



ALLIANCE FOR INNOVATION
ON MATERNAL HEALTH

2025 Sustainability Community of Learning (COL)

**Wednesday
May 21, 2025
2:00PM – 3:30PM (EST)**

Welcome!

This is a reminder that this meeting is intended for AIM participating and affiliated entities only and is not open to the public or press. All media requests regarding AIM should be directed to ACOG Public Affairs at communications@acog.org.



ALLIANCE FOR INNOVATION
ON MATERNAL HEALTH

The Alliance for Innovation on Maternal Health is a national, cross-sector commitment designed to support best practices that **make birth safer, **improve maternal health outcomes**, and **save lives**.**

**You can find more information at
saferbirth.org.**

This program is supported by a cooperative agreement with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28042, Alliance for Innovation on Maternal Health. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



Before We Get Started

- You are **muted** upon entry to the call.
- **You will have the ability to unmute** yourself during Q&A times.
- We encourage participants to **remain muted** to reduce background noise.
- If you are experiencing technical difficulties, please chat an AIM staff member or email **aimdatasupport@acog.org**

This presentation will be recorded.

Both the slides and recording will be available on the AIM Data Resources Webpage and shared in the follow-up newsletter.



Agenda

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**Welcome &
Introductions**

02

**Upcoming
Sessions**

03

**Speaker
Presentation:
Maintaining
Changes in
Practice and
Processes
through Staff
Support,
Training, and
Collaboration**

04

**Breakout
Session**

05

Q/A & Closing



Meet the AIM Data Team



Izzy Taylor
Senior Manager,
AIM Data Program



Inderveer Saini
Program Data
Analyst II



Rekha Karki
Program Data
Analyst



**David
Laflamme**
Epidemiology
Contractor



Upcoming Sessions

04

Sustaining the Gains Amidst Changes in Policy and the Healthcare Landscape

05

**Strategic Resource Management:
Ensuring Sustainability in Healthcare Implementation**

06

Data Driven Strategies for Monitoring Sustainability

Visit: saferbirth.org

Resource Kits ▼

Resources ▼

Events ▼

AIM Data ▼

Contact

Event Calendar

Communities of Learning

Vimeo

AIM TAP Webinar Series

2025 AIM Annual Meeting

AIM COMMUNITIES OF LEARNING

QI Community of
Learning 2022

QI Community of
Learning 2023

Data Support
Community of
Learning

Lived Experience
Integration into QI
Community of
Learning

Obstetric Emergency
Readiness
Community of
Learning

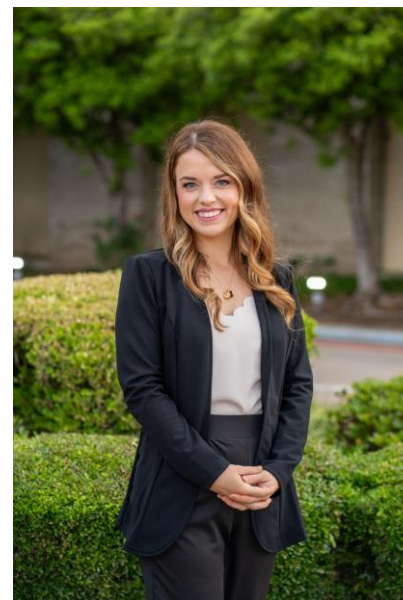
Sustainability
Community of
Learning 2025



Meet the Speakers



Ashley Rainey, MSN-Ed,
RNC-OB, IAP



CheyAnne Harris, MSN-Ed,
RNC-OB, C-ONQS

**Alliance for Innovation in Maternal Health
Sustainability Community of Learning**

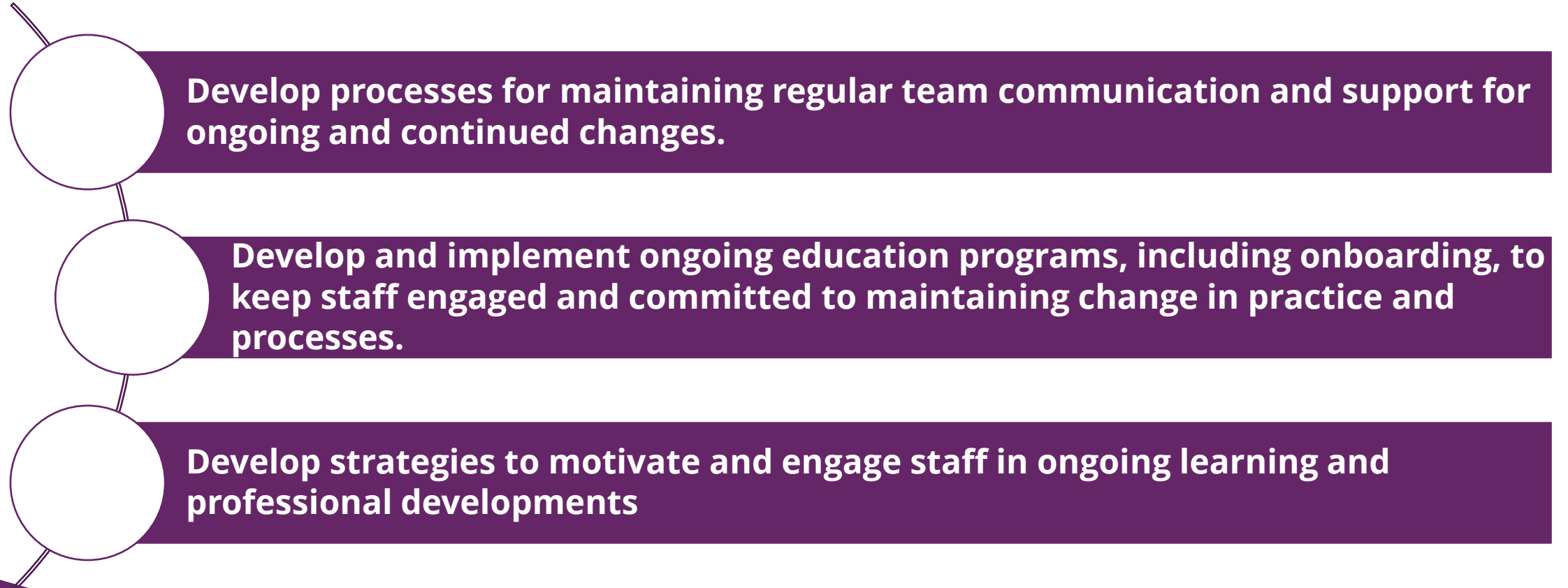
Maintaining Changes in Practice and Processes through Staff Support, Training, and Collaboration

May 21, 2025

Ashley Rainey, MSN-Ed, RNC-IB, IAP
Maternal & Child Health Clinical Director,
State of Indiana

CheyAnne Harris, MSN, RNC-OB, C-ONQS
Chief Quality Executive, Titus Regional Medical
Center, Texas

Learning Objectives



Change in the workplace

"Change is a normal part of our lives, but it's uncomfortable for the vast majority of people because it makes them feel like they've lost control. Do you remember a time when you felt like things were being done to you that you had no control over? That's how they may feel now. In every way you can, let them know that you can relate to that."

Mary JoAsmus



Open-minded
Motivated Progressive
Flexible Unprecedented
Persistent Continuous Optimistic
Vigorous Rapid Robust
Dynamic Steady Promising
Sustainable Curious
Resilient Determined
Innovative

Communicating change

- ▶ Identify key partners from the beginning
- ▶ Make a communication strategize
- ▶ Transparency and honesty
- ▶ Choose the appropriate route of communication
- ▶ Tailor communication
- ▶ Ensure communication is clear and concise
- ▶ Leverage examples
- ▶ Encourage feedback
- ▶ Provide regular updates
- ▶ Follow up

Abbas, 2023

Sustainability: Your Vision?

- ▶ What does sustainability look like to you?
- ▶ Reduced staff turnover
- ▶ Increased buy-in for projects
- ▶ Improved patient outcomes
- ▶ Streamlined workflows





Driving a Culture of Sustainability

- ▶ Culture is foundational to sustainability
- ▶ Interdisciplinary huddles create a culture of collaboration
- ▶ Real-time, transparent information sharing and constructive feedback drive improvement
- ▶ Staff buy-in and support for change improve sustainability

(Riemer & Riemer-Watts, 2025).

Pulse Check

Is it an educational or accountability issue?

- ☐ Lack of **education**
- ☐ Lack of **accountability**



Please select one option or
drop your response in the chat!

Education vs. Accountability

Education

- ▶ Focuses on improving knowledge and skills through training sessions, workshops, and seminars.

Examples:

- ▶ Nursing: Training on evidence-based practices for fall prevention.
- ▶ Physician: Workshops on effective communication techniques.

Accountability

- ▶ Centers on taking responsibility for actions and outcomes, often through performance reviews, metrics tracking, and feedback mechanisms.

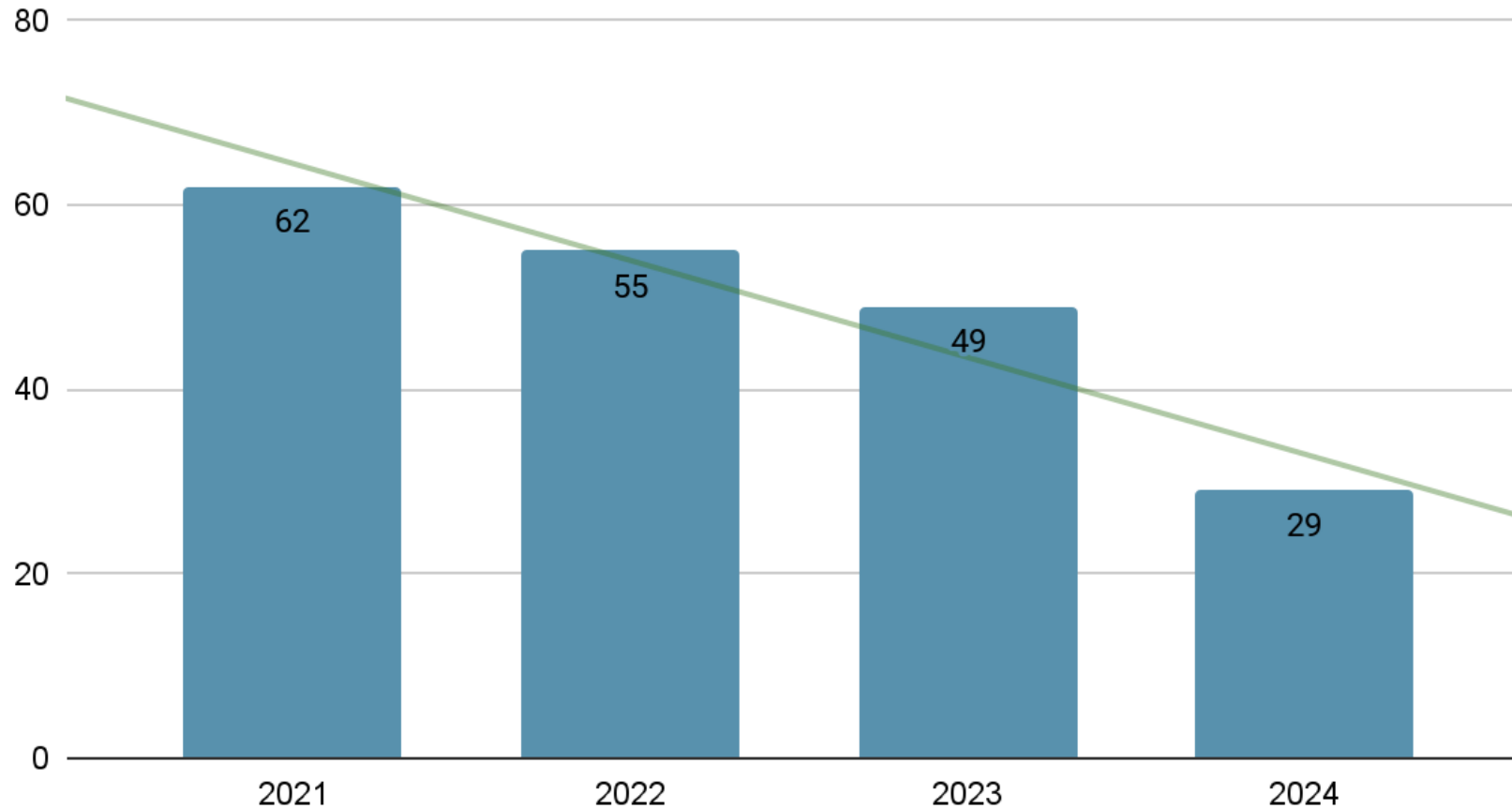
Examples:

- ▶ Nursing: Regular audits of patient records to ensure fall prevention protocols are followed.
- ▶ Physician: Patient satisfaction surveys that assess communication skills.

Both education and accountability are crucial for creating a culture of safety and high reliability within a healthcare organization.

Accountability to Change Practice

Nursing Care Variances Issued



Accountability equals Sustainability





Accountability is the glue that
ties commitment to the result.

Bob Proctor

Establishing and maintaining motivation

- ▶ Expect leaders to provide support and encourage self-direction.
- ▶ Create a reward systems that affirm.
- ▶ Minimize organizational politics and promote fairness.

A strong compensation system is vital for employee engagement, but focusing on these three additional factors can further enhance commitment and buy-in.

What drives employee engagement?

Extrinsic rewards:

- ▶ Gift cards
- ▶ Praise
- ▶ Trophies
- ▶ A promotion
- ▶ A pay raise

Intrinsic rewards

- ▶ Completing the task
- ▶ Achievement
- ▶ Autonomy
- ▶ Personal growth

Every employee has unique motivations that can greatly influence their level of engagement. Understanding these individual drivers is key to fostering a more inspired and committed workforce.

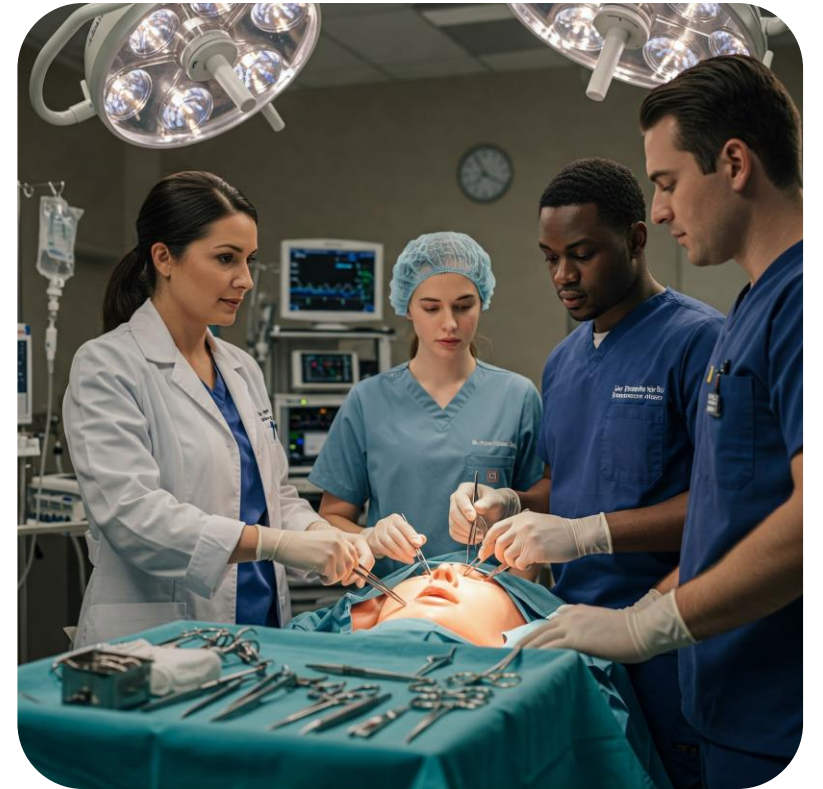
The Maternal Care Team



- ▶ Obstetricians
- ▶ Midwives
- ▶ Nurses
- ▶ Patient Care Techs
- ▶ Doulas
- ▶ Diagnostic & Lab Techs
- ▶ Anesthesiologists
- ▶ Pediatricians
- ▶ Social Workers
- ▶ Lactation Consultants
- ▶ Pharmacy
- ▶ Patient & Support People

Interdisciplinary Team Training

- ▶ Simulation training enhances communication between different medical disciplines, enhancing confidence and competence.
- ▶ Increases understanding and respect for other medical disciplines – **HUMILITY**.
- ▶ **Promotes on-going and sustained gain of knowledge and teamwork culture**



(Rochlen & Malloy, 2019).

No EGO=Cultural Change

Driving Improvement with Data Visibility

- ▶ Transparent sharing of quality metrics fosters a culture of accountability.
- ▶ Metrics can include Cesarean rates, infection rates, and patient satisfaction scores.
- ▶ Regular feedback and benchmarking against national standards drive improvement.
- ▶ Public reporting fosters healthy competition and encourages adherence to best practices.
- ▶ **Data transparency can lead to improved patient outcomes and safety.**



Data Driven Nursing



► Share data with staff on a regular basis and in an easy-to-understand format.

***Data is not typically a part of the nursing program.**

► Highlight data that shows the impact of their work on patient outcomes.

► Tell a story with data to illustrate the need for change.

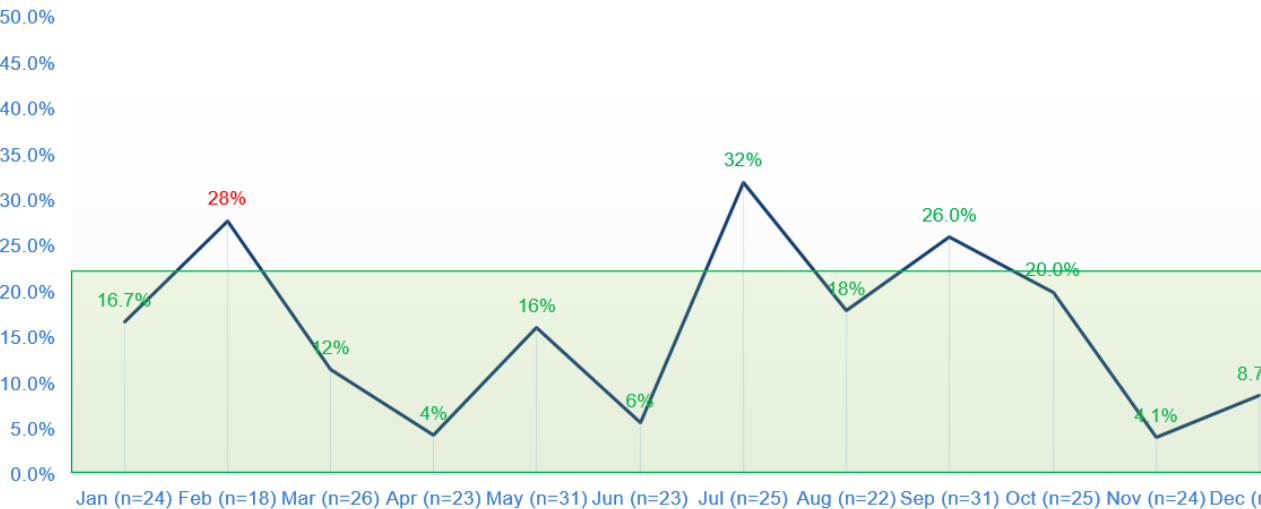
► Use data to set goals and track progress.

► Celebrate successes and learn from failures.

NTSV Cesarean Rate - Monthly

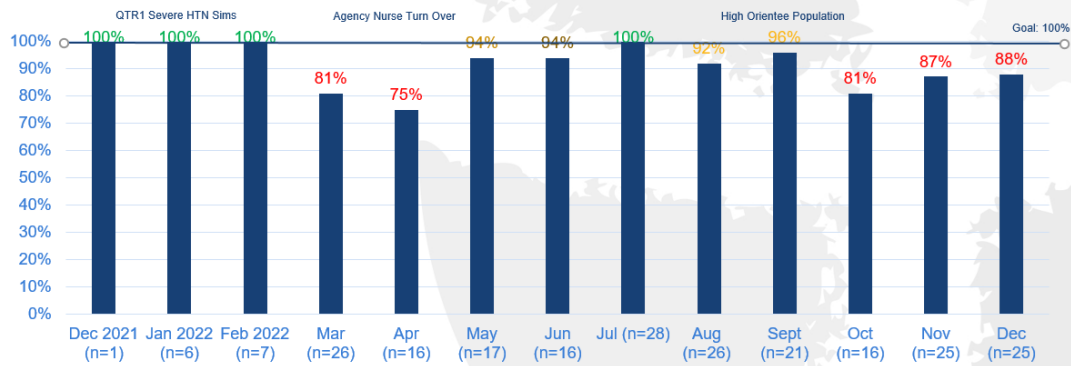
YTD 15.95%

Nulliparous Singleton Term Vertex



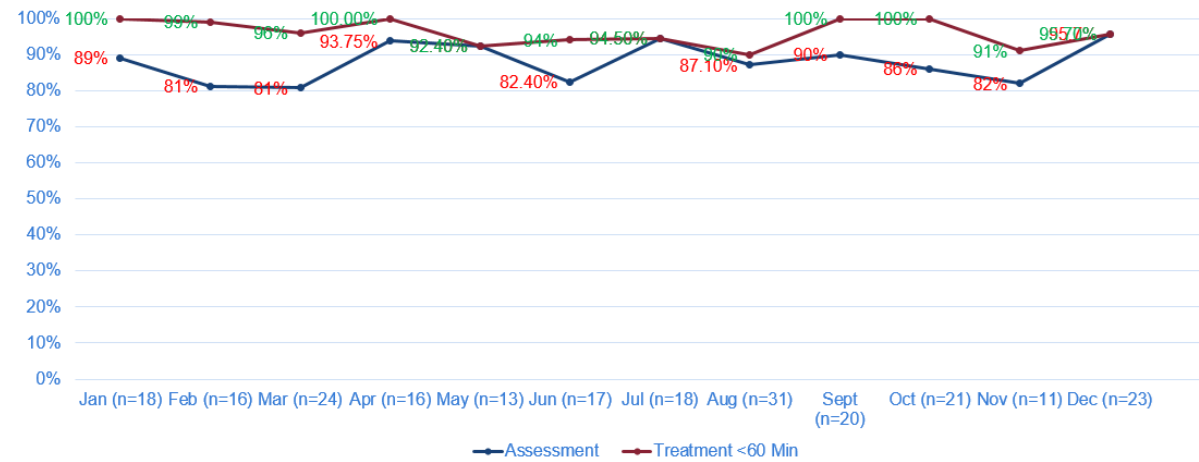
- Aim: NTSV Cesarean Rate below the national goal (≤23.8) throughout 2022-2024.
- Plan: Provider education and scorecards, nursing education on labor positioning, compliance with induction and augmentation policies.

Severe HTN – Assessment and Treatment



- Aim: Assess and reassess for severe hypertension in 100% of applicable patients with treatment per protocol by December 2022.
- Plan: Auditing 100% of hypertensive charts, variance feedback to staff, education surrounding maternal hypertension to staff and providers, posted algorithms in L&D suites.

Severe HTN Treatment



- Aim: Assess and reassessment for severe hypertension with appropriate treatment in 100% of applicable patients within 60 minutes of confirmation by Dec 2024.
- Plan: Auditing 100% of hypertensive charts, variance feedback to staff, education surrounding maternal hypertension to staff and providers, posted algorithms in L&D suites.

Data to the Bedside

Data Shows Sustainability's Value: C-Suite Collab

- ▶ Demonstrate ROI of sustainability initiatives - appeal to the financial minds of the C-suite.
- ▶ Reduced **turnover rates** / increased employee engagement from sustainability efforts that can be quantified and presented.
- ▶ Improved **patient outcomes** and **satisfaction** can be linked to sustainable practices, showcasing the positive impact on quality of care.
- ▶ Sustainability can lead to **cost savings** through **reduced resource consumption** and waste, directly impacting the bottom line.



The Cycle of Sustained Quality Improvement



- ▶ Quality improvement sustains positive impact and change in maternal care.
- ▶ Support, tools, education, accountability, and teamwork are essential for QI.
- ▶ Interdisciplinary collaboration fosters transparency and a culture of zero harm.
- ▶ These elements create a sustainable full circle of continuous improvement in maternal care.

Leveraging Personal Development

- ▶ Personalize learning path.
- ▶ On-the-job training opportunities
- ▶ Skill development programs
- ▶ Gamification Or Engagement
- ▶ Mentorship Programs
- ▶ Regular Feedback Mechanisms
- ▶ Digital Learning Platforms
- ▶ Recognition And Rewards
- ▶ Inclusive Learning Initiatives
- ▶ Encouraging A Growth Mindset

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Breakout Session (20 minutes)

In the breakout room,

- ▶ What does non-putative accountability look like for you as a leader (i.e. Extrinsic and intrinsic)?
- ▶ How do you engage all disciplines into education?
- ▶ What is one thing you seek to integrate into your unit and team to advance your overall clinical practice?
- ▶ How do you as a leader feel you can empower your bedside team to drive sustainability?
- ▶ What does succession planning look like on your unit?



Share what you learned



Questions?

Thank you!

The slides and
recording will be
shared to all
the attendees

Any questions about
this session can be sent
to [aimdatasupport
@acog.org](mailto:aimdatasupport@acog.org)

Be sure to
complete the
evaluation survey!
It will pop up in
your browser as
you exit the
session