second annual

birth outcomes initiative symposium:
supporting pathways to healthier moms & babies

2nd Annual
South Carolina
Birth Outcomes Initiative
Symposium

November 14, 2013
William L. Yates Conference Center
Columbia, South Carolina
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

overall program objectives

- Highlight current areas of quality improvement and raise awareness of evidence-based, best practices in perinatal health care in the United States and South Carolina.
- Identify information and tools to help hospitals progress along the pathway to Baby-Friendly designation.
- Provide national and state data and educational resources to support vaginal birth at term.
- Bring key stakeholders and treatment providers together to improve birth outcomes for mothers with opioid use and their infants. Discuss strategies for early identification, treatment, referral and comprehensive care coordination of these clients.
- Develop an understanding of the Centering model of prenatal care, its impact to lower rates of preterm deliveries and raise rates of patient satisfaction. Evaluate whether this model of care can impact in your practice.

location

William L. Yates Conference Center, 1000 Center Point Road, Columbia, SC 29210

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, 2nd 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 conference and complete an evaluation will earn 4.75 contact hours.

Certified Health Education Specialists (CHES) Accreditation and Credit
Application for CHES (entry-level)/MCHES (advanced level) Category I continuing education contact hours (CECH) has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC).

Work to be fit
SCHA is committed to providing a safe and healthy work environment for its employees and guests, compliant with our “Work to be Fit” wellness program. Therefore, policies and standards for tobacco, nutrition, and physical activity have been implemented to support such a culture. Tobacco: SCHA encourages tobacco free people and places so tobacco use is prohibited at SCHA events and on SCHA grounds. Nutrition: SCHA provides a healthy food environment where the healthy choice is the easy choice. Healthy menu items that comply with the healthy food nutrition criteria will be available at each meal service. Please note, sugar sweetened beverages do not comply with the nutrition criteria and will not be readily available. Physical Activity: SCHA encourages the use of scheduled breaks for physical activity (stretching, walking, etc) to help maintain optimal health. A paved community walking trail is available adjacent to SCHA grounds.

Special Dietary Needs
Lunch is included. If you have any special dietary needs, please contact Educational Services at 803.744.3529.

Special Note for the Disabled
SCHA wants to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently from other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act, please write or call Educational Services at sjordan@scha.org or 803.744.3529.

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, select the 2nd 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 with questions.
9:00 – 9:30 a.m. ............ Breakfast & Registration

9:30 – 9:45 a.m. ............. Welcome & Opening Remarks
Tony Keck | Director | SC Department of Health and Human Services
Amy H. Picklesimer, MD, MSPH | Clinical Lead | SC Birth Outcomes Initiative

9:45 – 10:00 a.m. .......... National Infant Mortality Update (via video)
Michael C. Lu, MD, MS, MPH | Associate Administrator of Maternal and Child Health, Health Resources and Services Administration | US Department of Health and Human Services

10:00 – 10:50 a.m. ........ March of Dimes National Perspective: Prematurity Prevention
Scott D. Berns, MD, MPH, FAAP | Senior VP and Deputy Medical Officer Chapter | March of Dimes National Office

10:50 – 11:00 a.m. ......... Break

11:00 – 12:00 noon ....... Putting the “M” back in Maternal/Child Health: National Maternal Safety Initiative
M. Kathryn Menard, MD, MPH | Vice Chair for Obstetrics and Director, Maternal-Fetal Medicine | University of North Carolina – Chapel Hill | Past President 2012 | Society for Maternal-Fetal Medicine

12 Noon – 1:15 p.m. ....... Lunch, Introduction of BOI Workgroup Chairs & Networking

1:15 – 2:30 p.m. .......... Breakout Sessions #1
1. Moving along the pathway to Baby-Friendly USA designation (repeat)
2. Behavioral Health and SC Birth Outcomes: Screening, referral & management of mothers with opiate use and their infants (repeat)
3. Centering Pregnancy: Providing patient-centered care that improves outcomes and lowers healthcare costs

2:30 – 2:45 p.m. .......... Break

2:45 – 3:55 p.m. .......... Breakout Sessions #2
1. Moving along the pathway to Baby-Friendly USA designation (repeat)
2. Behavioral Health and SC Birth Outcomes: Screening, referral & management of mothers with opiate use and their infants (repeat)
3. Supporting Vaginal Birth at Term

**SC Centering Consortium Meeting to be held in SC Hospital Association Board Room**

3:55 – 4:10 p.m. .......... Closing & 2014 Goals
Melanie (BZ) Giese | Program Director | SC Department of Health and Human Services
Name______________________________ Title______________________________
Organization________________________________ E-mail______________________________
Address____________________________________________________________________
City ___________________________ State________ Zip Code ____________
Phone__________________________ Fax______________________________

fees
Registration is $25 per attendee.

breakout sessions
☐ Moving along the pathway to Baby-Friendly USA designation (Repeat)
☐ Behavior Health and SC Birth Outcomes: Screening, referral & management of mothers with opiate use and their infants (Repeat)
☐ Centering Pregnancy: Providing patient-centered care that improves outcomes and lowers healthcare costs (Breakout Session 1)
☐ Supporting Vaginal Birth at Term (Breakout Session 2)

payment options
Online registration is available at www.scha.org/calendar!
Please check one form of payment and fax registration form to 803.772.7477.

☐ CREDIT CARD
Please charge my: ☐ Visa ☐ MasterCard ☐ American Express

Card no. ____________________________________________
Security code__________________________ Expiration date ____________
Signature________________________________________
Name as it appears on card ________________________________
Billing address and zip code of card______________________________

☐ CHECK
Enclosed is a check in the amount of $___________. All checks should be made payable to SCHA, and returned with this form to: SCHA, 1000 Center Point Road, Columbia, SC 29210, ATTN: Education Services.

registration deadline
The cut-off date for registration is November 6, 2013. All registrations received after this date will be handled as on-site registrations.

substitution/refund/cancellation
The registration fee (less $25 processing fee) is refundable if SCHA is notified of cancellation no later than November 6, 2013. No refunds issued past this date. No refunds issued for no-shows.