

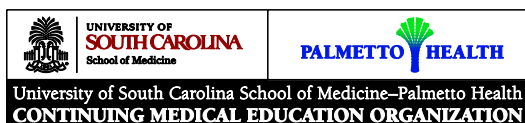
Third Annual  
South Carolina Birth Outcomes Initiative Symposium

Registration Brochure


2014 South Carolina Birth Outcomes Initiative Symposium  
Thursday, November 6, 2014  
8:30 a.m.—4:15 p.m.  
Columbia Marriott  
1200 Hampton St., Columbia, SC 29201

“Building on Success: Collaborating to Improve the Health  
of South Carolina Moms and Babies”

Sponsored by:



“Building on Success: Collaborating to Improve the Health of SC Moms and Babies”



# Third Annual South Carolina Birth Outcomes Initiative Symposium November 6, 2014

## Registration

### Who Should Attend

- OB-GYN, pediatric & family practice physicians and their practice staff
- Nurses, pharmacists & other professionals practicing in the care of pregnant women and infants
- Hospital administrators, perinatal unit management staff & quality improvement staff
- Lactation consultants
- Health & human service agency staff involved in the care of pregnant women & infants
- Behavioral health agency staff involved in the care of pregnant women & infants
- Alcohol & other drug addiction staff who work with pregnant women and infants
- Health educators who work with pregnant women & infants
- Consumers who are interested in improved outcomes for women, infants & families in SC

### Primary Program Objective

To highlight current areas of collaborative perinatal quality improvement, raise awareness of evidence-based practices and share resources with care providers.

### Location


Columbia Marriott  
1200 Hampton St.  
Columbia, SC 29201  
(800) 593-6495

BOI Symposium Room Rate is \$149 per night.

### Online Registration

SCHA offers web registration for certain meetings throughout the year. To register for this meeting online, visit the SCHA web calendar, [www.scha.org/calendar](http://www.scha.org/calendar), select the 3rd Annual Birth Outcomes Initiative Symposium, and click “Online Registration” to sign up today! A registration confirmation will be emailed directly to you once you complete the registration process. Contact Sue Alvarez at 803.796.3080 or via email at [salvarez@scha.org](mailto:salvarez@scha.org) with questions.

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## Continuing Education Credit

### Continuing Medical Education (CME) Accreditation and Credit

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of South Carolina School of Medicine – Palmetto Health CME Organization and the South Carolina Hospital Association. The University of South Carolina School of Medicine – Palmetto Health CME Organization is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.


The University of South Carolina School of Medicine – Palmetto Health CME Organization designates the live activity, Third Annual Birth Outcomes Initiative Symposium, for a maximum of *4.50 AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### Continuing Nursing Education (CNE) Accreditation and Credit

The South Carolina Hospital Association is an approved provider of continuing nursing education by the South Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Participants who attend the Third Annual Birth Outcomes Initiative Symposium and complete an evaluation will earn 4.5 contact hours.

### Certified Health Education Specialists (CHES) Accreditation and Credit

The South Carolina Birth Outcomes Initiative (SCBOI) is pleased to be a designated provider of continuing education credits in health education by the National Commission for Health Education Credentialing, Inc. The program is designated for CHES or MCHES to receive up to 4.5 Category I contact hours.




# Third Annual South Carolina Birth Outcomes Initiative Symposium November 6, 2014

## Agenda

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- 8:30—9:30 a.m.      Networking Breakfast & Agenda**
- 9:30—9:45 a.m.      Welcome & Opening Remarks      Amy H. Picklesimer, MD, MSPH  
OB Clinical Lead for SCBOI**
- 9:45—10:45 a.m.      Maternity Care Safety and Quality:  
Supporting Vaginal Birth      Dale P. Reisner, MD  
Medical Director, OB Quality and Patient Safety,  
Swedish Medical Center Hospital System, Seattle  
Washington  
Medical Director, Gossman Center for Advanced  
Healthcare Simulation**
- 10:45—11 a.m.      BREAK**
- 11 a.m.— 12 p.m.      SC Donor Human Milk Bank      Sarah N. Taylor, MD, MSCR  
Director, SC Donor Human Milk Bank**
- 12 p.m.—1:15 p.m.      Lunch—Celebration of BOI Success      Anthony Keck, Director of SCDHHS**
- 1:15 p.m.—2:30 p.m.      Breakout Sessions #1**
- Supporting Vaginal Birth: Keeping Normal Normal      Sue Gullo, RN, BSN, MS  
Director, Perinatal Improvement  
Community  
Institute for Healthcare Improvement
  - Centering Pregnancy: How group prenatal care  
is impacting birth outcomes in South Carolina      Cynthia C. Wade, RN, LCCE,  
MSN, CNM  
Faculty, Centering Healthcare Institute
  - LARCs in the immediate postpartum period:  
Expanding contraception access      Amy H. Picklesimer, MD, MSPH      Judith T. Burgis, MD  
Associate Professor, Clinical Obstetrics      Professor and Chair, Department of  
University of South Carolina School of      OB-GYN, University of South Carolina  
Medicine—Greenville      School of Medicine—Columbia
  - Substance use and dependence during pregnancy:  
Tools you can use      Jennifer A. Hudson, MD      Michelle Greco, RNC-MNN, CCE, BSN  
Medical Director, Newborn Services      Women and Children’s Hospitals  
Greenville Health System, Greenville      Greenville Health System  
Memorial Hospital

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November 6, 2014 from 8:30 a.m.—4:15 p.m.

**2:30—2:45 p.m.      BREAK**


**2:45—3:55 p.m.      Breakout Sessions #2**

- |  |  |   |
|--|--|---|
| 5. Supporting Vaginal Birth: Keeping normal normal   | Sue Gullo, RN, BSN, MS<br>Director, Perinatal Improvement<br>Community<br>Institute for Healthcare Improvement         |   |
| 6. March of Dimes: Evidence to practice models addressing disparities and promoting family-centered care | Breana Lipscomb, MPH<br>Director of Program Services, SC March of Dimes  | Julie Smithwick, LMSW<br>Executive Director of PASOs  |
|  | Rachel Balck, Ed. D<br>NICU Family Support Specialist<br>Greenville Health System Children's Hospital                  | Molly Chappell-McPhail, LSMW, CD (DONA)<br>Executive Director, BirthMatters   |
| 7. Outcomes related to the Baby-Friendly process: Clinical and financial advantages                      | Jennifer A. Hudson, MD<br>Medical Director, Newborn Services<br>Greenville Health System, Greenville Memorial Hospital | Lea B. Kerrison, Esq.<br>Director, Medicaid Services,<br>South Carolina Alliance of Health Plans<br>Kerrison Law, LLC |
|  | Sarah Taylor, MD, MSCR<br>Associate Professor, Department of Pediatrics, Medical University of South Carolina          |   |
| 8. New tools for the OB medical practice: Immunizations, SBIRT and Healthy Connections Checkup           | Rebecca Morrison, APRN, MSN, FNP-BC<br>Nurse Consultant, /Nurse Practitioner<br>Division of Immunizations, DHEC        | Allison Lukacic, BS<br>Office of Health Outcomes, SCDHHS  |
|  | Emma Husby, MPH, CPH, CHES<br>Project Manager, SCDHHS  |   |

**3:55—4:15 p.m.      Closing  
2015 Workgroup Goals  
Door prizes**

**Melanie "BZ" Giese, RN, BSN**  
Director, SCBOI, SCDHHS

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# Third Annual South Carolina Birth Outcomes Initiative Symposium November 6, 2014, 8:30 a.m.—4:15 p.m.

## Registration Form

Columbia Marriott  
1200 Hampton Street | Columbia, SC | 29201  
November 6, 2014 from 8:30 a.m.—4:15 p.m.

### Online Registration

You can register and pay for this meeting online at [www.scha.org/calendar](http://www.scha.org/calendar) through October 29, 2014.

For questions or assistance with online registration please contact Sue Alvarez at 803.796.3080 or [salvarez@scha.org](mailto:salvarez@scha.org).

### Please Print

Name \_\_\_\_\_ Title \_\_\_\_\_

Credentials \_\_\_\_\_ Hospital/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Fee

The registration fee is \$25, which includes lunch.

#### Session I (Please select one from each session.)

- 1) Supporting Vaginal Birth: Keeping Normal Normal
- 2) CenteringPregnancy: How Group Prenatal Care is Impacting Birth Outcomes in South Carolina
- 3) LARCs in the Immediate Postpartum Period: Expanding Contraception Access
- 4) Substance Use and Dependence During Pregnancy: Tools You Can Use

#### Session II

- 5) Supporting Vaginal Birth: Keeping Normal Normal
- 6) March of Dimes: Evidence to Practice Models Addressing Disparities and Promoting Family-Centered Care
- 7) Outcomes related to the Baby-Friendly Process: Clinical and Financial Advantages
- 8) New Tools for the OB Medical Practice: Immunizations, SBIRT and Healthy Connections Checkup

### Payment Options

If not registering online, a copy of the registration form **MUST BE** faxed to SCHA at 803.772.7477.

### Check

A check in the amount of \$ \_\_\_\_\_ will be mailed to SCHA. **All checks must be received by October 29, 2014.**

All checks should be made payable to SCHA and returned with this form to:

**Registration Deadline is October 29, 2014.**

### Substitution/Cancellation

Any registrant who cannot attend may send a substitute from the same organization by resubmitting an updated registration form to SCHA with the name of the substitute. Notify SCHA of the substitution via fax to 803.772.7477. The registration fee is not refundable for cancellations or no-shows.

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