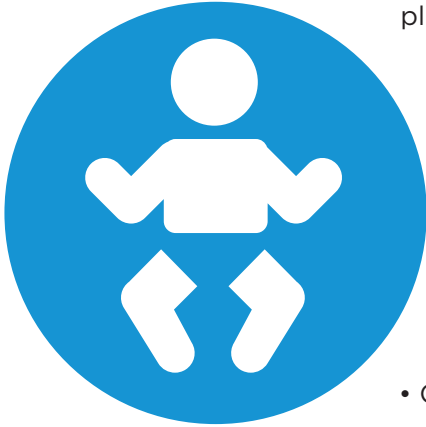


PROBLEM**RIISING RATE OF BABIES ELECTIVELY DELIVERED PRIOR TO 39 WEEKS**

currently estimated at 10-15% of all deliveries, placing babies at risk for:

- Breathing problems, including respiratory distress syndrome
- Feeding difficulties
- Incomplete brain development

WHY IT'S HAPPENING:

- Mothers incorrectly thinking that 34-36 weeks is full term
- Convenience for mother and/or doctor
- Concerns of being overdue or having a larger than average baby

HIGHER NEONATAL INTENSIVE CARE UNIT (NICU) ADMISSIONS**HIGHER COSTS****SOLUTIONS****2008****MEASURE**

Measure developed by HCA, endorsed by NQF, and adopted by The Joint Commission to reduce elective deliveries before 39 weeks.

2011**ACT**

- **FOCUS ON MEASUREMENT**
- **EVIDENCE-BASED TOOLS & PRACTICES**
- **CONSUMER MESSAGING**

NQF convened a multistakeholder Action Team created to focus on maternity care and reduce elective deliveries.

2014**IMPROVE**

The Joint Commission will implement an accreditation requirement that includes reporting of the 39 weeks measure. Many hospitals have opted to implement a "hard stop" policy that prohibits physicians from delivering babies before 39 weeks on an elective basis.

1.7%

Reduce elective deliveries to an estimated 1.7 % of all births

500,000
FEWER NICU DAYS

Avoid approximately one-half million days in neonatal intensive care units

SAVE
\$1 Billion


in healthcare costs annually

¹ Clark SL, MD, Donna RF, RN, MN, Janet AM, RN, et al. Reduction in elective delivery at <39 weeks of gestation: comparative effectiveness of 3 approaches to change and the impact on neonatal intensive care admission and stillbirth. *American Journal of Obstetrics and Gynecology*. November 2010.