What is SCBOI?
Healthier moms. Healthier babies.

Goals and Programs
Since infant mortality and low birth weight babies are two of the state’s most pressing health problems, the South Carolina Birth Outcomes Initiative (SCBOI) was launched in July 2011. SCBOI’s goal is to address these issues and reduce health care costs, while improving the health outcomes of moms and babies in South Carolina. This multi-stakeholder collaborative led by the South Carolina Department of Health and Human Services (SCDHHS) has allowed the state to be recognized as a national leader in birth outcomes and reduce the number of low birth weight infants.

SCBOI programs include: Early Elective Deliveries (EEDs), Screening Brief Intervention and Referral to Treatment (SBIRT), Baby-Friendly USA certification, CenteringPregnancy, long-acting reversible contraceptives (LARCs) and Supporting Vaginal Birth (SVB).

Contact Information
For more information on the South Carolina Birth Outcomes Initiative, contact BZ Giese at GieseM@scdhhs.gov or Monty Robertson at (803) 898-3866 or Montrelle.Robertson@scdhhs.gov or visit scdhhs.gov/boi.

Did you know?
South Carolina excels in birth outcomes.

The truth is in the numbers.
• Eleven birthing hospitals are Baby-Friendly-certified, meaning 36% of all South Carolina babies are born in a Baby-Friendly hospital. The national average is 17%.
• Nineteen physician practices across the state offer CenteringPregnancy.
• Non-medically necessary early-elective inductions at 37 to 38 weeks gestation in South Carolina reduced by 73% from 2011 to 2014.
• Seventy-six percent of birthing hospitals in our state boast a rate of zero percent for non-medically necessary, early elective inductions between 37 and 38 weeks.
• Secured commitment from all South Carolina birthing hospitals to reduce C-sections in first-time, low-risk moms.
• The state’s infant mortality rate has dropped from 6.9 out of every 1,000 births in 2013 to 6.5 out of every 1,000 births in 2014.
• Launched in April 2015, the Mother’s Milk Bank of South Carolina received over 60,000 ounces of human milk donations in its first year.
Early Elective Deliveries (EEDs)
In August 2011, SCBOI successfully secured a commitment from all birthing hospitals in the state to help end non-medically necessary inductions between 37 and 38 weeks gestation as part of the Early Elective Deliveries (EED) initiative.

In 2013, SCDHHS and BlueCross BlueShield of South Carolina (BCBSSC) stopped reimbursement to hospitals and physicians for elective inductions or non–medically indicated deliveries before 39 weeks gestational age. This collaborative approach made South Carolina the first state in the nation in which the Medicaid agency and a commercial insurer joined forces to establish a policy of nonpayment.

Long-Acting Reversible Contraceptives
SCBOI is working to increase postpartum access to birth control. In 2012, SCDHHS changed their policy to allow for the immediate inpatient insertion of long-acting reversible contraceptives (LARCs) with the reimbursement for the device being fully covered to the hospitals outside the DRG, including sales tax. South Carolina is the first state in the nation to enact such a policy. SCBOI collaborated with ChooseWell to create a LARC toolkit to inform healthcare professionals about this inpatient contraception and coverage. Also, SCBOI hosts webinars and presentations at meetings and the annual symposium to offer additional training opportunities on LARCs.

Screening, Brief Intervention and Referral to Treatment (SBIRT)
In 2012, SCDHHS, with the support of SCBOI, began incentivizing doctors to screen pregnant women for risk factors such as substance abuse, domestic violence and depression.

SCDHHS, BCBSSC and South Carolina State Health Plan providers are reimbursed once per fiscal year for screenings and twice per fiscal year for brief interventions for each patient receiving these services.

Supporting Vaginal Birth Initiative
As a second phase of the EED initiative, SCBOI is focused on reducing the number of cesarean sections performed on first-time, low risk moms in South Carolina. This program, the Supporting Vaginal Birth (SVB) initiative, is using multiple strategies to attain this goal including a signed commitment from all birthing hospitals in the state, mobile simulation education training, webinars and provider education.