

*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](mailto: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](http://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](mailto: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

# registration

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William L. Yates Conference Center, Columbia | November 14, 2013

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

Organization \_\_\_\_\_ E-mail \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

## *fees*

Registration is \$25 per attendee.

## *breakout sessions*

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

## *payment options*

**Online registration is available at [www.scha.org/calendar](http://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.