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OUTSIDE LINES



A BETTER FUTURE FOR MATERNITY CARE

Today's Top Pick, Curated for Leaders Changing Healthcare

January 22, 2019

What's going on with maternity care in America? In the U.S., there are 26.4 maternal deaths per 100,000 live births, higher than other developed countries. Traditional tools, mixed with new ideas and pathways, are providing a new guidebook – and a better future – for maternity care.

The world and the nation are bringing focus to a major question troubling healthcare: What's going on with maternity care in America? Why is the U.S. maternal mortality rate 3 to 4 times higher than that of other developed countries? And why is this rate increasing?

In the United States, there are 26.4 maternal deaths per 100,000 live births, compared to 9 for Germany, 7.3 for Canada, and 6.4 for Japan. Throughout 2018, *NPR*, *The New York Times*, and *USA Today* each published a special series on the topic. The titles of these were not pretty: “Lost Mothers,”

“Deadly Deliveries,” and “A Sense of Alarm.” In November, *The New England Journal of Medicine*, too, published a perspective titled “What We Can Do About Maternal Mortality – And How to Do It Quickly.”

Many states, communities, and health systems are making strides to overcome the statistics. California, for example, has decidedly declined its rate since 2006. This inspired a collaborative – led by the American College of Obstetricians and Gynecologists (ACOG) and others – to create the Alliance for Innovation on Maternal Health (AIM), which now includes almost two dozen states working with the coalition. Traditional tools, mixed with new ideas and pathways, are providing a new guidebook for maternity care. Increasingly OB/GYNs, family medicine doctors, and nurse-midwives are working together to build Midwifery Programs, develop new safety bundles of best practices, and balance protocols and practices for lower-risk vs. higher-risk obstetric care. Also, health systems are adding virtual tools and services – like Babyscripts, the Mayo Clinic’s OB Nest Program, tele-MFM services, and more – to support and improve prenatal care.

We are constantly scanning the horizon of healthcare, to help you stay on top of, and in front of, key trends. Leaders changing healthcare are developing new plans – and driving forward-progress – to create a better future for maternity care.

Always Looking Ahead,
Kim Athmann King, MBA, FACHE
Founder & President, Strategy Advantage

www.strategyadvantage.com

www.zigzaghealthcare.com

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[Dr. Loren Molina](#), one of our Strategy Advantage [X·CO partners](#), is board-certified in both OB/GYN and Maternal-Fetal Medicine. She is a private-practicing perinatologist in Washington and an expert in both traditional and innovative approaches for maternity and women’s care programs. In 2018, she was engaged as an X·CO partner by Bozeman Health in Montana to develop a Women’s & Children’s Care Strategic Plan, build a Midwifery Program, and serve as a liaison between executive leaders, physicians, midwives, nurses, and others to achieve alignment and progress. Loren is available for executive-to-executive, short-term consulting and advice, to help drive your success forward. To get started with Loren, email us at XCO@xcoadvantage.com or call to 310/ 416-1400, x4.

ADDITIONAL RESOURCES

Read more [here](#) – from *USA Today* – about the U.S. maternal mortality rate.

Read more [here](#) – from *The New England Journal of Medicine* – about 4 actions to improve obstetric care.

Read more [here](#) about the reduced costs associated with nurse–midwifery care for medically low–risk women.

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This bi-weekly e-mail is curated by the expert team from Strategy Advantage and provides a look across the horizon, and outside the lines, of the healthcare industry.

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Strategy Advantage
Los Angeles Office
1601 N. Sepulveda Blvd. #790
Manhattan Beach, Ca 90266

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