



## Friendly Access

Women's Perspectives on Problems  
in Maternity Care

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The Lawton and Rhea Chiles Center  
for Healthy Mothers and Babies

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## National Friendly Access<sup>sm</sup> Program

- Change the culture of maternal and child health care in ways that improve consumers satisfaction, access, use, and outcomes
- Create a maternal and child health care culture of "service excellence".

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## National Friendly Access<sup>sm</sup> Program

- The Lawton and Rhea Chiles Center for Healthy Mothers and Babies
- HRSA – MCH Bureau
- Center for Disease Control and Prevention
- The Disney Institute

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## National Friendly Access<sup>sm</sup> Program

Pilot Communities:

- Indianapolis, IN
- Jacksonville, FL
- East Tennessee (4 rural counties)
- Flint/Genesee County, MI

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## National Friendly Access<sup>sm</sup> Program

"Service Excellence" training at the Disney  
Institute - Florida

Baseline assessments of consumers'  
perceptions and experiences

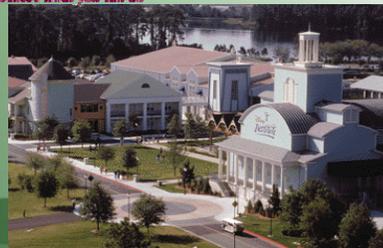
Intervention design and implementation

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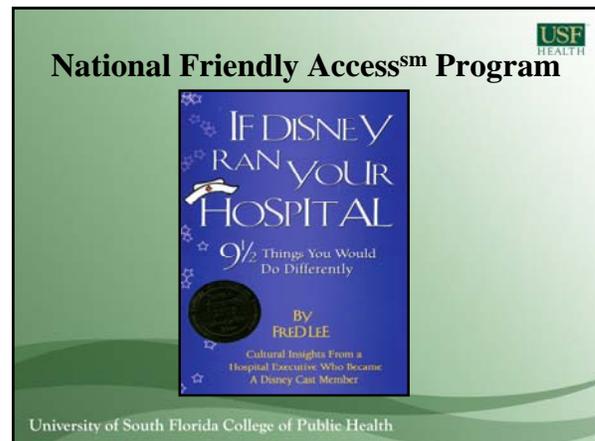
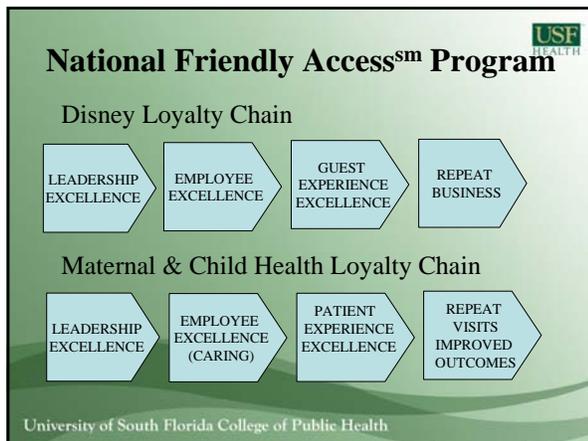


## National Friendly Access<sup>sm</sup> Program

  
*You can't believe what you can do*



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## National Friendly Access<sup>sm</sup> Program

Lee:

Most methods used to keep customers won't work for health care providers

For patients, loyalty comes from compassion and caring

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## National Friendly Access<sup>sm</sup> Program

Lee:

Regard patient satisfaction as fool's gold

Disney does not measure satisfaction

Measure to improve NOT to impress

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## Prenatal Care Surveys

The survey was designed to measure women's perceptions of six dimensions of prenatal care:

1. Art of care
2. Technical quality
3. Physical environment
4. Access
5. Availability
6. Efficacy

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## Prenatal Care Surveys

Instrument development:

- From well-designed, tested and validated instruments items were borrowed and/or augmented.
- With permission from the authors, the Prenatal Care Satisfaction Scale by Handler, Raube, Rosenberg, and Kelley (1998) was included.

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## Prenatal Care Surveys



- 1,781 face to face surveys were conducted
- Mothers following delivery of a live infant in hospital post partum units
- 45 – 60 minutes per survey 161 items
- \$20 gift card incentive

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## Prenatal Care Surveys



- Interviewers were recruited and trained locally.
- Supervision of data collection provided by local evaluators
- Bi-weekly conference calls with National research and program staff

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## Prenatal Care Surveys



Total surveys completed: 1,781

Total Medicaid enrolled: 1,541 (86.5%)

Urban Medicaid enrolled: 1,011

Rural Medicaid enrolled: 530

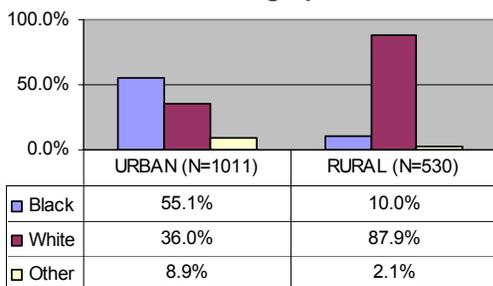
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## Findings



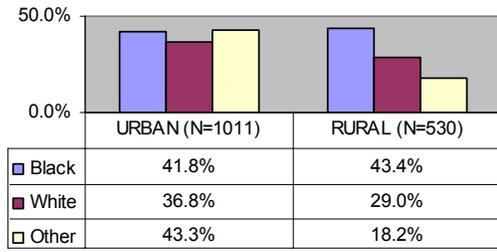
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### Race Demographics

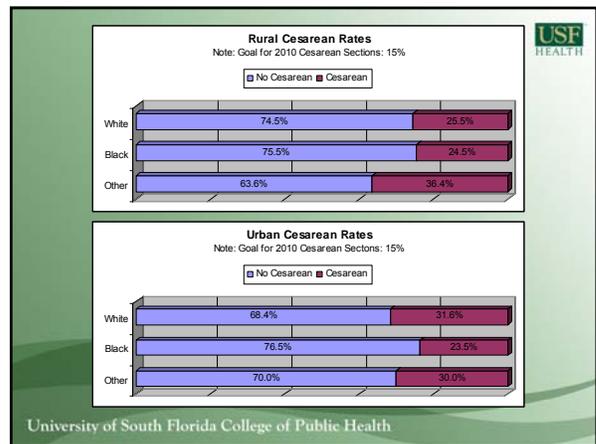
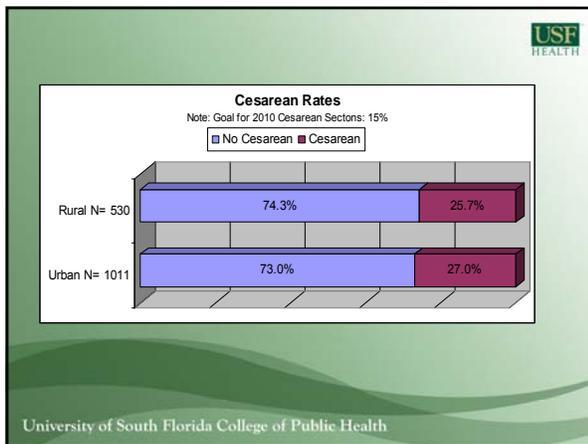
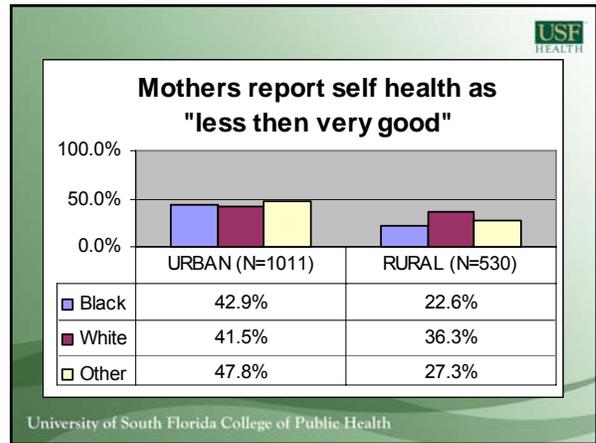
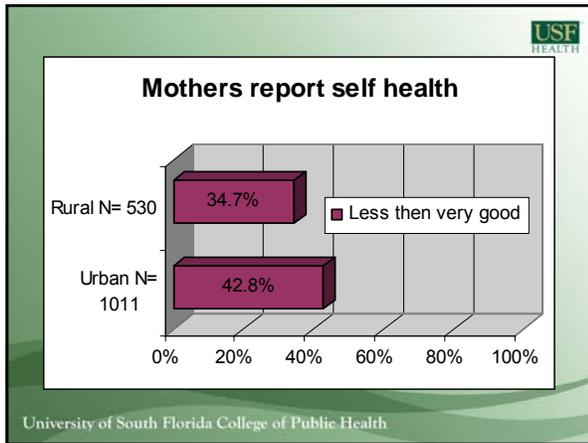
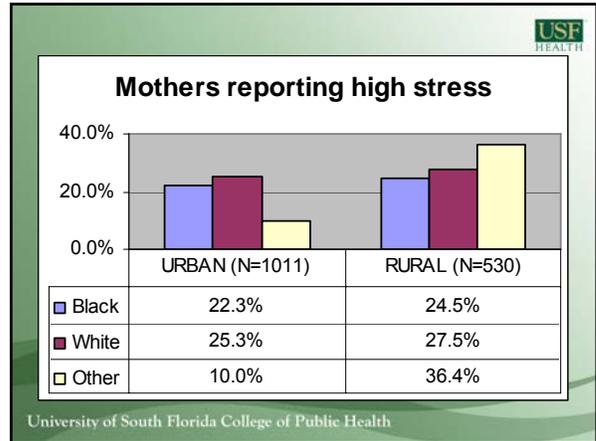
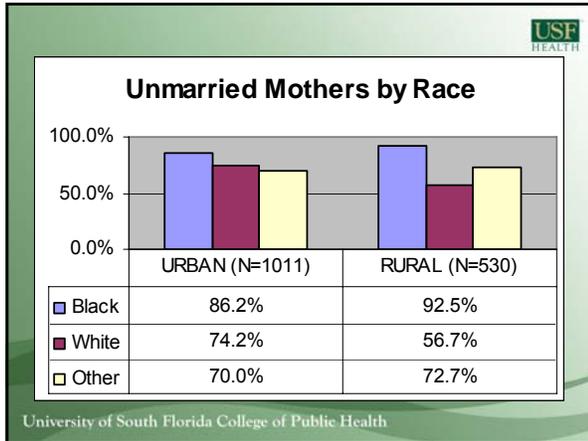


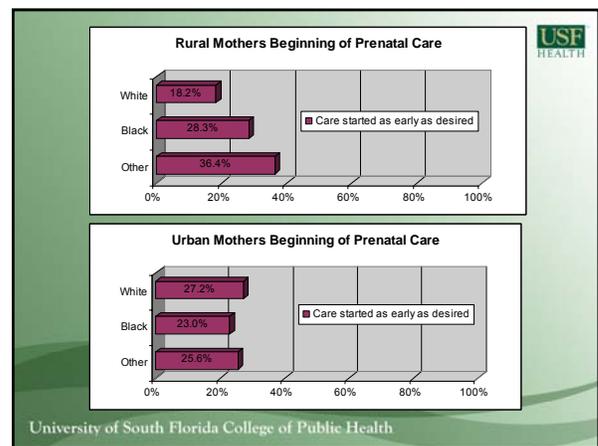
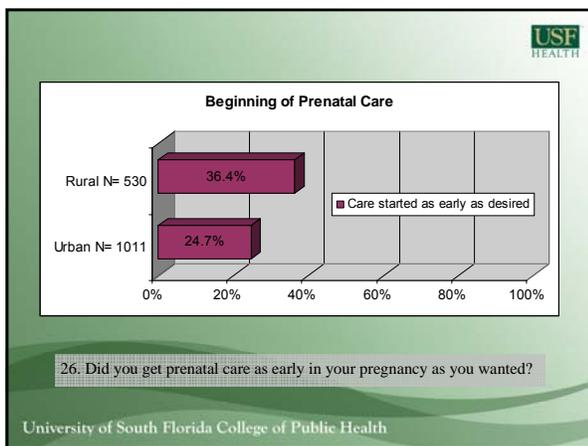
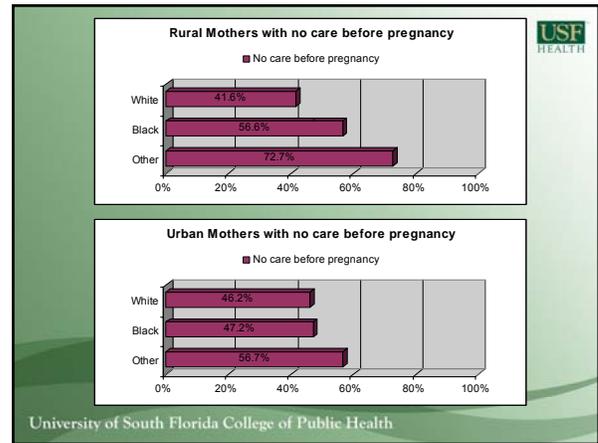
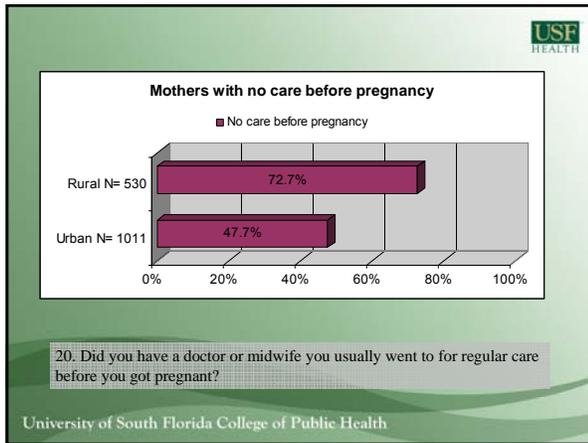
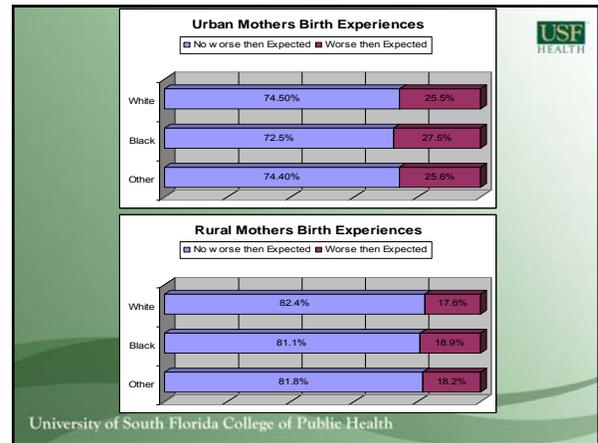
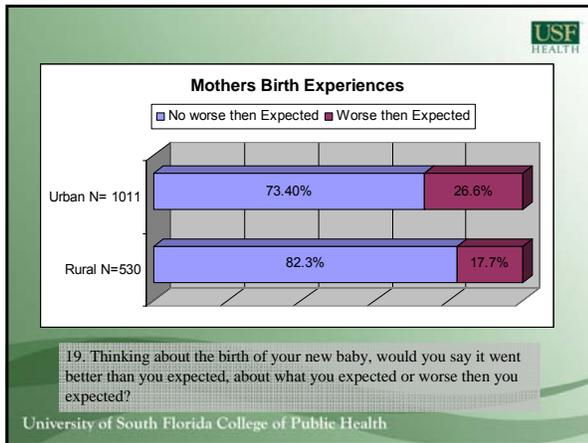
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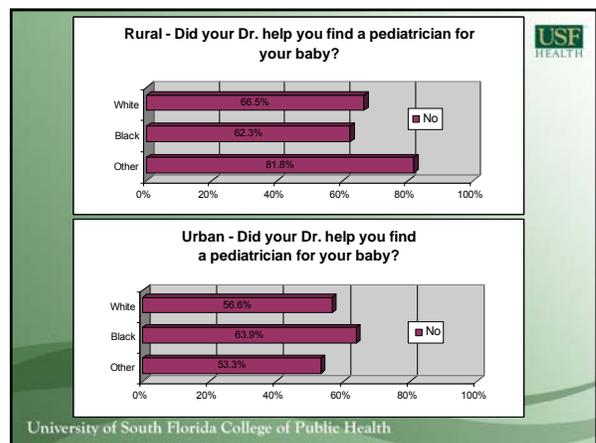
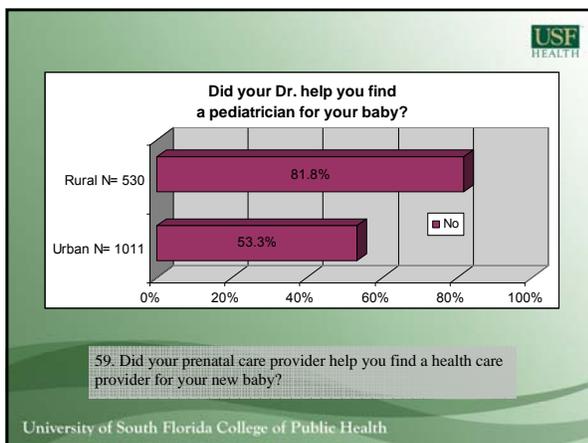
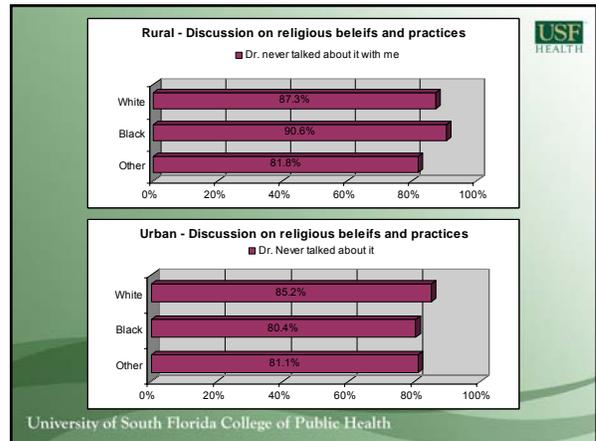
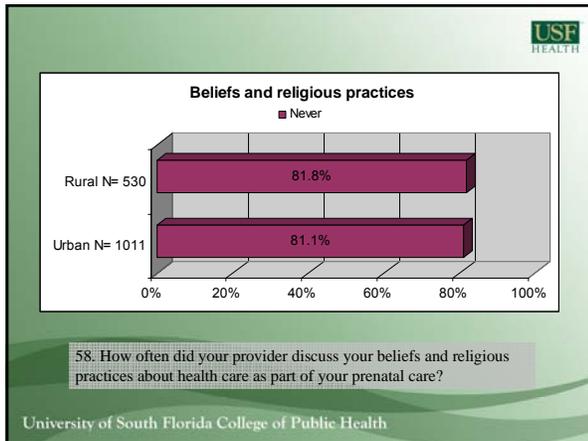
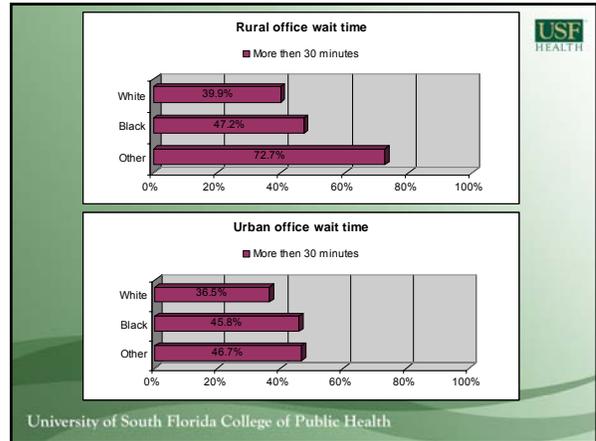
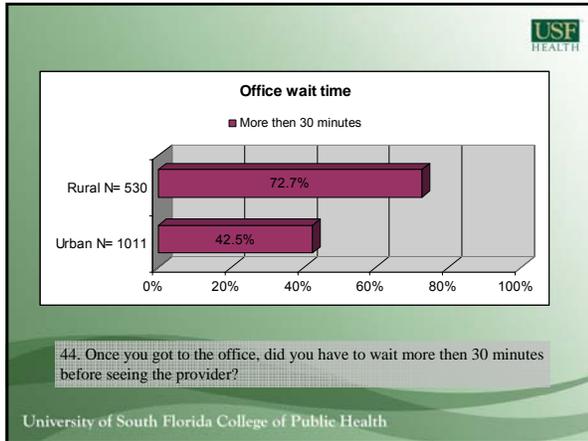
### Mothers with less than a High School Education

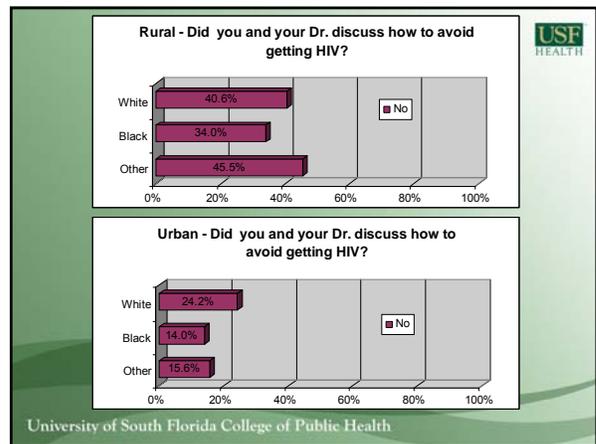
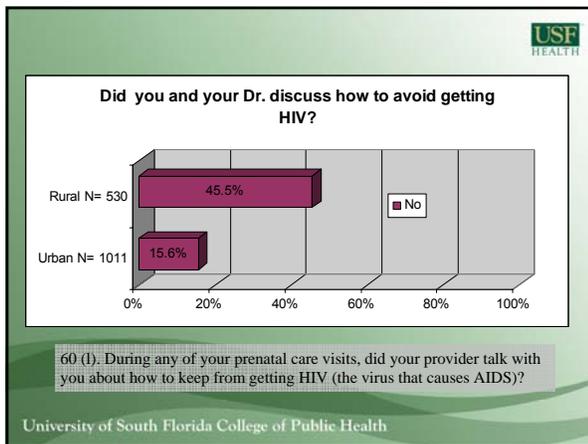
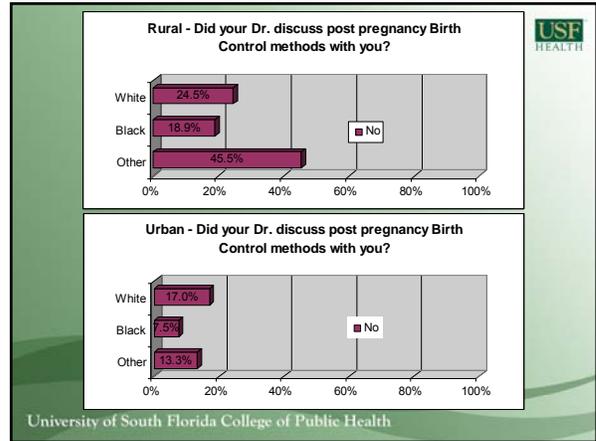
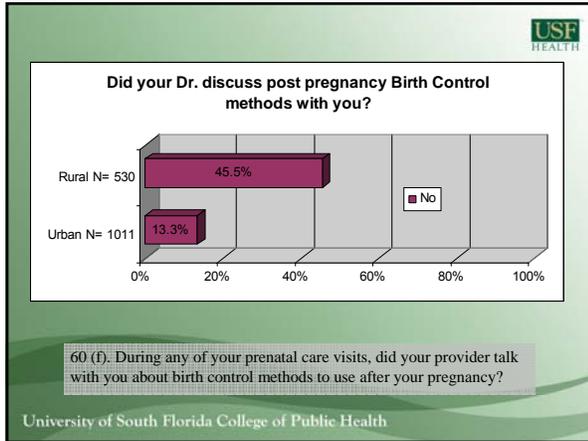
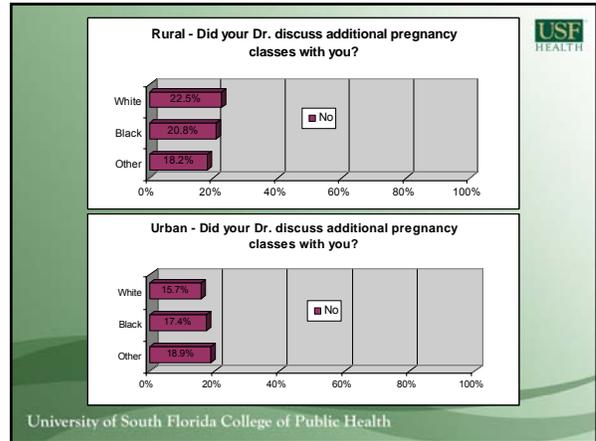
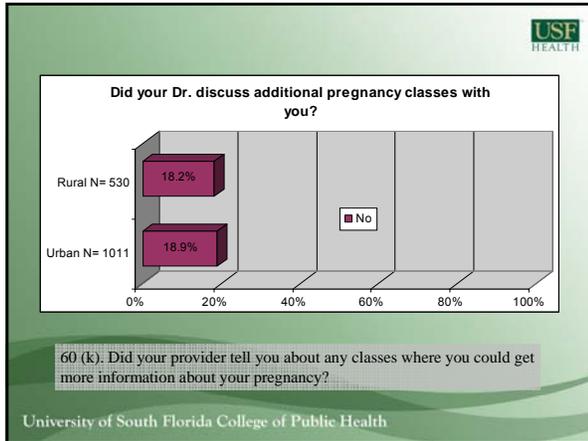


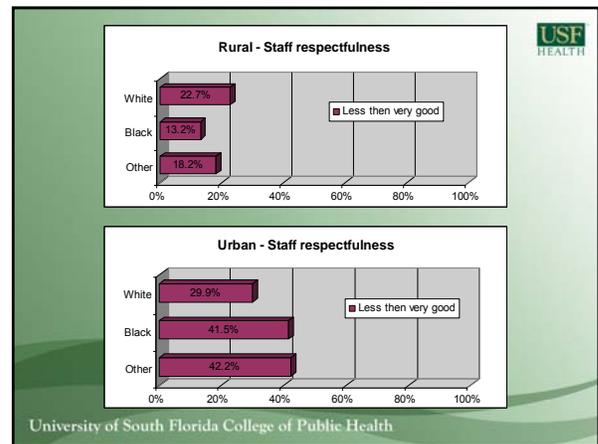
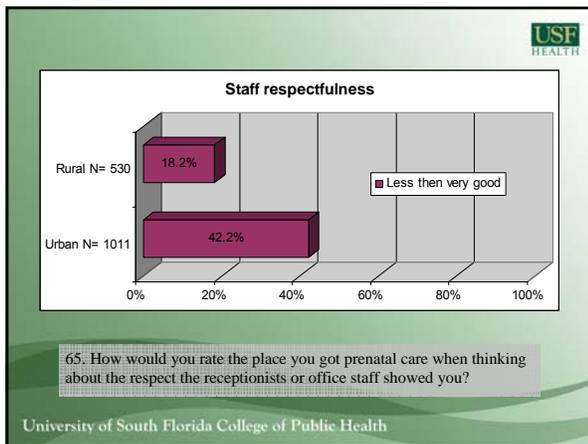
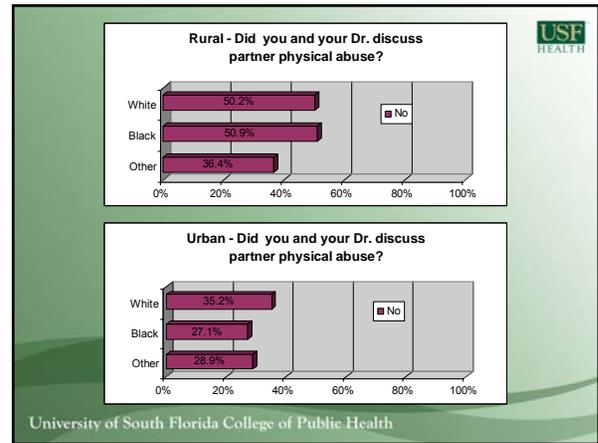
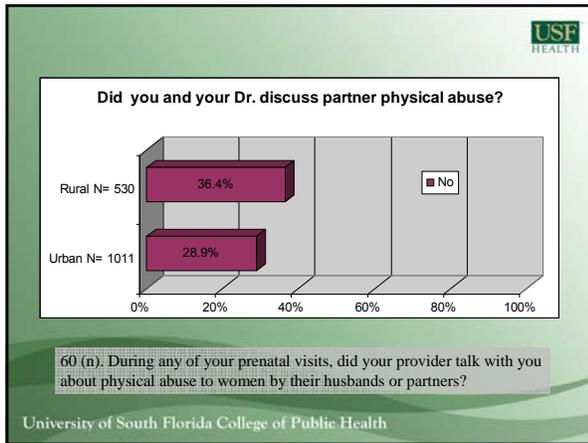
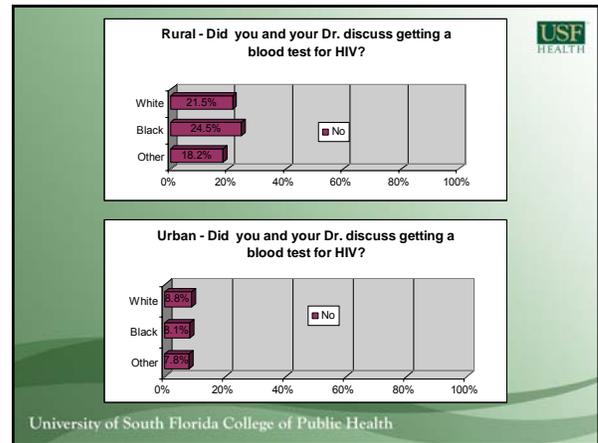
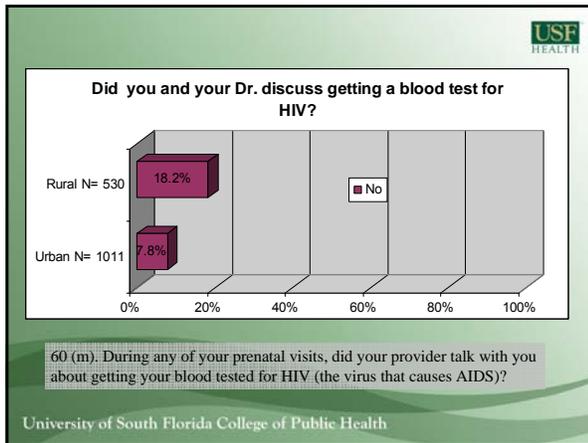
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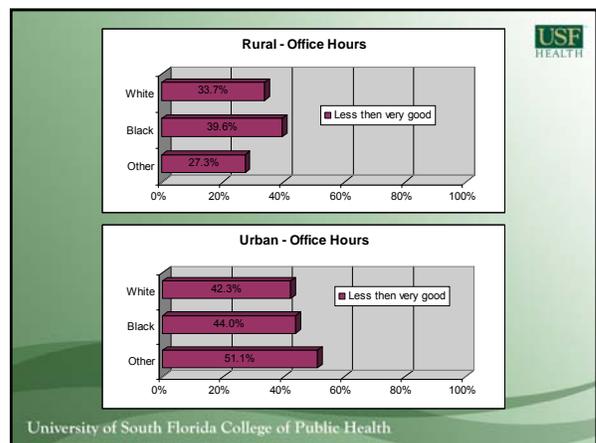
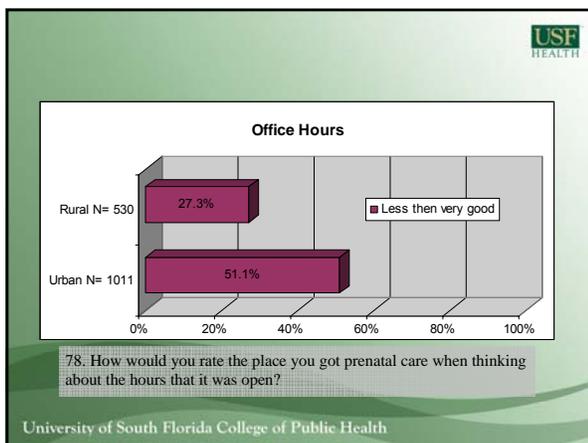
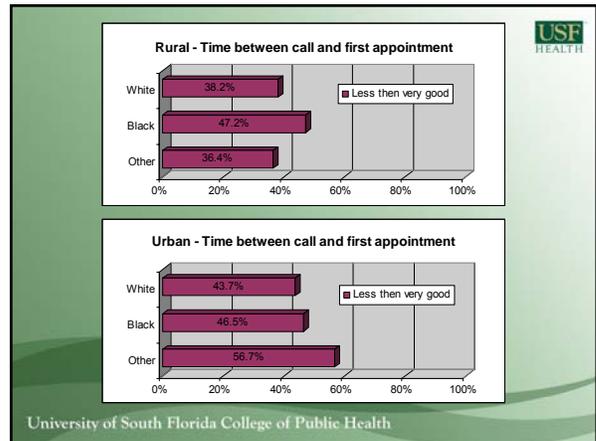
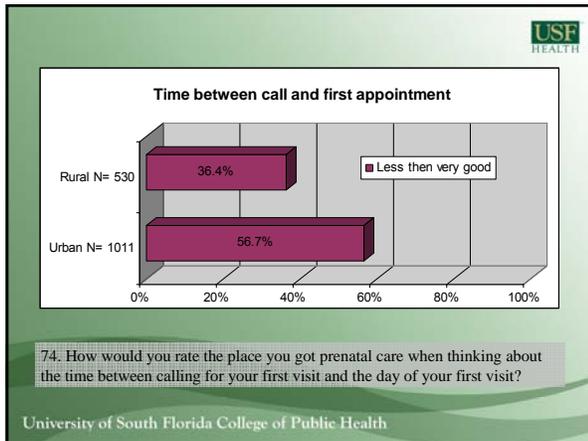
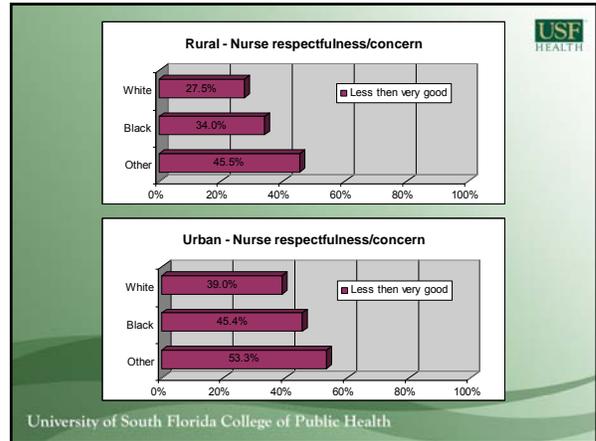
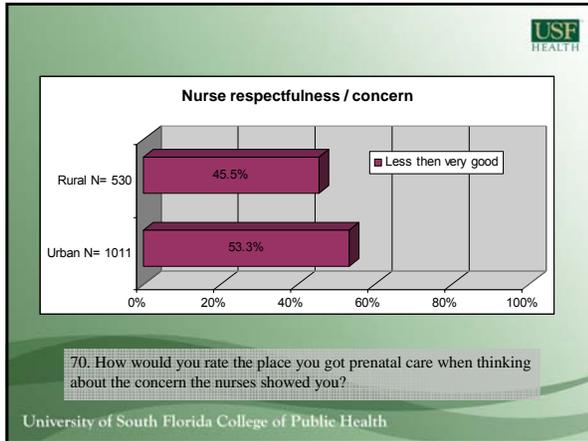


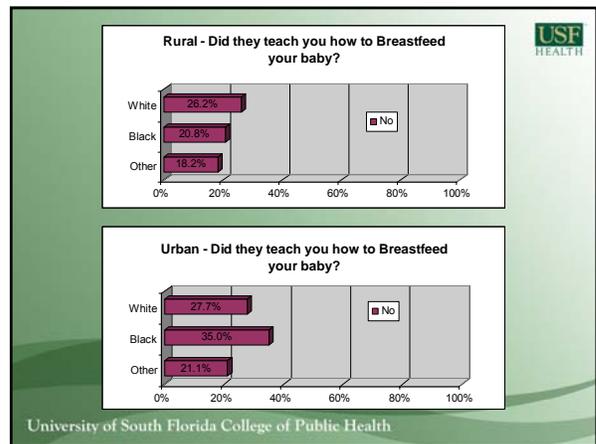
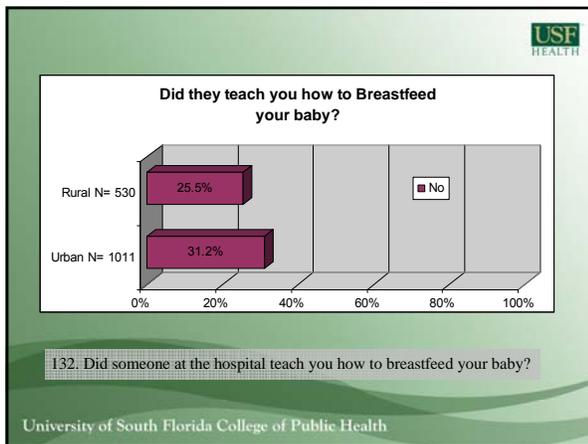
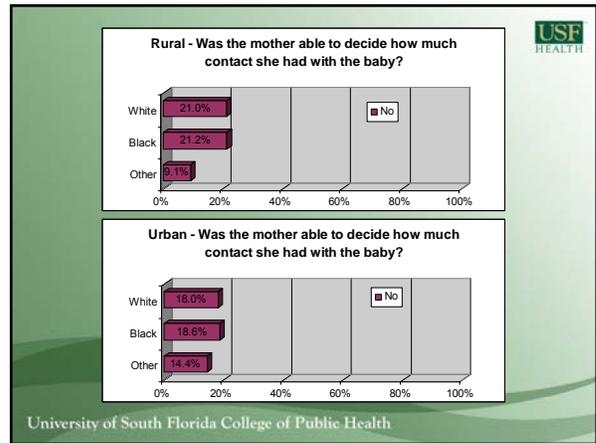
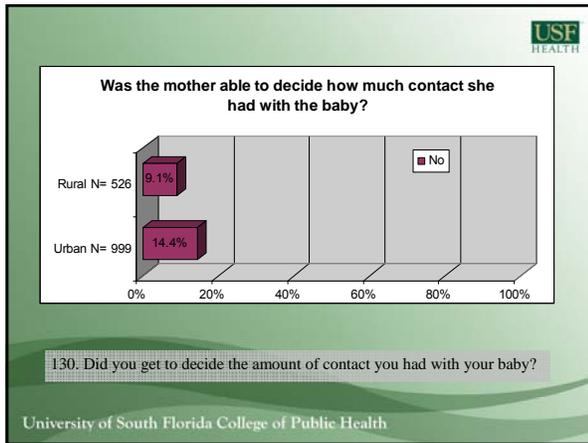
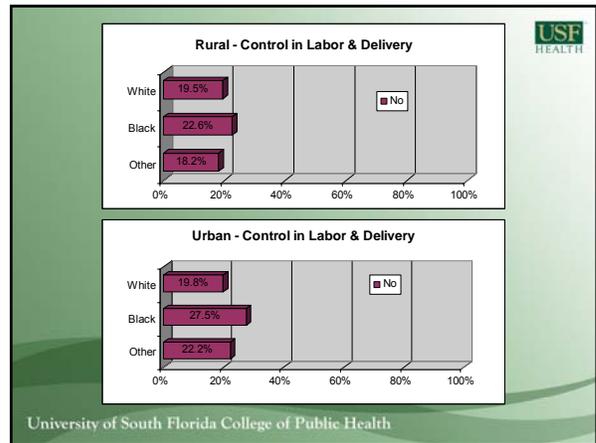
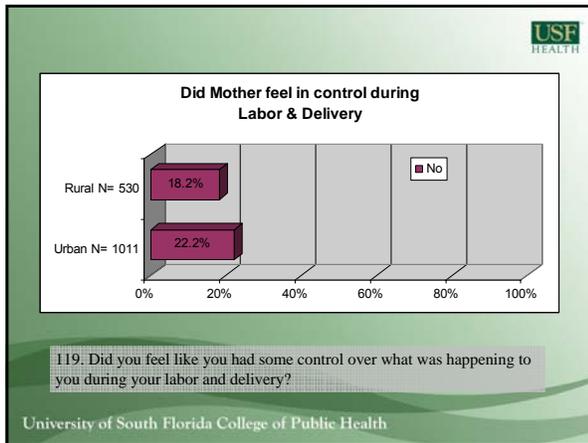


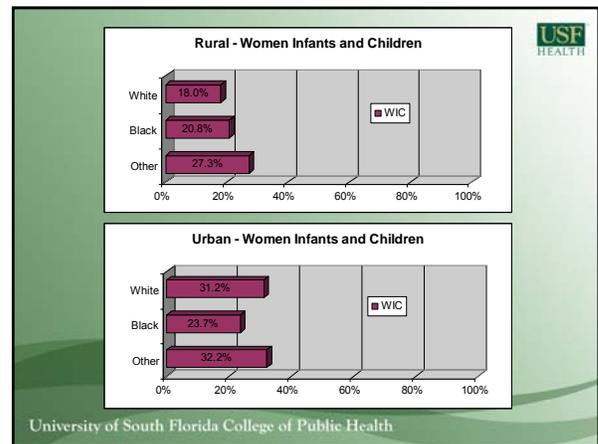
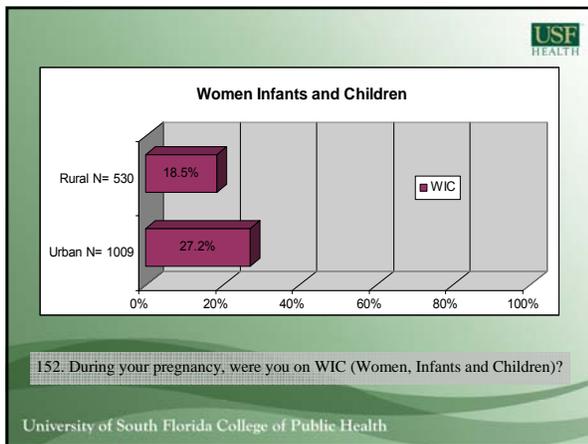
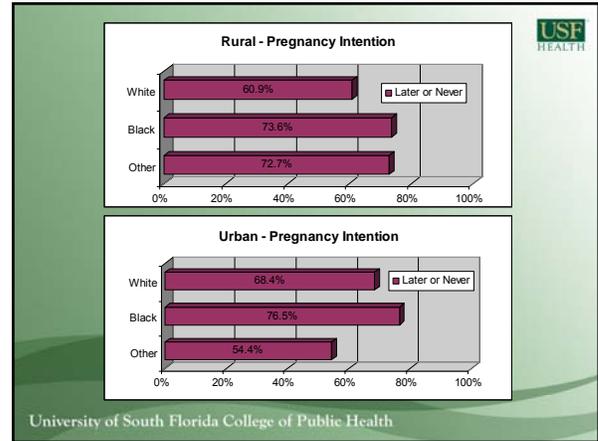
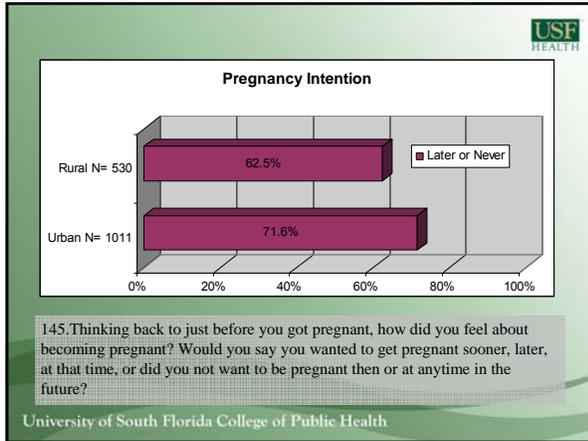
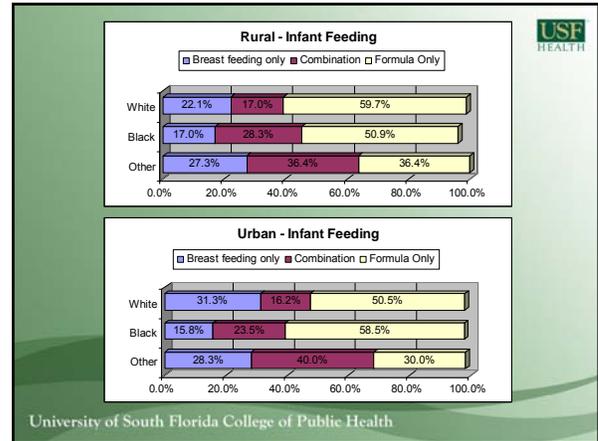
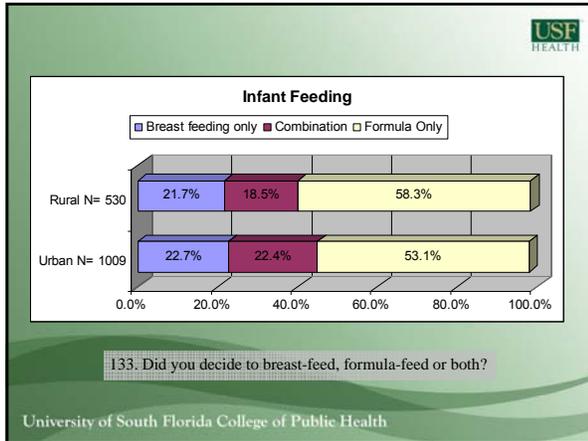












## Friendly Access

Findings that undermine effective preconception (interconception) care

## Undermine...

- No regular source of care before pregnant
- No help finding a pediatric provider
- No discussion of birth control method at prenatal visit

## Birth control use in Friendly Access communities

• Florida (worst)	1	• Minnesota	50
• New Jersey	2	• South Dakota (best)	51
• Michigan	3		
• Pennsylvania	4		
• Maine	5		
• New York	6		
• Maryland	7		
• Illinois	8		
• Tennessee	9		
• Indiana	10		

Ranking for use of reversible, effective contraception among 18-44 year old women BRFSS 2002 and 2004 unpublished data

## Undermine...

- No prenatal classes
- No discussion or testing for HIV
- No discussion about physical abuse
- Poor respect shown by staff and nurses

## Undermine...

- Inconvenient office hours
- No offer to teach breastfeeding
- Majority formula fed

## Undermine...

- Most wanted pregnancy later or never
- Most of above not using birth control
- One quarter not on W.I.C.
- One quarter high stress

## Cesarean Section (United States)



- 1965            4.5%
- 1990           25.0%
- 1996           22.0%
- 2004           30.0%

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## Florida Birth Charges – Hospital – 2004



- Vaginal Delivery – \$ 7,533
- Cesarean Delivery – \$ 14,458

(AHCA – 2006)

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## Problems with Cesarean Section



- Increased maternal death rate
- Fetal injury during cesarean
- Recovery – short hospital stay
- Difficult breast-feeding

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## First Cesarean Delivery Adverse Outcomes Next Birth



	O.R.
• Malpresentation	1.84
• Placenta previa	1.66
• Placenta accreta	18.76
• Preterm birth	1.17
• Stillbirth (unexplained)	2.34

(Kennare.OB-GYN. P. 270, 2007)

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Del Meth	a RR*	[95% CI]	
Vaginal	Ref		
VBAC	0.97	0.94	1.00
Primary C	1.47	1.45	1.48
Repeat C	1.11		

- Primary C- Sections: 47% ↑ risk of PTB
- Repeat C- Sections: 11% ↑ risk of PTB

\*Adjusted for: Age, Race, Ethnicity, Marital Status, Parity  
(Goodman. FL. Dept. Health. 2006)

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## Informed Consent



- Preconception Care
- Prenatal Care

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