Better Maternal Outcomes Public Webinar Series

Designing Safe and Equitable Virtual Supports for Pregnant and Postpartum Women
WebEx Quick Reference

- Please use chat to “All Participants” for discussion & questions

- For technology issues only, please chat to “Host”
Today’s Agenda

• Welcome & Introductions

• IHI Framework for Safe and Equitable Telehealth

• Case Studies: Virtual Maternal Health Programs
  – Black Mothers’ Breastfeeding Association
  – Centering Healthcare Institute

• Questions and Discussion

• Follow-Up & Staying Connected
Please type your **name** and the **organization** you represent in the chat box and send to “All Participants”

Example: Mara Lee, Midwest Health
Where are you joining from?
The Institute for Healthcare Improvement (IHI) Better Maternal Outcomes Initiative and the National Network of Perinatal Quality Collaboratives (NNPQC), coordinated by NICHQ, are partnering to provide participants with a valuable set of webinars on health equity, respectful care and other critical maternal health topics. This partnership recognizes the shared commitment of these two initiatives to improve hospitals and health systems by elevating and spreading evidence-based efforts and examples of improvement from across the country so that families experience better birth outcomes. By bringing all participants together to engage in shared learning, the NNPQC and the Better Maternal Outcomes Initiative will encourage collaboration and innovation among teams with a shared mission, and ultimately accelerate national improvement.
The IHI Better Maternal Outcomes Initiative aims to reduce maternal morbidity and mortality by supporting national efforts to implement reliable evidence-based care for women and newborns around the time of birth, and by facilitating locally driven, co-designed rapid improvements in four communities, targeting the interface of health care delivery, the experience of birthing people, and community support systems.

The National Network of Perinatal Quality Collaboratives (NNPQC), coordinated by NICHQ, supports the development and enhances the ability of state perinatal quality collaboratives to make measurable improvements in statewide maternal and infant healthcare and health outcomes by providing resources and expertise to nationwide state-based perinatal quality collaboratives (PQCs). The National Institute for Children’s Health Quality (NICHQ) serves as the National Coordinating Center for NNPQC.
IHI Framework for Safe and Equitable Telehealth

Allison Perry and Catherine Mather, IHI
IHI’s Focus on Telehealth

- In response to growing field of telehealth, IHI is working to support the development of care that is safe, effective, efficient, timely, person-centered and equitable.
- Increased use and spread of telemedicine during COVID-19 pandemic has expedited the need for this work.
A Framework for Safe, Equitable, Patient-Centered Telehealth

- Access
- Privacy
- Equity
- Diagnostic Accuracy
- Communication
- Psychological & Emotional Safety
- Human Factors & System Design

Co-Design with Trust & Human Connection
Safety – Equity – Patient Centeredness

**Access**
- Broadband access is a social determinant of health
- Hardware and connectivity issues
- Digital literacy
- Respect patient preference and autonomy

**Privacy**
- Location of patient/physician
- Use of informed consent
- Test results
- Cybersecurity
- Patient portals in public places
Diagnostic Accuracy
- Over-reliance on history and laboratory findings at the expense of the physical exam
- Missed cues including gait, verbal and facial.
- Single patient/provider interaction thus minimal interaction with care-team

Communication
- Missed cues including gait, verbal and facial.
- Breakdown in communication “can you hear me now?”
- Difficult expressing empathy
- Language barriers may be exacerbated
Safety – Equity – Patient Centeredness

Human Factors & System Design
- Lost opportunities for closing the loop
- Data management
- Interoperability
- Continuity of care

Psychological & Emotional Safety
- Sense of privacy is invaded
- Loss of touch and human interaction
- Implicit bias and trust issues
Co-Design with Trust and Human Connection

- What matters to the patients and families
- Co-design is a way to understand the needs of the population
- Partner with community organizations – expand resource hubs to be centers for telehealth care
- Ensure patient choice and autonomy
- Partner with patients and providers

*Understand what story our population is trying to tell us.*
Telehealth framework in action: Driving equitable access to virtual supports during pregnancy and postpartum
The interest and will to develop virtual pregnancy and postpartum supports has grown exponentially in the Covid-19 pandemic.

There is a risk that the programs and resources being developed are not centering Black women who, because of racism, have the poorest maternal health outcomes in the U.S.

Our goal was to develop a preliminary theory of change for developing asset-based virtual supports for women during pregnancy and postpartum and ensuring that all people have equitable access to such supports.
Key themes

- **Co-design with trust and human connection**
  - Black people with lived experience must be part of the design, development, and implementation for virtual supports.
  - Local context, local culture, local assets, and local challenges must be considered.
Key themes

**Access**

- Access to devices/sufficient broadband can be significant barrier
- A hybrid approach (e.g. first session in person with remaining sessions virtual) can provide the opportunity to increase access.
- Access to supportive resources for newborn care can impact a person’s ability to engage in virtual supports.
- Opportunity to increase access to services
- Opportunity to increase support-person engagement
Key themes

- **Privacy**
  - Telehealth services can both increase and decrease real and perceived privacy concerns, depending on how it is implemented.
  - Explicitly discussing concerns and comfort level and co-designing and agreeing to group norms, can help to address privacy concerns.

- **Diagnostic accuracy**
  - Telemonitoring can offer more effective, efficient, and safe ways to monitor key vitals, e.g. blood pressure.
  - There are opportunities to design systems for sharing data across silos, which can help to ensure diagnostic accuracy.
Key themes

- **Communication**
  - Virtual connections allow clinicians and birthing support people to engage the “whole family” where appropriate and desired.
  - A 1-1 visit with a new member of a support or prenatal care group can help them get the most from the group.
  - Opportunities exist for more consistent communication.

- **Psychological and emotional safety**
  - Telemonitoring can offer more effective, efficient, and safe ways to monitor key vitals, e.g. blood pressure.
  - There are opportunities to design systems for sharing data across silos, which can help to ensure diagnostic accuracy.
Key themes

- **Human factors and system design**
  - In addition to co-designing the initial virtual support, programs should be regularly evaluated using continuous quality improvement methods to ensure they are meeting the needs of participants and not increasing inequities.
  - Specific human factors that are most important vary widely from region to region. Local adaptation is key.
  - Important to be flexible with modalities for telesupport. In addition to videoconferencing, explore phone-only or text-based modalities.
Case Studies: Virtual Maternal Health Programs
Today’s Speakers

Robena Hill
Lead Home Visitor and Community-based Doula
Black Mothers’ Breastfeeding Association

Lynn Scheidenhelm, LCSW, LCCE
Director of Innovation
Centering Healthcare Institute
Robena Hill
Lead Home Visitor and Community-based Doula

Robena Hill is a graduate of Black Mothers’ Breastfeeding Association’s 3rd class of community-based doulas. She is very excited to help support mothers with labor, birth, postpartum care and breastfeeding. Robena is best known for being extremely resourceful. Most endearing about Robena is her commitment to the Detroit community. She is actively involved in her children’s school. She is the former president of the PASCA - Local School Community Organization at John R. King Elementary/Middle School. Interestingly, Robena has a previous work history in geriatrics, further exhibiting her selflessness. Robena is happy to serve as BMBFA’s community-based doula.
Black Mothers’ Breastfeedings Club Transition From In Person To Virtual

Robena Hill Lead Home Visitor and Community-based Doula

www.BMBFA.org
Black Mothers’ Breastfeeding Club
All-Year Virtual Reunion 2020
Black Mothers' Breastfeeding Club Zoom Event

Join with your team! Dads, partners, and all other support persons welcome!

Breastfeeding? Got questions?

Pregnant? Thinking about breastfeeding?

Connect with other Detroit mothers?

Text BMBFA to 82257

Or Get the link @ "Black Mothers' Breastfeeding Club of Detroit" Facebook group.

DETROIT

WINTER 2021

WEDNESDAYS

6:00-7:00 PM
Black Mothers’ Breastfeeding Club is a blessing to me!

How BMBFC Transitioned to Virtual

1. Created flyers
2. Text message system
3. Choose which platform is best for your audience

How BMBFA Meets Families Needs

1. Provide resources
2. Donations/giveaways
3. Help moms with ordering breast pumps

Improvements

1. Make sure that you have good lighting
2. Good internet connection
3. Extend BMBFC time (family request)

*Helping moms with using breast pumps
*Educated families
*One on one consultation
*Adjusting meeting time
*Helping moms learn how to use virtual platforms

Black Mothers’ Breastfeeding Club is a blessing to me!
Thank You!

Robena Hill
Robenah@BMBFA.org
313-585-6338
Improving health, transforming care and disrupting inequitable systems through the Centering group model

Lynn Scheidenhelm, LCSW, LCCE
Director of Innovation
Core Components of Centering

Health Assessment

Interactive Learning

Community Building
Adapting to the Pandemic

Quick pivot to support healthcare partners:

- Weekly community calls
- Resources for virtual groups
- Grants offering
- Virtual trainings
- Thought partnership
Challenges and Barriers for Healthcare

- Telehealth capability & platforms
- Billing guidelines
- Staffing
- Clinical assessment in the virtual group space
- Training providers and staff facilitators
- Devices and broadband access for patients
Overcoming Barriers

• CHI Grants
• Broadband access increase by local networks
• Social determinants of health barriers decreased (daycare/transportation)
Questions and Discussion
Staying Connected

• All slides, materials, and call recordings will be shared with participants following the call and also posted to the IHI website (www.ihi.org/maternalhealth) and on our Community Page.

• If you’d like to be added to the IHI maternal health email list and/or our Community Page, please contact us at maternalhealth@ihi.org.

• Public webinars are offered every 1-2 months. Information about upcoming calls will be shared ahead of time through IHI and NNPQC listservs.
Thank you for joining us

IHI Better Maternal Outcomes Initiative
National Network of Perinatal Quality Collaboratives