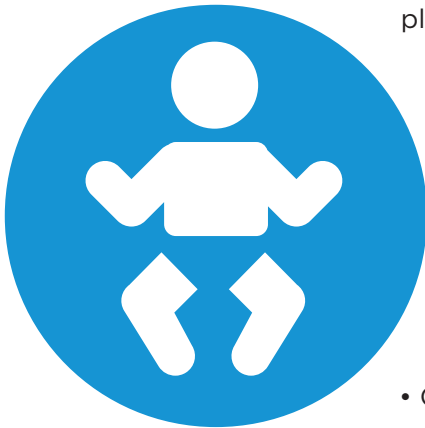


PROBLEM



RISING RATE OF BABIES ELECTIVELY DELIVERED PRIOR TO 39 WEEKS

currently estimated at 10-15% of all deliveries, placing babies at risk for:

- Breathing problems, including respiratory distress syndrome
- Feeding difficulties
- Incomplete brain development

WHY IT'S HAPPENING:

- Mothers incorrectly thinking that 34-36 weeks is full term
- Convenience for mother and/or doctor
- Concerns of being overdue or having a larger than average baby

HIGHER NEONATAL INTENSIVE CARE UNIT (NICU) ADMISSIONS



HIGHER COSTS



SOLUTIONS

2008

MEASURE

Measure developed by HCA, endorsed by NQF, and adopted by The Joint Commission to reduce elective deliveries before 39 weeks.

2011

ACT

- FOCUS ON MEASUREMENT
- EVIDENCE-BASED TOOLS & PRACTICES
- CONSUMER MESSAGING

NQF convened a multistakeholder Action Team created to focus on maternity care and reduce elective deliveries.

2014

IMPROVE

The Joint Commission implemented an accreditation requirement that includes reporting of the 39 weeks measure. Many hospitals have opted to implement a "hard stop" policy that prohibits physicians from delivering babies before 39 weeks on an elective basis.

RESULTS

2014

Leapfrog survey shows that early elective deliveries (EED) dropped from 17 to 4.6% between 2010 and 2013



2010▶ 2013

...AND RESEARCH SHOWS THAT Reducing EEDs to less than 2% will avoid approximately

500,000 NICU DAYS

SAVE \$1B
IN HEALTHCARE COSTS ANNUALLY

¹ Clark SL, MD, Donna RF, RN, MN, Janet AM, RN, et al. Reduction in elective delivery at <39 weeks of gestation: comparative effectiveness of 3 approaches to change and the impact on neonatal intensive care admission and stillbirth. *American Journal of Obstetrics and Gynecology*. November 2010.