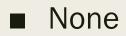
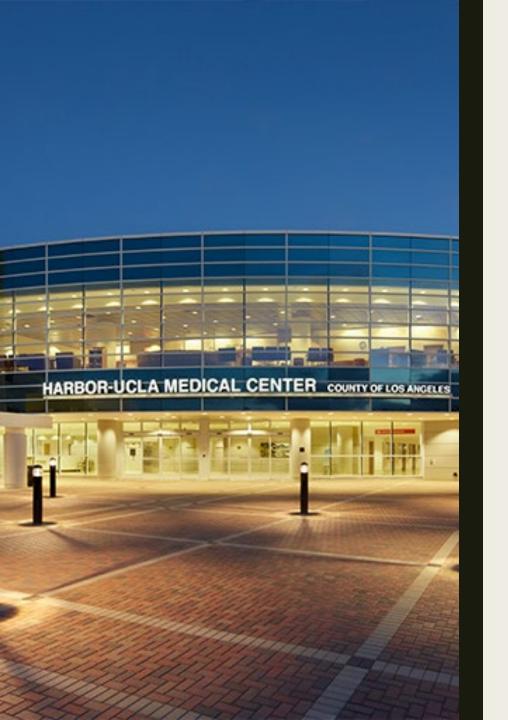
CULTURE WARS

Ramy Eskander, MD FACOG

Associate Professor of Medicine David Geffen School of Medicine at UCLA Harbor UCLA Medical Center

Disclosures

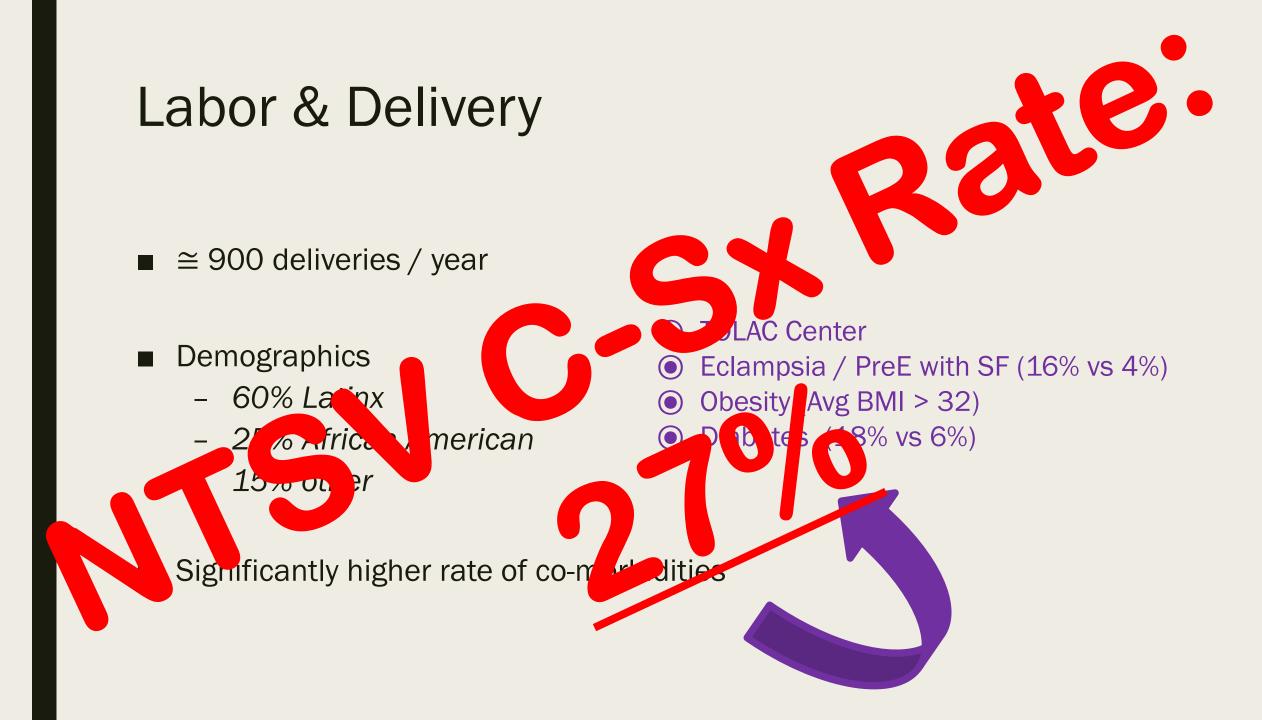




Background

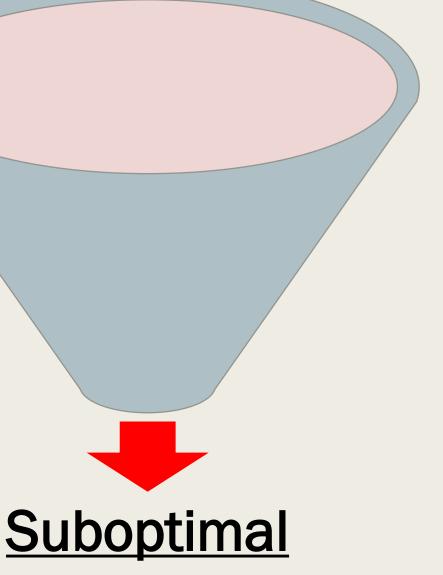
Harbor-UCLA Medical Center

- Los Angeles County Department of Health Services
 - Safety Net (County) Hospital
- Academic Tertiary Care Hospital
- +/- 300 Bed facility
- >400 Resident trainees

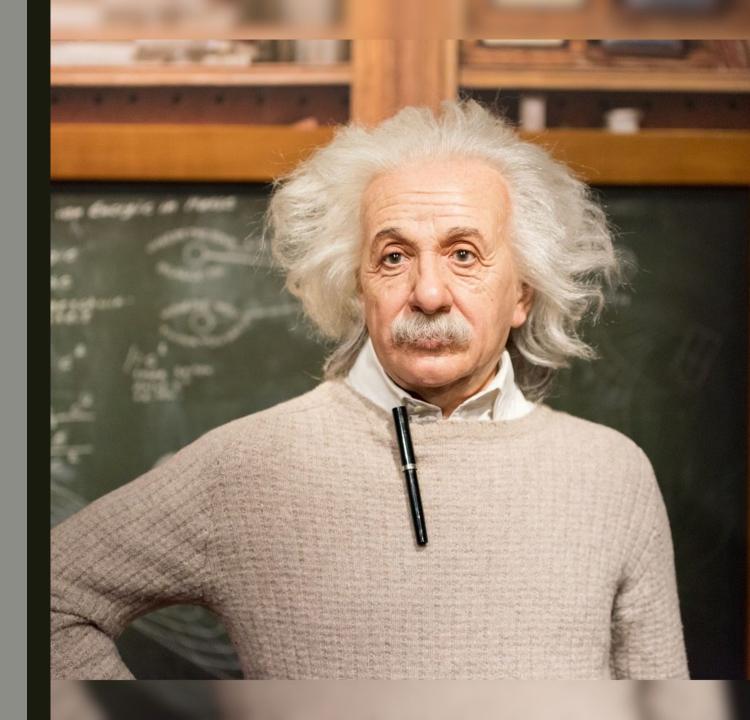


We Asked... We tried... Our Problems

Our patients Our staff Our processes



"The definition of insanity is repeatedly trying the same thing over and over again hoping for a different outcome."



Our Path

- Joined the CMQCC Increasing Vaginal Birth Collaborative
 - FOUGHT
- Identified Champions / Coaches
 - FOUGHT
- Involved Executive Management
 - FOUGHT
- Shared Data / Meetings
 - FOUGHT

What we learned... CULTURALLY

- Start small but you need to find Champions IN EACH DISCIPLINE
- Create a safe place to be challenged

- Listen. Listen. Listen... Then (maybe) speak
- Explain until you're blue in the face ...



CULTURE CHANGE IS SLOW AND PAINFUL

What we learned... PRACTICALLY

Man... do I <u>hate</u> the ARRIVE trial!!!!

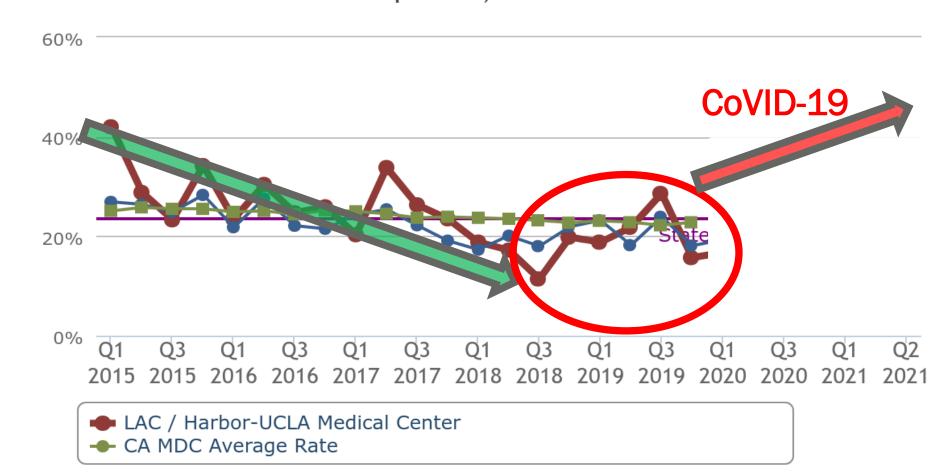
Checklists / huddles

It ALL starts in the office

Nurses have POWER... talk to your patients...

So here we are...

Cesarean Birth: NTSV - Nullip Term Singleton Vertex (PC-02: Period-Specific)



Period-Specific) (PC-02: NTSV Birth: Cesarean