

PERINATAL QUALITY COLLABORATIVES

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INTRODUCTIONS:

Who am I?

Who are you?

What's this all about?

State Perinatal Quality Collaboratives* (PQCs)



PQCs are state or multi-state networks of perinatal care providers and public health professionals working to improve pregnancy outcomes for women and newborns by advancing evidence-based clinical practices and processes.

*<https://www.cdc.gov/reproductivehealth/maternalinfanthealth/pqc-states.html>



Wisconsin Perinatal Quality Collaborative (WisPQC)

- The Wisconsin Perinatal Quality Collaborative formed in August 2014 with the mission "to improve perinatal health outcomes and equity across the continuum for all women and infants in Wisconsin." WAPC provides administrative support and leadership through a grant from the WI DHS.
- Through WisPQC, Wisconsin has the opportunity to leverage the energy of like-minded local, regional, and statewide partners and organizations to form a lasting structure that will formally and systematically improve the quality of perinatal care and outcomes.



Wisconsin Perinatal Quality Collaborative (WisPQC)

- Successfully competed for CDC grant to establish a statewide Perinatal Quality Collaborative in WI
- Two - five year funding cycle
- Has become one of 45 US states which either have a functioning statewide PQC or are in the process of developing one.

AGENDA

- Statewide Perinatal Quality Collaboratives – engaging Clinical Champions (Group Activity)
- Developing and launching QI initiatives
Break
- Quality Data and Measurement (Group Activity)
- Quality Improvement Methodology
Break
- Dissemination and Implementation
- Sustainability (Group Activity)
- Discussion/Q&A

Engaging Clinical Champions

How NOT to:

- Inspirational speeches
- Appointing your targeted champions to key leadership positions without training and support
- Financial incentives alone
- Sharing of best practice (only)

Engaging Clinical Champions - How to:

- Discover a common purpose
- Reframe values and beliefs
- Actively and enthusiastically promote new innovation
- Make connections between different people in the organization
- Provide support and education
- Build support by expressing a compelling vision and boosting organizational members' skills and confidence
- Ensure that the innovation is implemented in the face of organization inertia or resistance
- Build trust
- Be brave

Small Group Activity #1 (15 min)

Providers: What prevents you from engaging more in your unit's QI? (5 min)

Those trying to engage providers: What gets in the way of you recruiting providers to participate in your unit's QI? (5 min)

Report Out: (10 min)

Small Group Activity #2 (15 min)

Providers: What would make you want to participate more in your unit's QI program? (5 min)

Those trying to engage providers: How could you create an environment/culture that would encourage providers to participate more in your unit's QI? (5 min)

Report Out: (10 min)

Two Kinds of Champions:

Project Champions

- Has authority to drive projects forward
- Effectively communicates purpose and scope of work
- Time-delineated role
- Active and enthusiastic participation
- Mobilizes resources for the project
- Effectively navigates the socio-political environment for the practice change
- Local Leader

Organizational Champions

- Creates the environment for ongoing improvement
- Clear vision for the larger organization
- Ongoing role
- Enables project champions
- Mobilizes resources for ongoing practice improvement
- Effectively navigates the socio-political environment for ongoing practice improvement
- C-Suite

Developing and Launching QI Initiatives

- PQCs are driven and defined by their initiatives
- Must be chosen carefully so they have the best chance of making a positive impact
- A successful initiative bolsters support for the collaborative itself

Topic Selection

- Topics With Improvement Potential (TWIPs)
- Topic selection critical, since limited PQC resources will be used to support it and its success can impact the credibility of the PQC itself

Criteria for Selecting Initiative Topics

- Public health burden/Population impact of the issue
- Clinician enthusiasm and existence of champions
- Availability of funding
- Alignment with State and National priorities/projects
- Knowledge about and benchmarks for best practice
- Evidence-based interventions available
- Documented variation in outcomes
- Prior successes elsewhere
- Feasibility:
 - Implementation feasibility
 - Measurement feasibility

Project Leadership, Staffing and Key Partners

An initiative requires strong leadership and broad support to succeed:

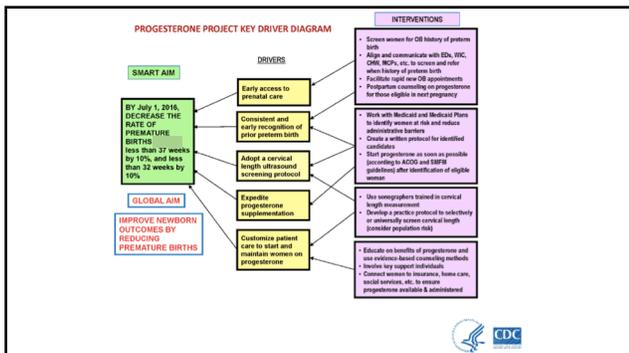
- Expert Panel/Advisory Group – clinicians, content experts, patient/family members; provide overall leadership
- Coordinator – provides day-to-day oversight of the initiative
- Partners organizations – their work and reach can magnify the work and outcomes of the initiative

Initiative Design Considerations

- What do you want to accomplish with your initiative? What is its overall goal or aim?
- What quality issue is being addressed? Who will be impacted? How will your initiative address these issues?
- SMART aim:
 - Specific
 - Measurable
 - Achievable
 - Results-focused
 - Time-bound
- Measures and data sources

Key Drivers

- Short-term or intermediate outcomes that contribute to meeting the larger goal.
- Defining key drivers before your initiative begins allows you to select the best evidence-based interventions to achieve them.
- Think through specific activities or practice changes needed to achieve your goal – who will implement? Who will be affected by it? How should it be conducted?
- What measures and data sources are needed to demonstrate your initiative’s success – process/outcome/balancing measures; existing data that demonstrates the need for your initiative; sources of baseline data; data to collect to assess progress



Recruiting and Engaging Participants

- Participants are the individuals and organizations involved in actually carrying out the initiative’s work
- What participants need to know:
 - Why the topic is important
 - How they will benefit from participating
 - What is specifically expected of them?
- Marketing/outreach materials:
 - Written materials (e.g., brochures/handouts)
 - Recruitment packages (e.g., participant forms)
 - Training
 - Newsletters
 - Patient/family education materials
 - Recognition materials (e.g., letters, certificates)

Collaborative Learning

- Opportunities for participating sites to communicate and learn from each other's successes and challenges
- Working simultaneously with other participants, discovering best practices and solutions to common problems that can make the initiative run more smoothly for everyone
- You don't need to do this alone!

BREAK

5 min.

(I mean it!)