

Florida Perinatal Quality Collaborative



Partnering to Improve Health Care Quality
for Mothers and Babies

Introducing the Florida Perinatal Quality Collaborative Newsletter!

The Florida Perinatal Quality Collaborative (FPQC) at The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the University of South Florida (USF) is pleased to present this inaugural newsletter with a brief update of activities conducted over the last six months. We hope to provide updates at least every 3 months. Also, we will share quick-breaking news via electronic communication, and you can visit our Facebook Page by entering Florida Perinatal Quality Collaborative to get the latest updates and post your own perinatal news and information. We want to be your first-class source of shareable perinatal quality information, and your input is actively encouraged. If you have any questions, please contact us at fpqc@health.usf.edu or by phone at 813-974-8888.



Quality Improvement is a Team Sport: March 22-23, 2012

The FPQC inaugural conference: *Quality Improvement is a Team Sport* will be held March 22-23, 2012 in Tampa at the Hilton Tampa Airport Westshore. We have a national group of top speakers, including Kathleen Rice Simpson Ph.D.,

Dan Ellsberry M.D., Maureen Corry, M.P.H. and numerous other experts. The program is designed for doctors, nurses,

educators, community advocacy groups and others. There will be



important information for everyone about interdisciplinary, clinical quality improvement initiatives that promote evidence-based practices

which have been shown to improve perinatal outcomes. Topics will include results from

the March of Dimes Big 5 Project to eliminate non-medically indicated deliveries before 39 weeks, plans to expand education on non-medically indicated deliveries, neonatal quality improvement opportunities and other related issues. A draft program and registration information is available online at www.cme.hsc.usf.edu (select 'Course Calendar,' then 'March 2012').

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March of Dimes Big 5 Pilot Project

The FPQC and your March of Dimes is aiding the efforts of six Florida hospitals to participate in the Big 5 Hospital QI Project, a year-long pilot test of the "California Maternal Quality Care Collaborative Elimination of Non-Medically Indicated (Elective) Deliveries Before 39 Weeks Gestational Age" toolkit. The six participating Florida hospitals - along with hospitals in California, Texas, New York and Illinois - are nearing the end of this year-long project. The preliminary analysis of Florida participants is exciting, and we will be sharing their impressive results soon. The FPQC will be working in the coming months to expand implementation of the toolkit to more

hospitals in Florida. In addition, we will be studying ways to provide a virtual, real-time data base to support local needs in reinforcing changes in perinatal care delivery based on evidence-based medicine. Stay connected by liking our new Facebook Page (Florida Perinatal Quality Collaborative) to learn more, read the latest progress and share your thoughts. The results of the Florida Big 5 Project and updates from the participating hospitals will be presented at the inaugural FPQC conference: "Quality Improvement is a Team Sport" in March. Tremendous progress since our organizational meeting in Gainesville in June 2010!!

Expanding Education on Non-Medically Indicated Deliveries

The FPQC recently received a grant from the March of Dimes to provide education to health professionals related to non-medically indicated deliveries before 39 weeks gestation. The project is a three-year coordinated educational and communication campaign regarding the importance of the last two weeks of pregnancy to raise awareness and to change provider, payer and policymaker attitudes and practices. This

campaign includes implementation of a web-based continuing education program, establishment of an expert Speakers Bureau with e-based library materials, the launch of up-to-the-minute, interactive, online social media platforms on perinatal health for professionals and the public and



partnering with the Florida Association of Healthy Start Coalitions which also received a parallel grant to support the consumer campaign on the importance of the last two weeks of pregnancy. If your organization is interested in scheduling a Grand Rounds or similar education presentation on reducing non-medically indicated deliveries <39 weeks, please contact us at fpqc@health.usf.edu.

We Have Launched the First Neonatal QI Project

In September 2011, 19 Florida hospitals with NICUs participating in the Vermont Oxford Network met at The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the University of South Florida College of Public Health in Tampa to review a combined Florida report of outcomes data (blinded to patient and individual facility identity) to select the most pressing issues for neonatal quality improvement. The top issues identified by comparison to both Florida and National benchmarks were reducing neonatal infections, reducing length of stay, reducing severe retinopathy of prematurity, increasing exclusive breast milk feeding and reducing chronic lung disease. An opportunity to participate with state quality collaboratives in New Jersey, Massachusetts, North Carolina, Colorado, South Carolina, Wisconsin, and Hawaii in the NCABSI (Neonatal Catheter Associated Blood Stream Infections) was presented by Dr. John Curran; and to date, 20

centers in Florida have combined to implement this project. This high-energy group has joined with the Florida Hospital Association to develop their own listserv for communication of best practices and is now organized into very effective active learning teams. In order to sustain the cultural changes that are found to be effective in reducing the incidence of neonatal central line infections, the teams will adapt portions of CUSP (Comprehensive Unit-based Safety Program) developed at Johns Hopkins University and utilized by the American Hospital Association in their CABS and CAUTI projects. The teams began entering data in December 2011 and will continue through September 2012. The group dynamic progress has been truly amazing in a short time! For more information, please contact the NCABSI Project State Leader, Dr. Douglas E. Hardy at dehardy@att.net.



Physician Spotlight

William M. Sappenfield, M.D., M.P.H.: Chair of the Department of Community and Family Health and Director of The Lawton and Rhea Chiles Center for Healthy Mothers and Babies at the College of Public Health, University of South Florida

As both a pediatrician and an epidemiologist, Dr. Sappenfield has more than 27 years of experience in epidemiological teaching, research and practice in maternal and child health at a local, state and national level.

Recognized as a leader in the field of maternal and child health epidemiology, Dr. Sappenfield spent the first 21 years of his career as a CDC epidemiologist working with state

and local public health agencies to enhance their capacity to use epidemiology to improve the health of women and children. For the next six years, Dr. Sappenfield served at the Florida Department of Health as the State MCH Epidemiologist and as Unit Director for the MCH Practice and Analysis Unit. Dr. Sappenfield's major contributions to the MCH field include early efforts to develop community-based fetal and infant mortality reviews, to adapt the perinatal periods of risk approach to assess infant mortality

in U.S. communities, to propose state preconception health indicators and to shape best practices in applied MCH epidemiology. Dr. Sappenfield has received several national and state awards, including the National MCH Epidemiology Award for Outstanding Leadership sponsored by 16 national health organizations. His vision is to make The Chiles Center one of the leading national centers in maternal & child health practice and research.



Florida Perinatal Quality Collaborative at The Lawton and Rhea Chiles Center for Healthy Mothers and Babies



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To apply to become a member of the FPQC directly online, please visit www.usf.edu/ua/perinatal.



The mission of the Florida Perinatal Quality Collaborative (FPQC) at The Chiles Center is to improve Florida's maternal and infant health outcomes through assuring quality perinatal care for all of Florida's women and infants. We seek to collaborate with all Florida perinatal health care stakeholders using data-driven, value-added quality improvement processes in projects aimed at improving maternal and infant health.

Goals

- ◆ Engage perinatal health care stakeholders in the design, implementation and evaluation of a data-driven process for value-added, cost-effective perinatal health quality improvement efforts.
- ◆ Build and sustain consensus, awareness and support across the state regarding the value and benefits of participation in the FPQC.

This project supported by:



Promoting better outcomes for our mothers and babies

To learn more about the FPQC, please visit us on the web at <http://health.usf.edu/publichealth/chilescenter/fpqc/> or on Facebook at <https://www.facebook.com/FPQCatUSF>.

The Lawton and Rhea Chiles Center for Healthy Mothers and Babies



Phone: 813-974-8888

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The mission of The Lawton and Rhea Chiles Center for Healthy Mothers and Babies is to promote and protect the health of pregnant women, their infants and young children through research, education and service. The Chiles Center is dedicated to determining the most effective strategies for reducing illness, disability and death among mothers, their infants and young children. The Center brings together experts in public health, health care, program design and evaluation and maternal and child health from Florida universities as well as national and international programs to address the many needs of mothers and their children and families. Today, through the committed work of its faculty and staff as well as community supporters, The Chiles Center is becoming a leader in the nation for maternal and child health research, education and service for scholars, practitioners, policy-makers, advocates, families and students.

