healthy Connections  
MEDICAID



Healthy Connections  
MEDICAID

DATE February 10, 2016

PAID TO THE  
ORDER OF

Oconee Memorial Hospital

\$ 25,000.00

Twenty Five Thousand and <sup>00</sup>/<sub>100</sub>

DOLLARS

MEMO Baby-Friendly USA Designation

*CL*  
Christian L. Soura, Director

# The Mother's Milk Bank of South Carolina (MMBSC)

The bank has received **61,000**  
**oz.** of milk as of June 2016  
from **130** donors.

Over **30,000 oz.** have been  
distributed to SC hospitals



# Long-Acting Reversible Contraceptives (LARCs)

As of June, **11** SC hospitals are  
inserting inpatient LARCs after  
delivery

In the 3 largest hospitals, there  
is approximately a **30%**  
inpatient  
insertion rate

# SimCOACH Training as of April 2016

Physicians Trained: **149**

Nurses Trained: **839**

Others Trained: **156**

Total: **1144**

# Annual SCBOI Symposium

In **2012**, the first Annual Symposium was held at the South Carolina Hospital Association, with **125** attendees

By **2013**, it had grown beyond the **200** person room capacity, closing registration early



In **2014**, the event was moved to the *Columbia Marriott* with **280** attendees

The 4th Annual Symposium was moved to the *Columbia Metropolitan Convention Center* in **2015** and hosted **350** guests

### Freeclampsis Risks

Freeclampsis Odds Ratio


	All Freeclampsis	Severe Freeclampsis
Age (years)	1.1	1.1
Parity	1.1	1.1
Weight (kg)	1.1	1.1
Diabetes	1.1	1.1
Pre-eclampsia	1.1	1.1
Chronic hypertension	1.1	1.1
Renal disease	1.1	1.1
Autoimmune disease	1.1	1.1
Smoking	1.1	1.1
Maternal BMI	1.1	1.1
Maternal blood pressure	1.1	1.1
Maternal serum uric acid	1.1	1.1
Maternal serum creatinine	1.1	1.1
Maternal serum ferritin	1.1	1.1
Maternal serum ferritin > 300 µg/L	1.1	1.1
Maternal serum ferritin > 600 µg/L	1.1	1.1
Maternal serum ferritin > 900 µg/L	1.1	1.1
Maternal serum ferritin > 1200 µg/L	1.1	1.1

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Renal disease	1.1	1.1
Autoimmune disease	1.1	1.1
Smoking	1.1	1.1
Maternal BMI	1.1	1.1
Maternal blood pressure	1.1	1.1
Maternal serum uric acid	1.1	1.1
Maternal serum creatinine	1.1	1.1
Maternal serum ferritin	1.1	1.1
Maternal serum ferritin > 300 µg/L	1.1	1.1
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