

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

University of South Florida College of Public Health

National Friendly Accesssm 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”.

National Friendly Accesssm Program

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

National Friendly Accesssm Program

Pilot Communities:

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

National Friendly Accesssm Program

“Service Excellence” training at the Disney Institute - Florida

Baseline assessments of consumers’ perceptions and experiences

Intervention design and implementation

National Friendly Accesssm Program



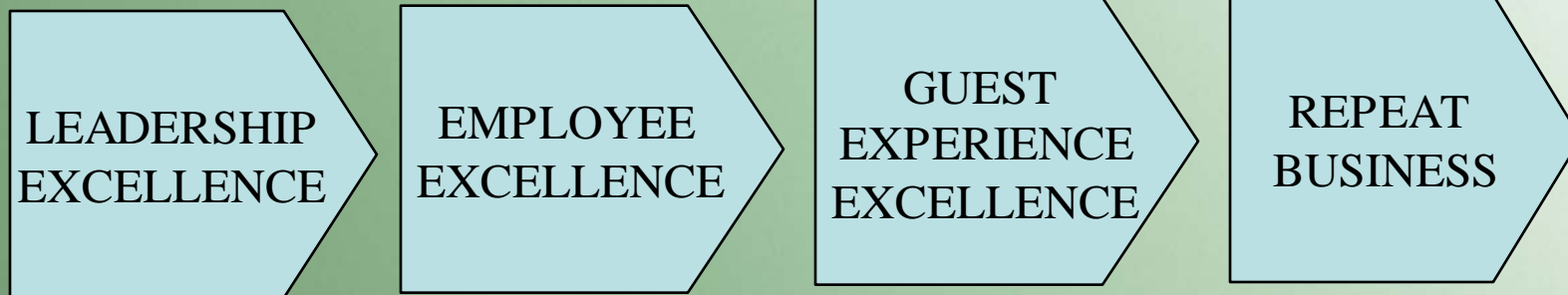
You won't believe what you can do



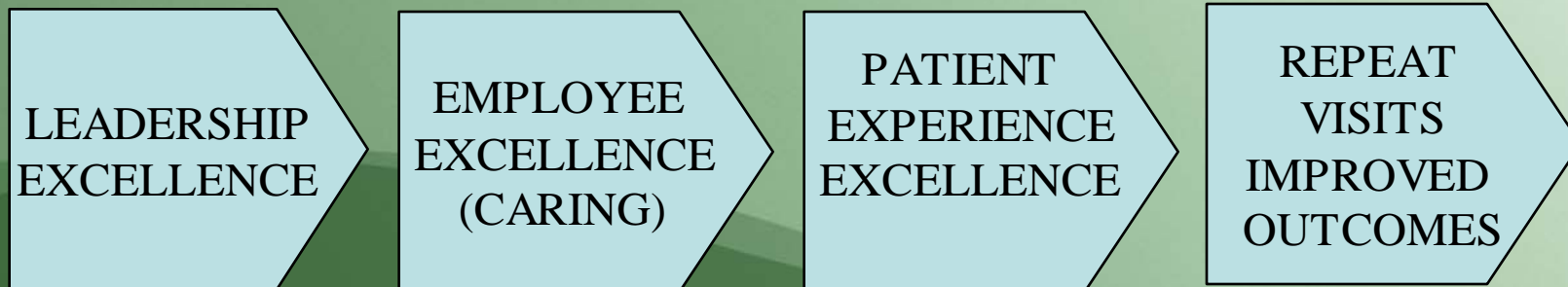
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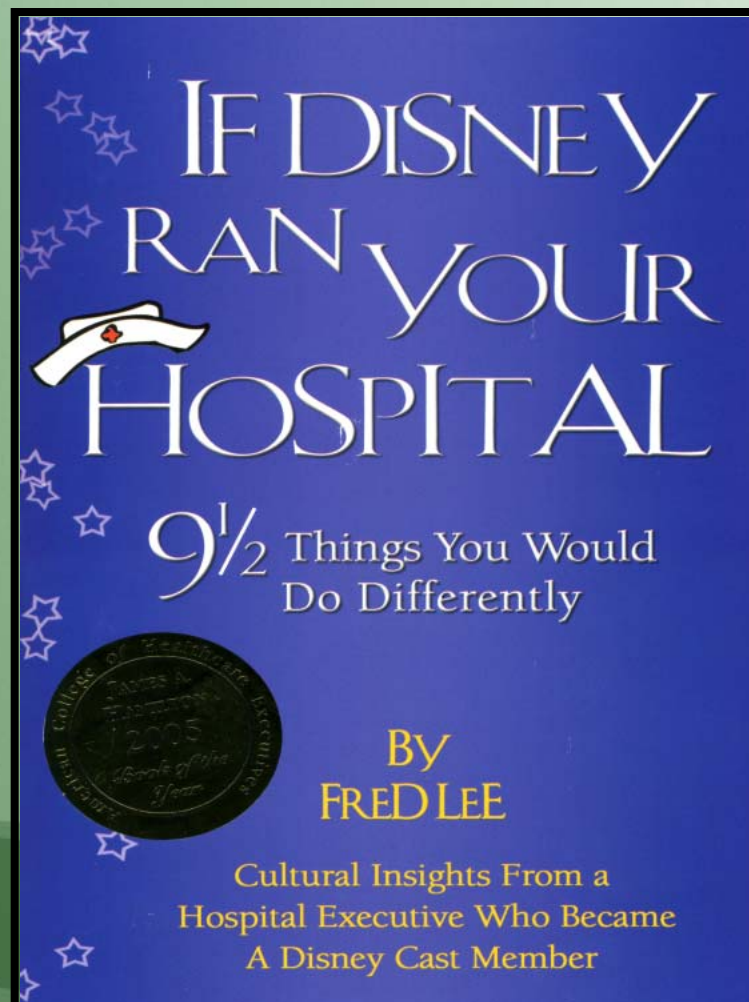
Disney Loyalty Chain



Maternal & Child Health Loyalty Chain



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Lee:

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

For patients, loyalty comes from
compassion and caring

National Friendly Accesssm Program

Lee:

Regard patient satisfaction as fool's gold

Disney does not measure satisfaction

Measure to improve NOT to impress

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**

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.

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

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

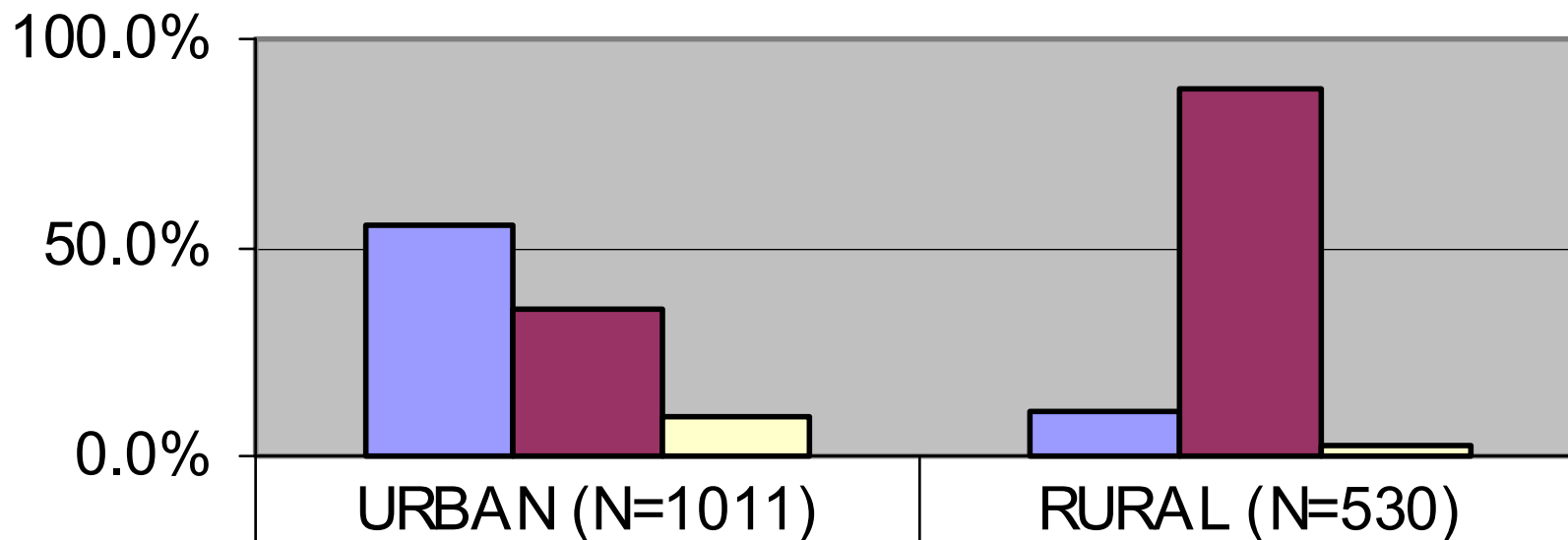
Prenatal Care Surveys

Total surveys completed:	1,781
Total Medicaid enrolled:	1,541 (86.5%)
<u>Urban</u> Medicaid enrolled:	1,011
<u>Rural</u> Medicaid enrolled:	530

Findings

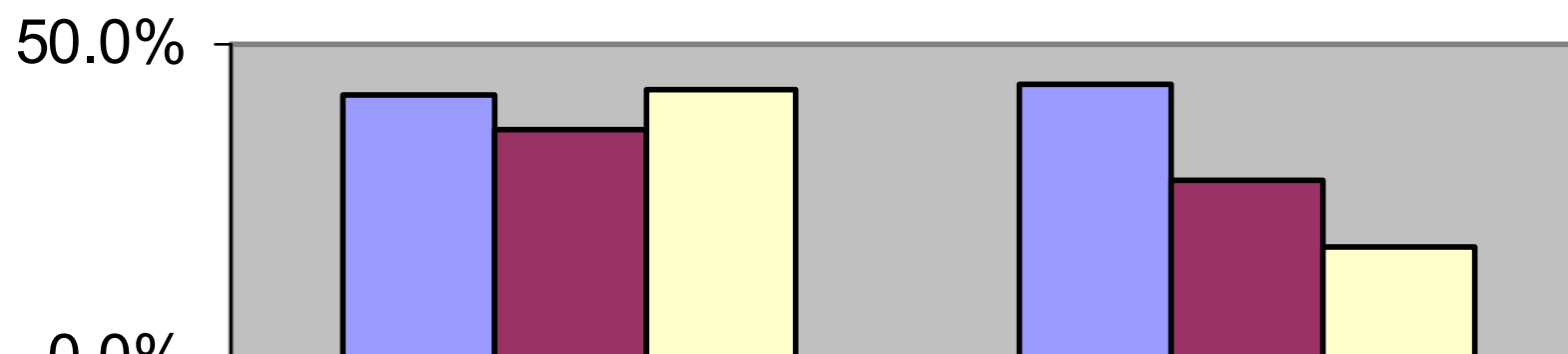
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Race Demographics



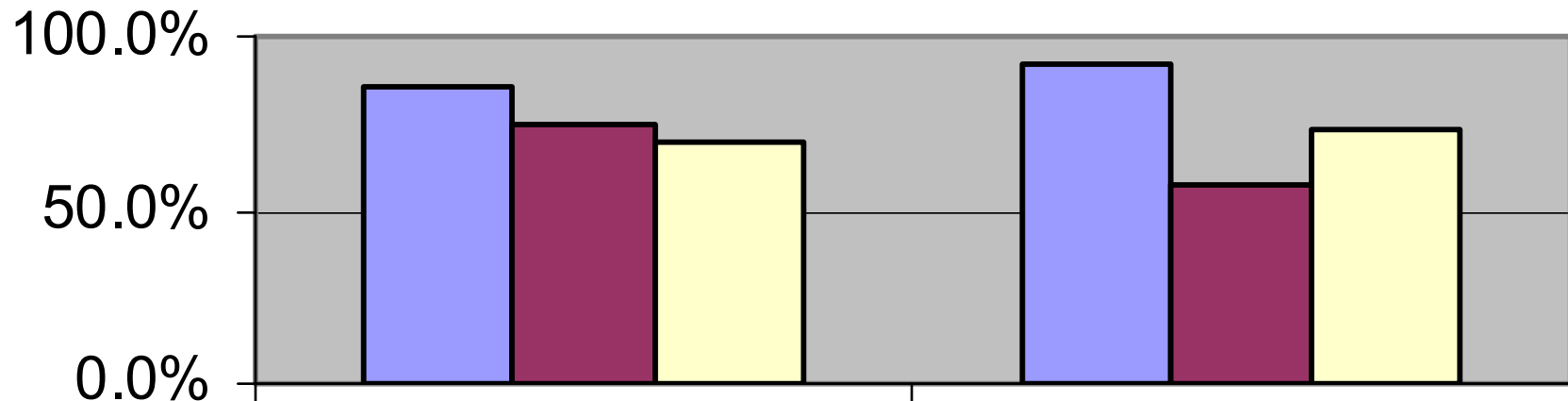
■ Black	55.1%	10.0%
■ White	36.0%	87.9%
■ Other	8.9%	2.1%

Mothers with less than a High School Education



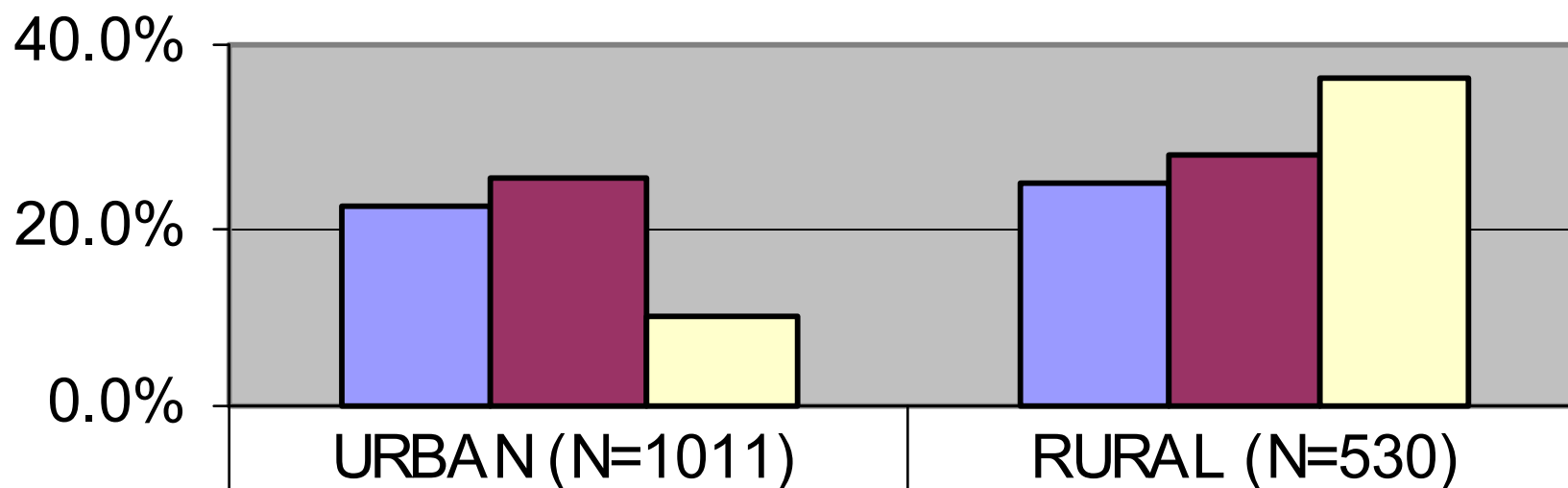
	URBAN (N=1011)	RURAL (N=530)
Black	41.8%	43.4%
White	36.8%	29.0%
Other	43.3%	18.2%

Unmarried Mothers by Race



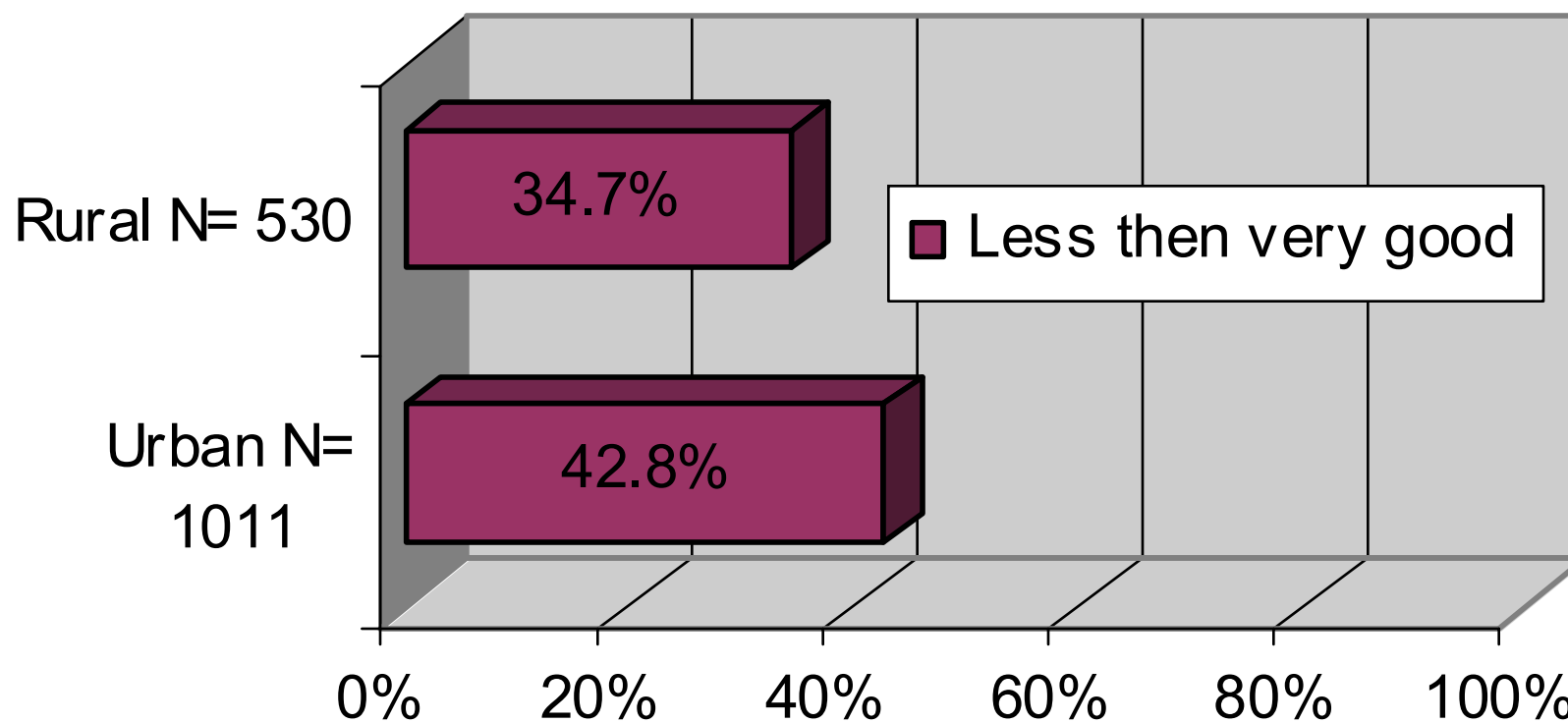
	URBAN (N=1011)	RURAL (N=530)
Black	86.2%	92.5%
White	74.2%	56.7%
Other	70.0%	72.7%

Mothers reporting high stress

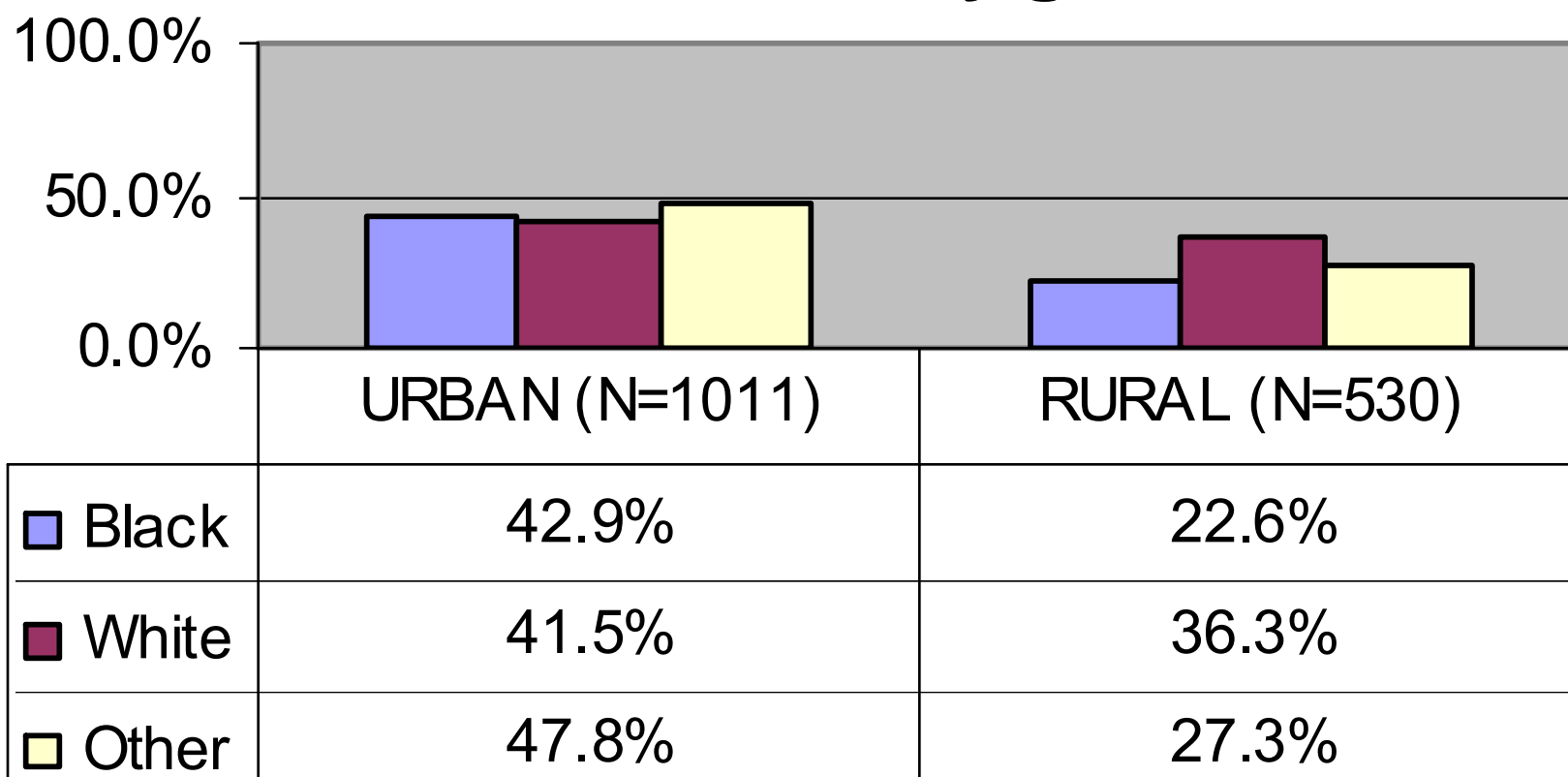


Black	22.3%	24.5%
White	25.3%	27.5%
Other	10.0%	36.4%

Mothers report self health



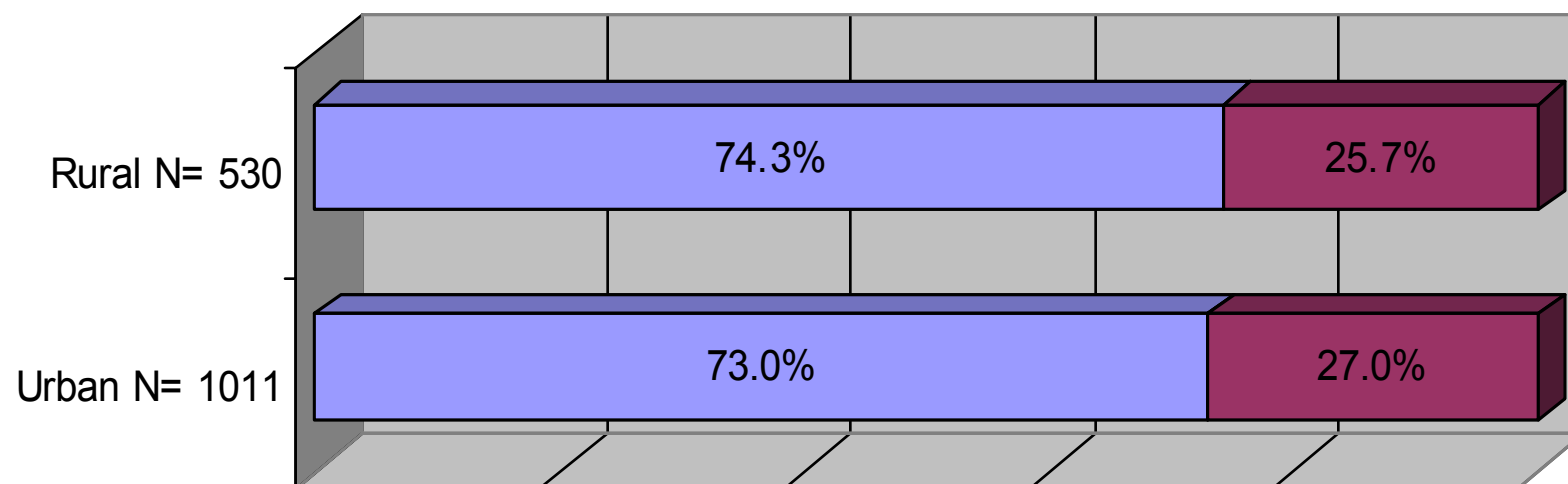
Mothers report self health as "less than very good"



Cesarean Rates

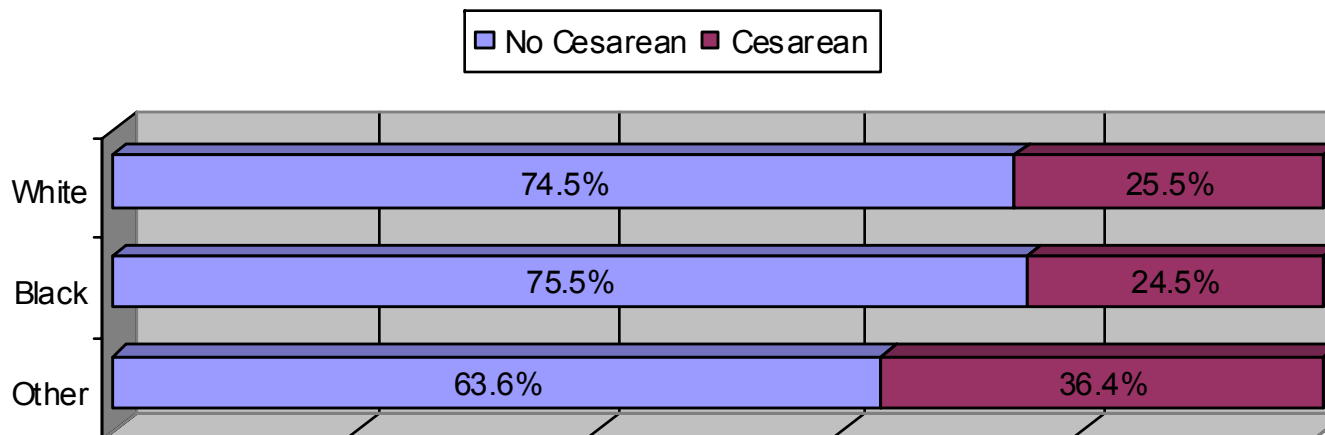
Note: Goal for 2010 Cesarean Sections: 15%

■ No Cesarean ■ Cesarean



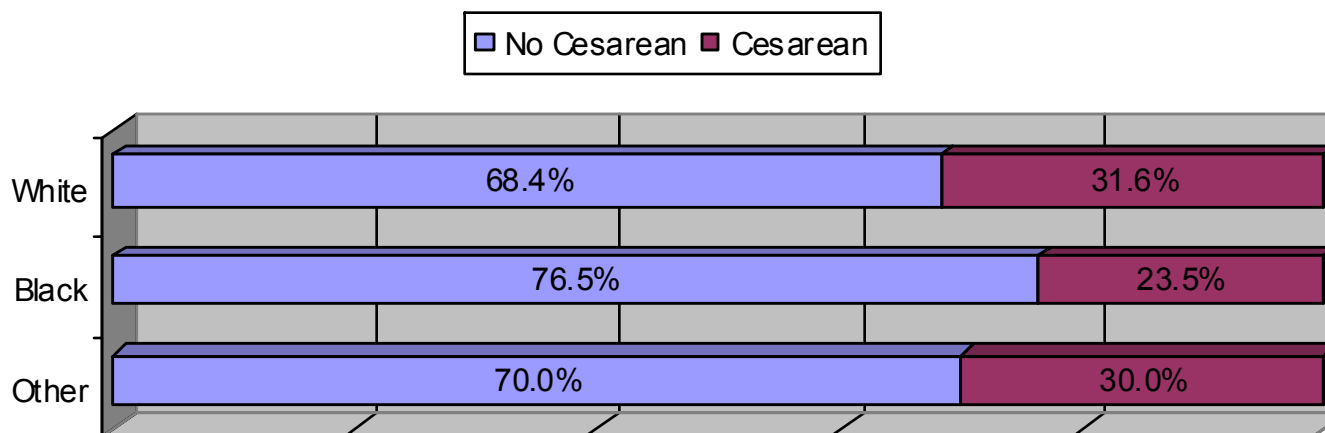
Rural Cesarean Rates

Note: Goal for 2010 Cesarean Sections: 15%



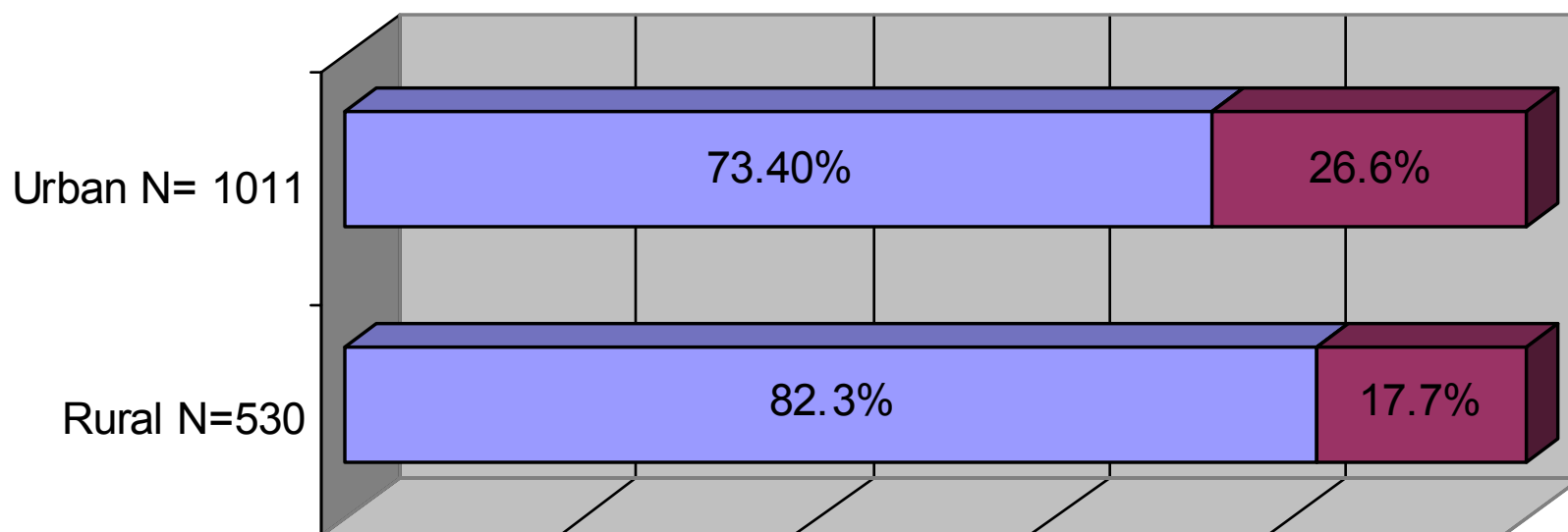
Urban Cesarean Rates

Note: Goal for 2010 Cesarean Sections: 15%



Mothers Birth Experiences

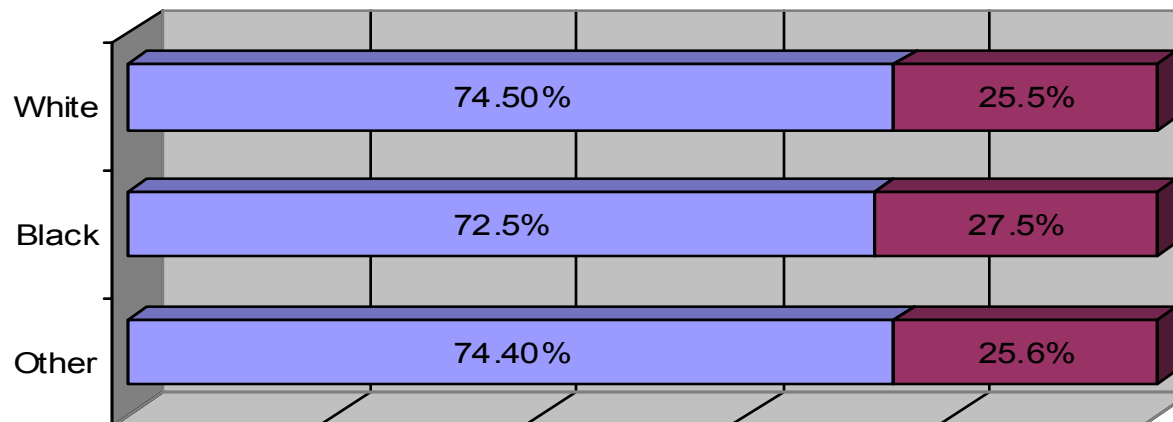
■ No worse then Expected
 ■ Worse then Expected



19. Thinking about the birth of your new baby, would you say it went better than you expected, about what you expected or worse then you expected?

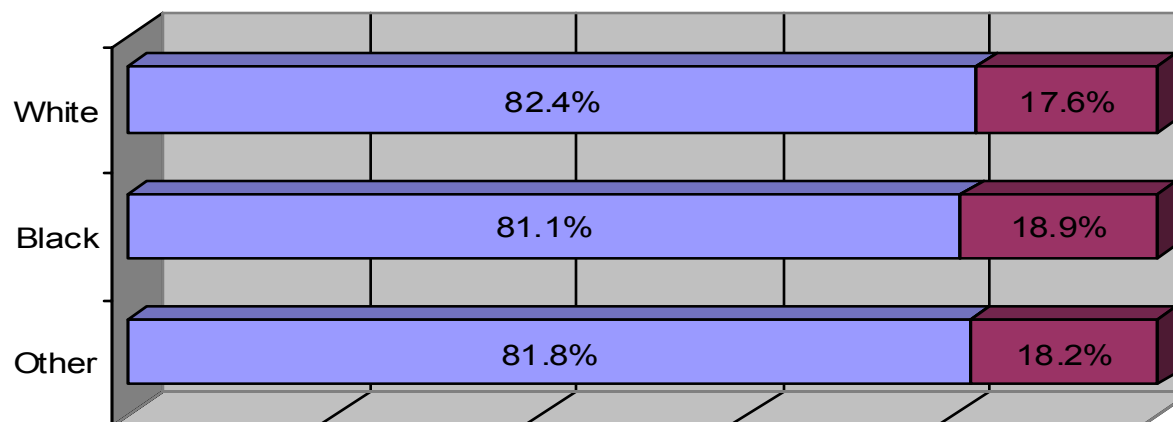
Urban Mothers Birth Experiences

■ No worse than Expected ■ Worse than Expected

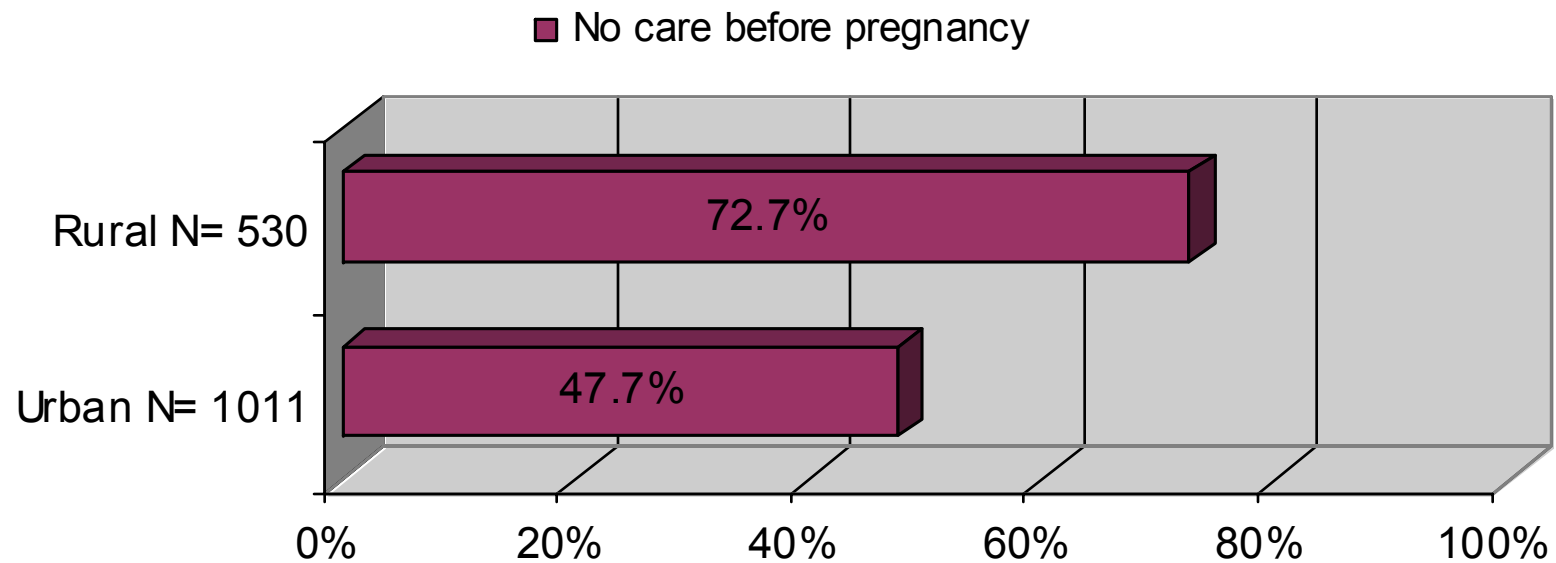


Rural Mothers Birth Experiences

■ No worse than Expected ■ Worse than Expected

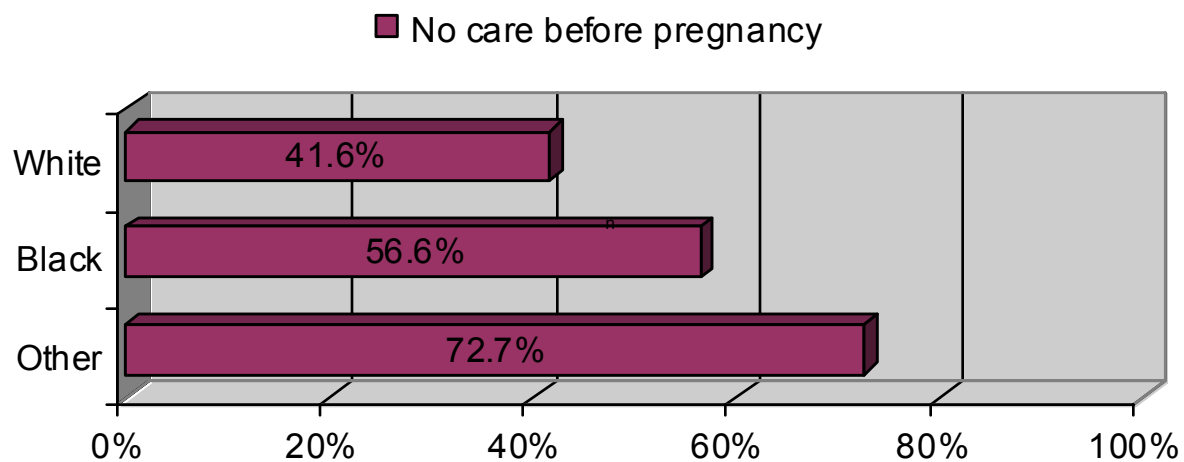


Mothers with no care before pregnancy

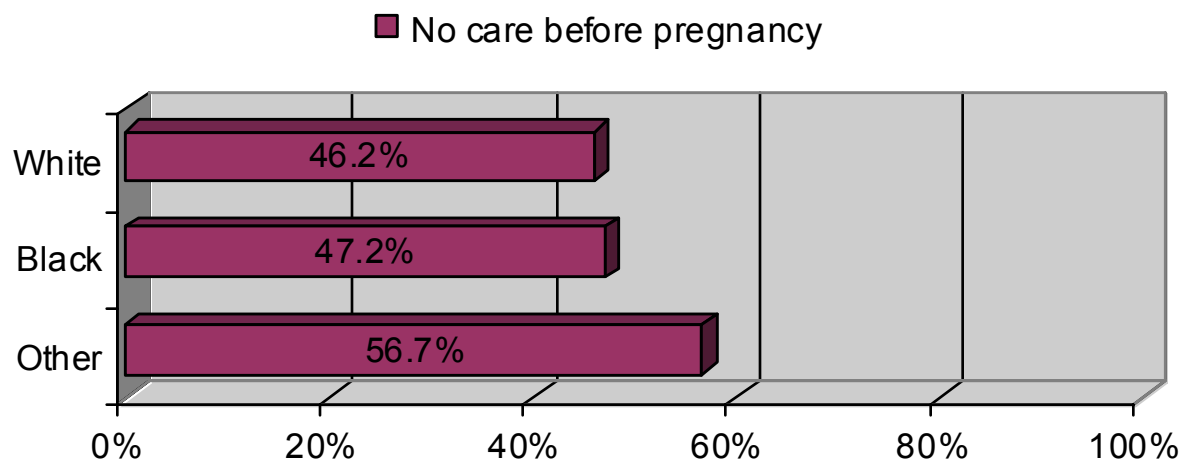


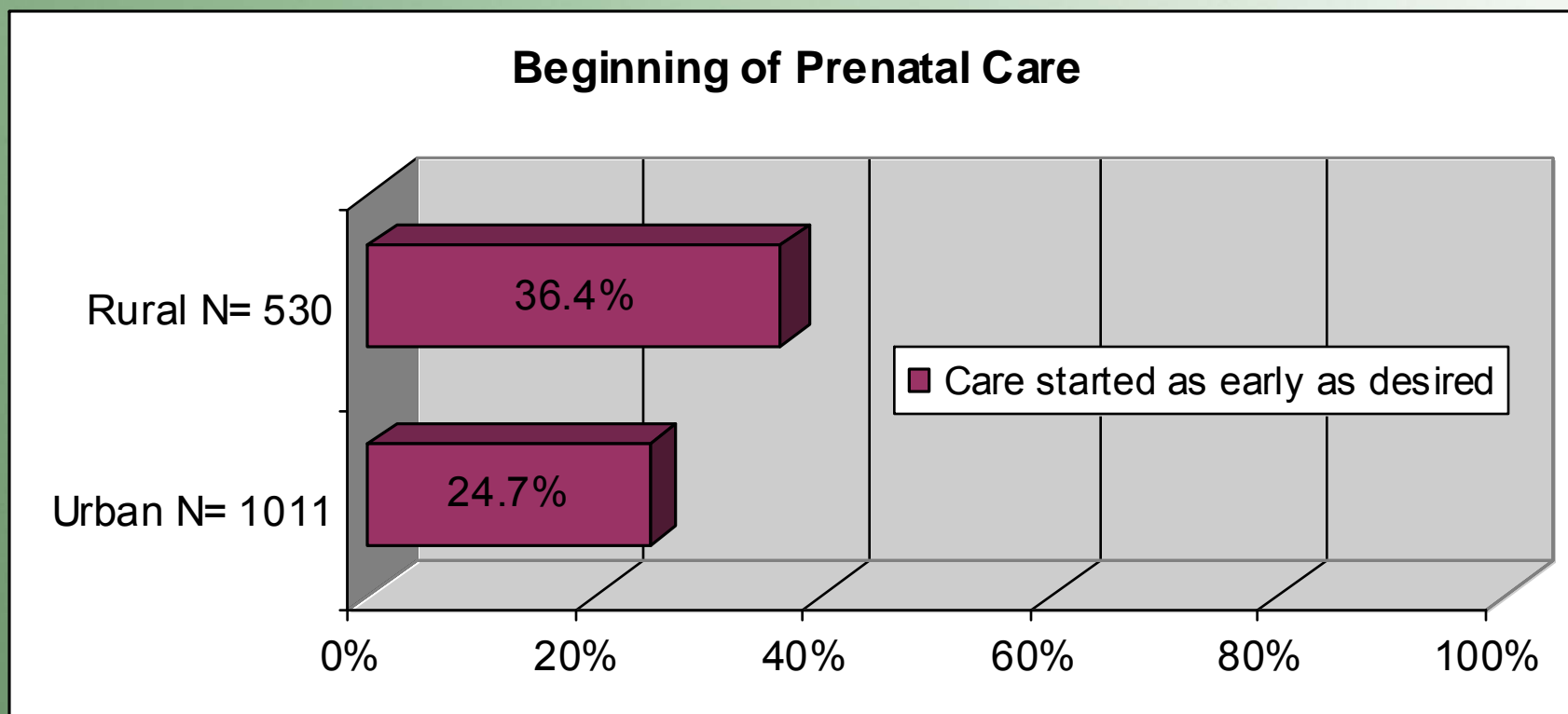
20. Did you have a doctor or midwife you usually went to for regular care before you got pregnant?

Rural Mothers with no care before pregnancy



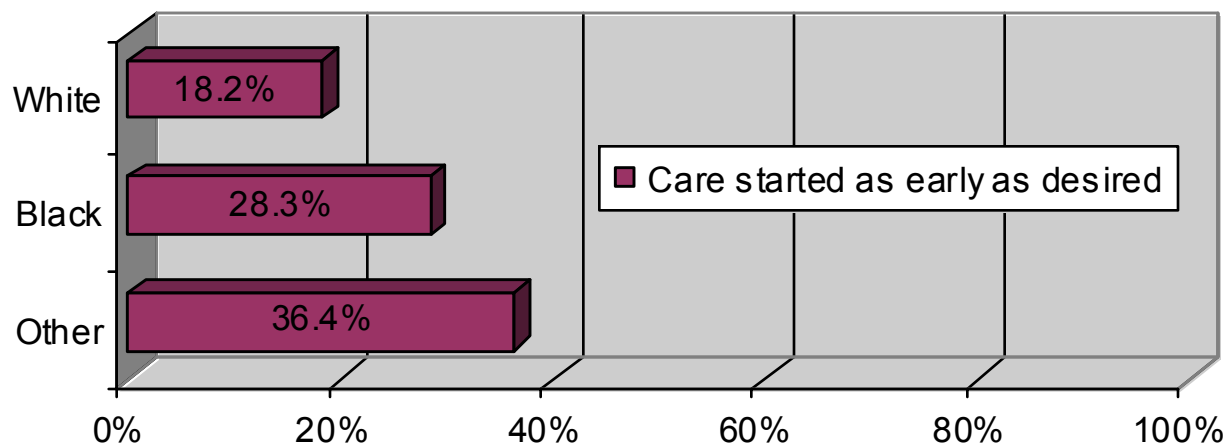
Urban Mothers with no care before pregnancy



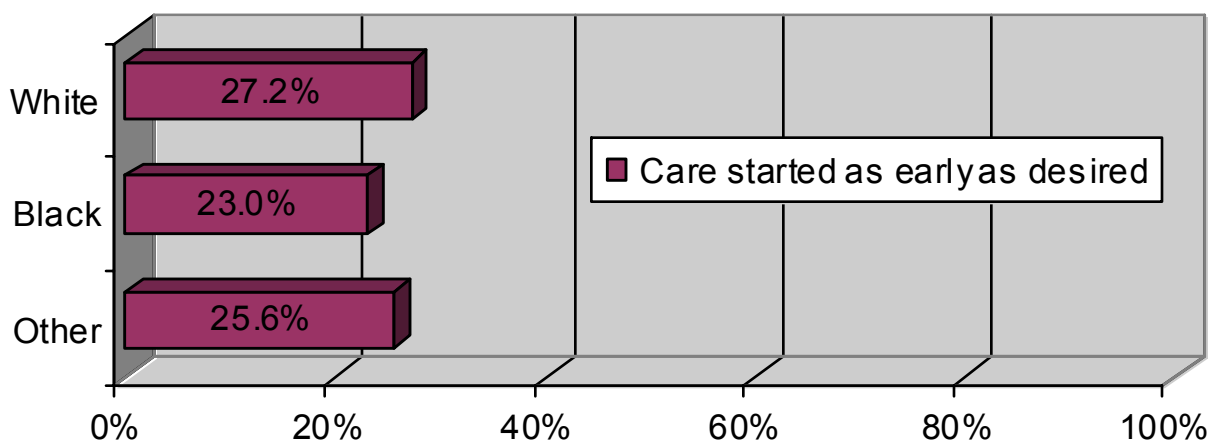


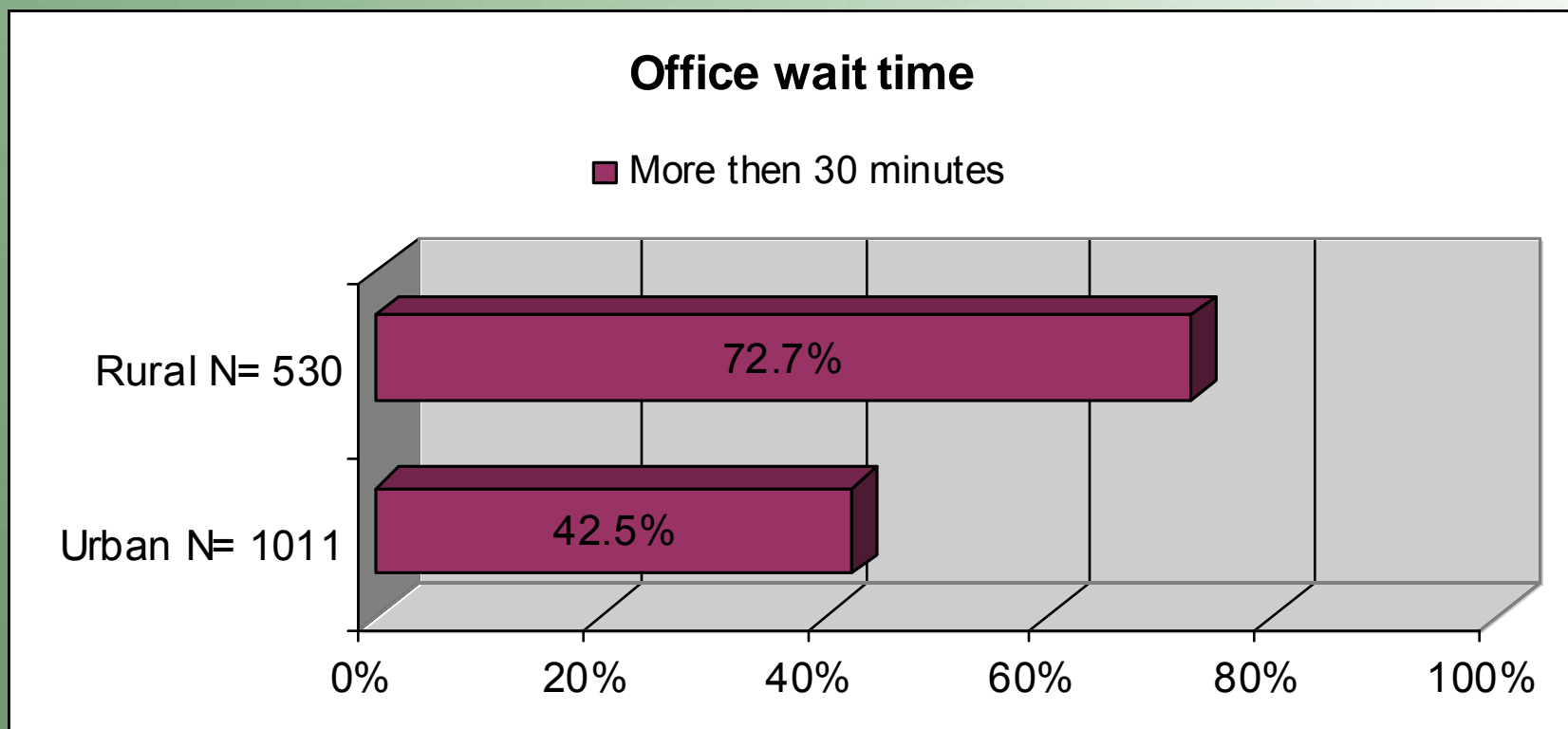
26. Did you get prenatal care as early in your pregnancy as you wanted?

Rural Mothers Beginning of Prenatal Care



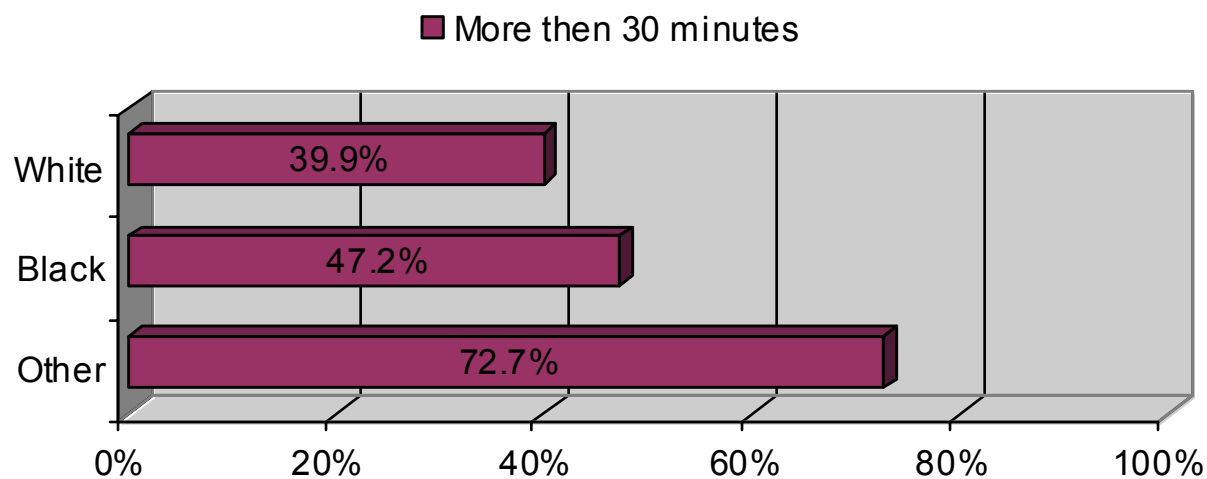
Urban Mothers Beginning of Prenatal Care



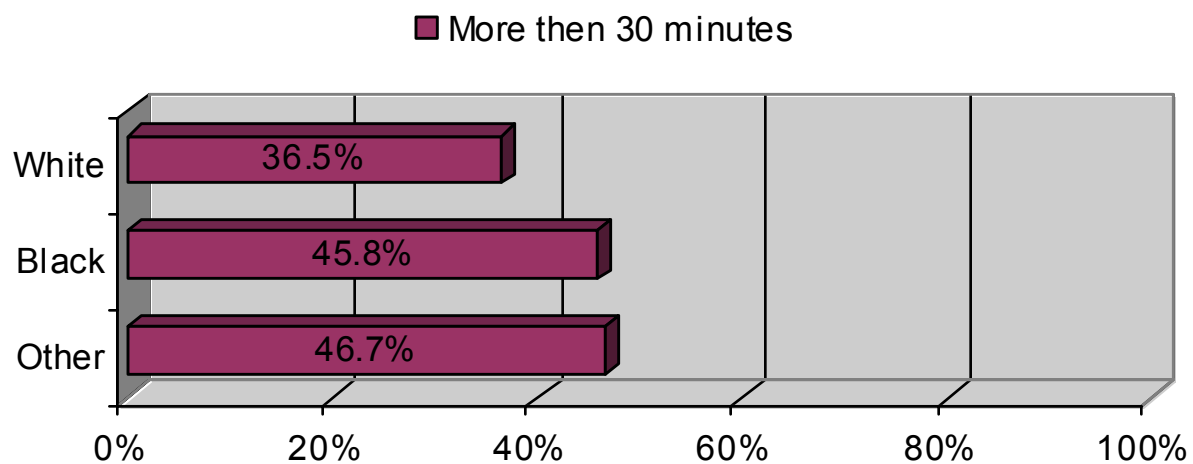


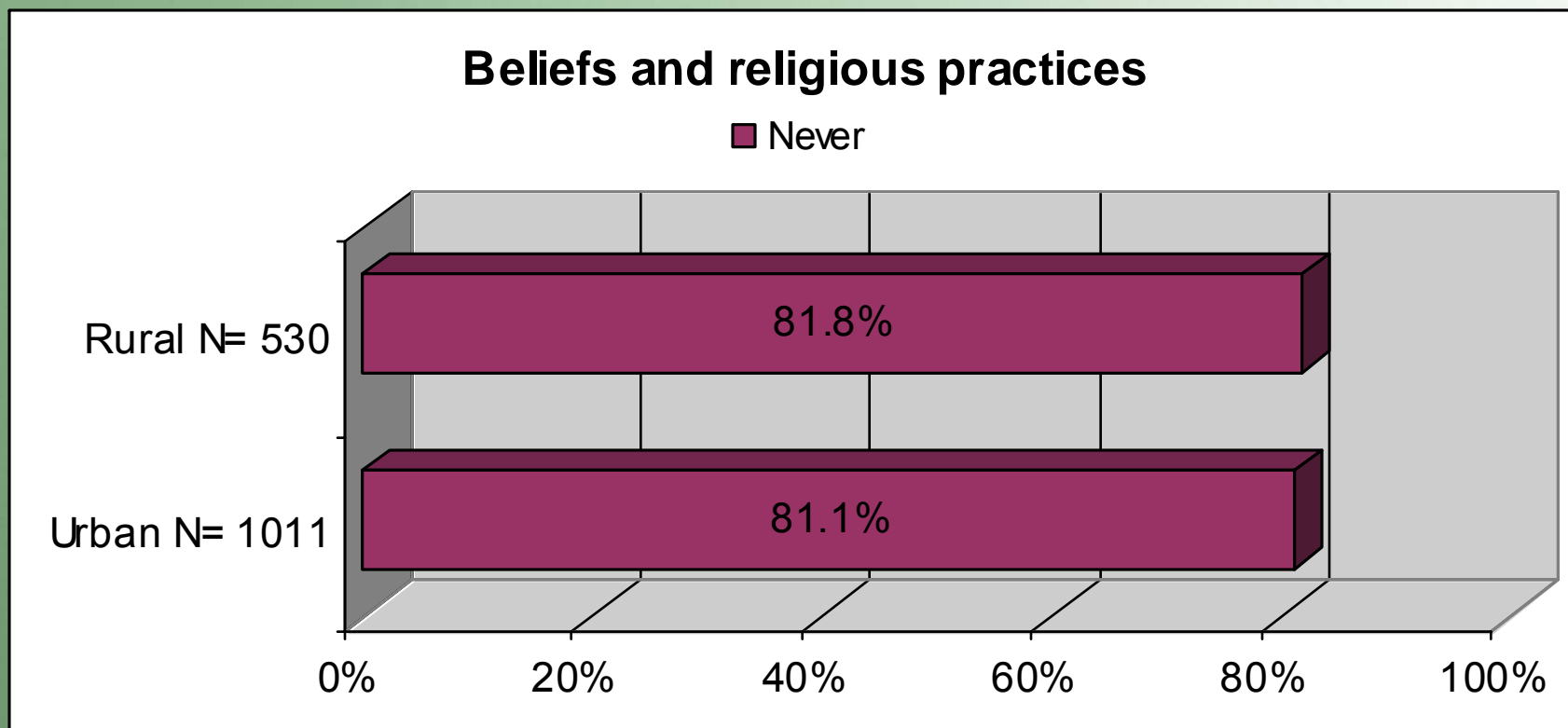
44. Once you got to the office, did you have to wait more then 30 minutes before seeing the provider?

Rural office wait time



Urban office wait time

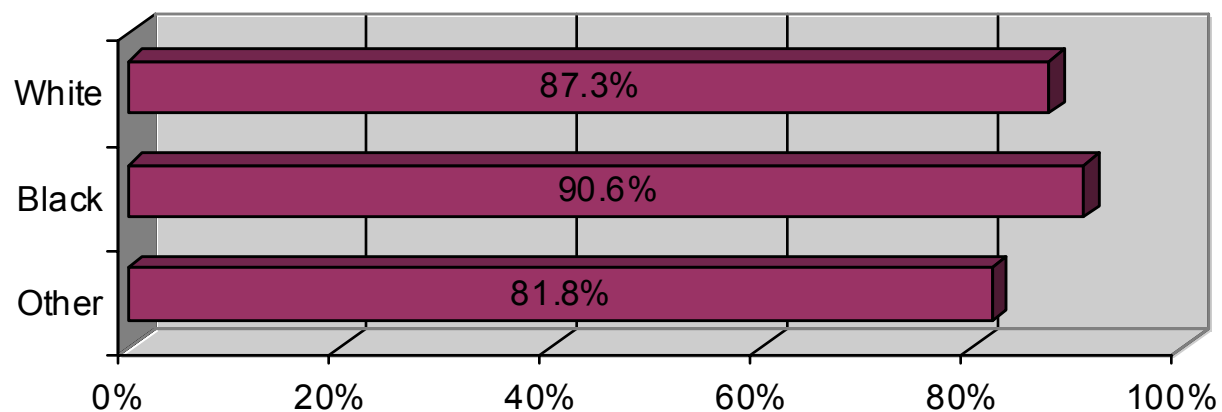




58. How often did your provider discuss your beliefs and religious practices about health care as part of your prenatal care?

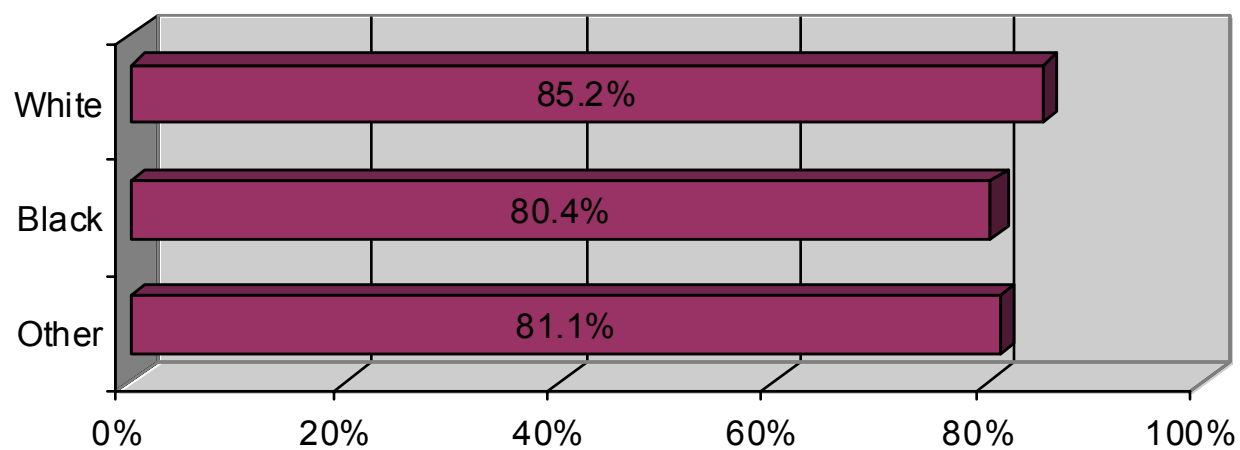
Rural - Discussion on religious beliefs and practices

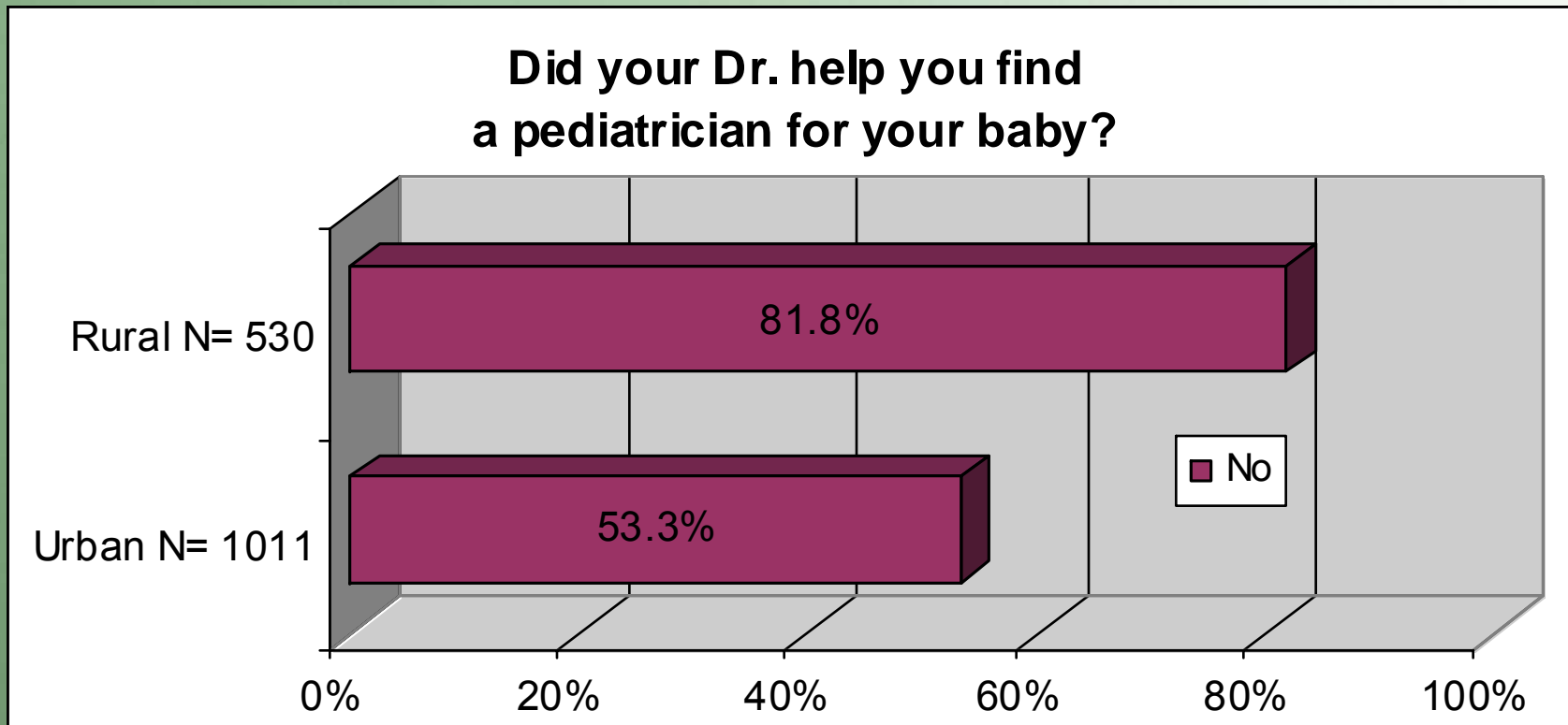
■ Dr. never talked about it with me



Urban - Discussion on religious beliefs and practices

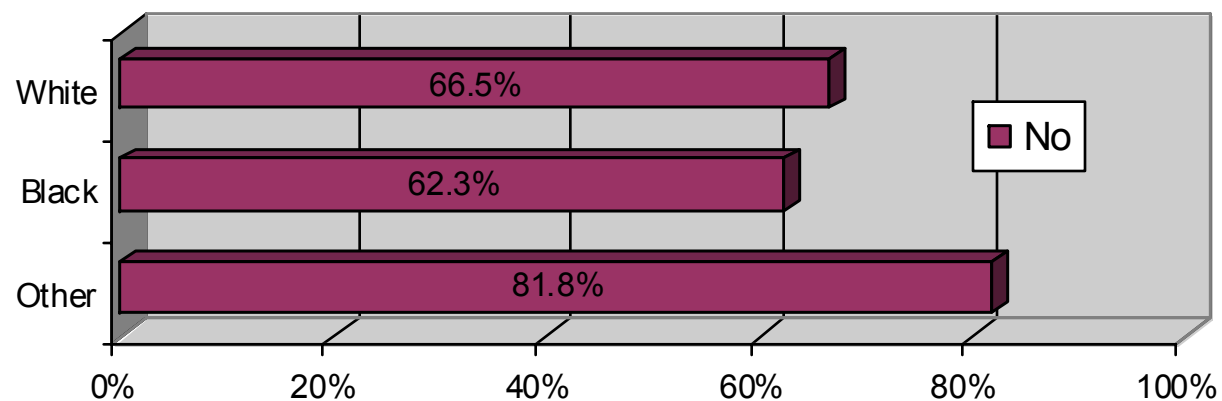
■ Dr. Never talked about it



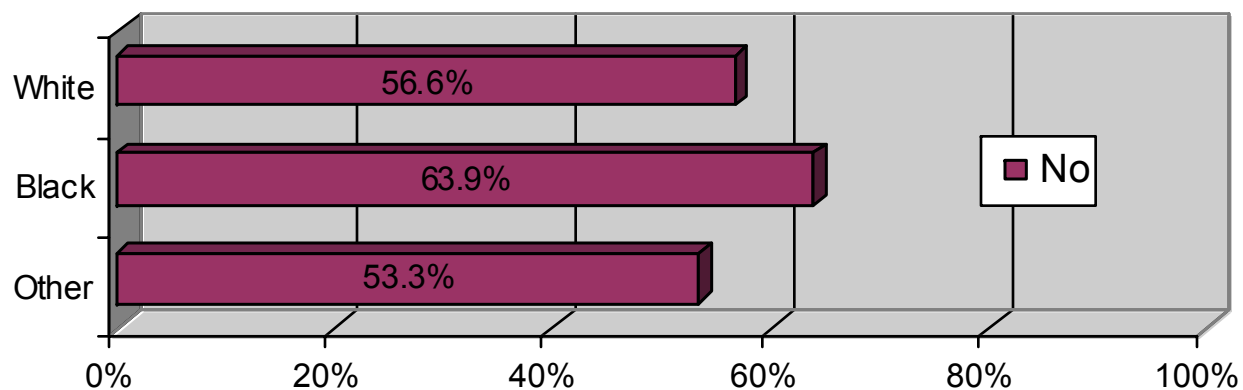


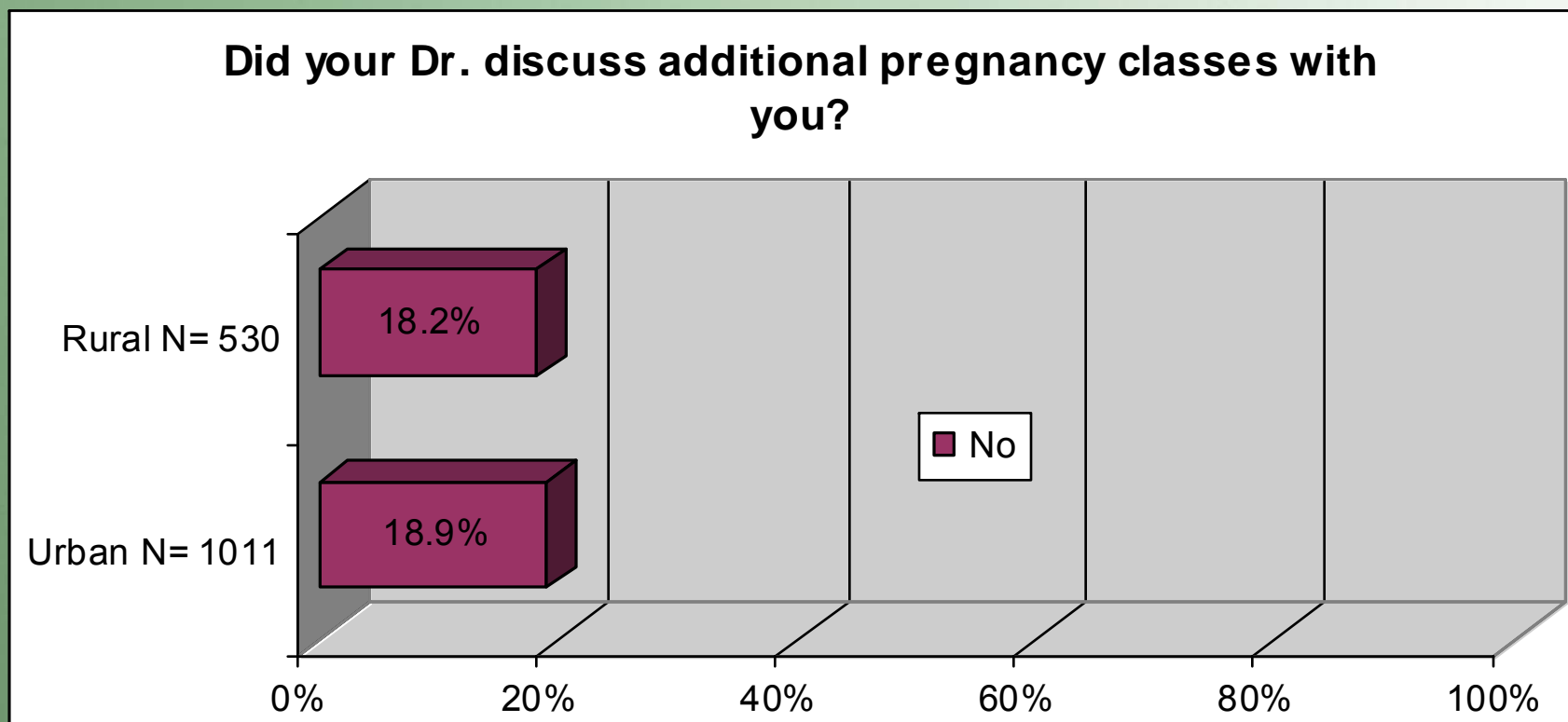
59. Did your prenatal care provider help you find a health care provider for your new baby?

Rural - Did your Dr. help you find a pediatrician for your baby?



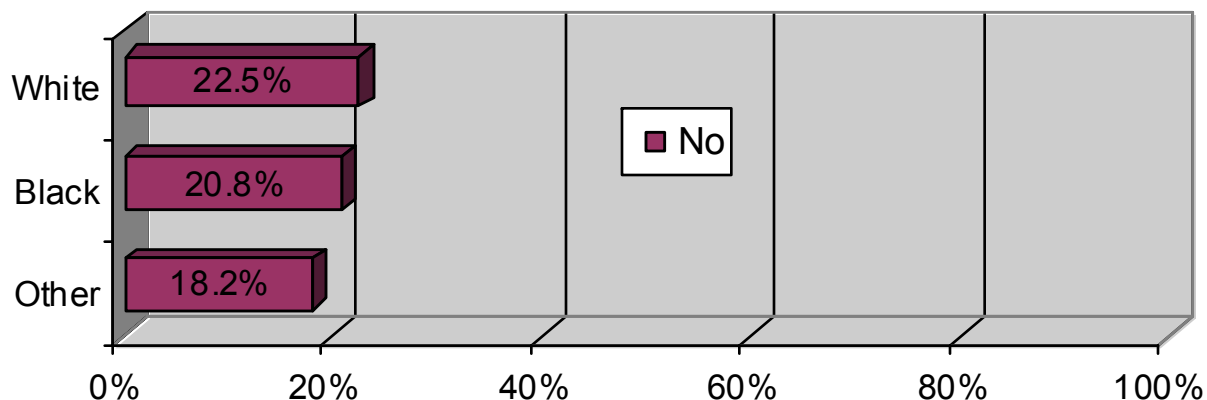
Urban - Did your Dr. help you find a pediatrician for your baby?



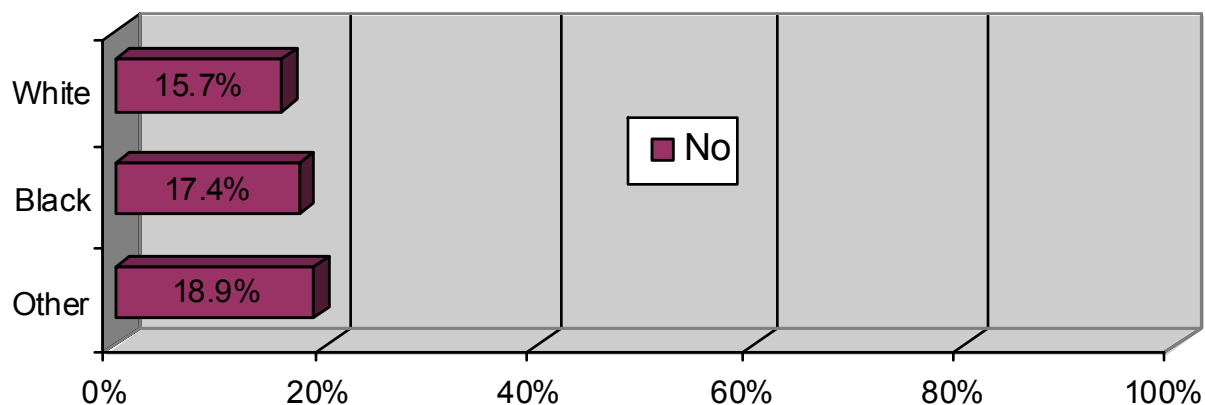


60 (k). Did your provider tell you about any classes where you could get more information about your pregnancy?

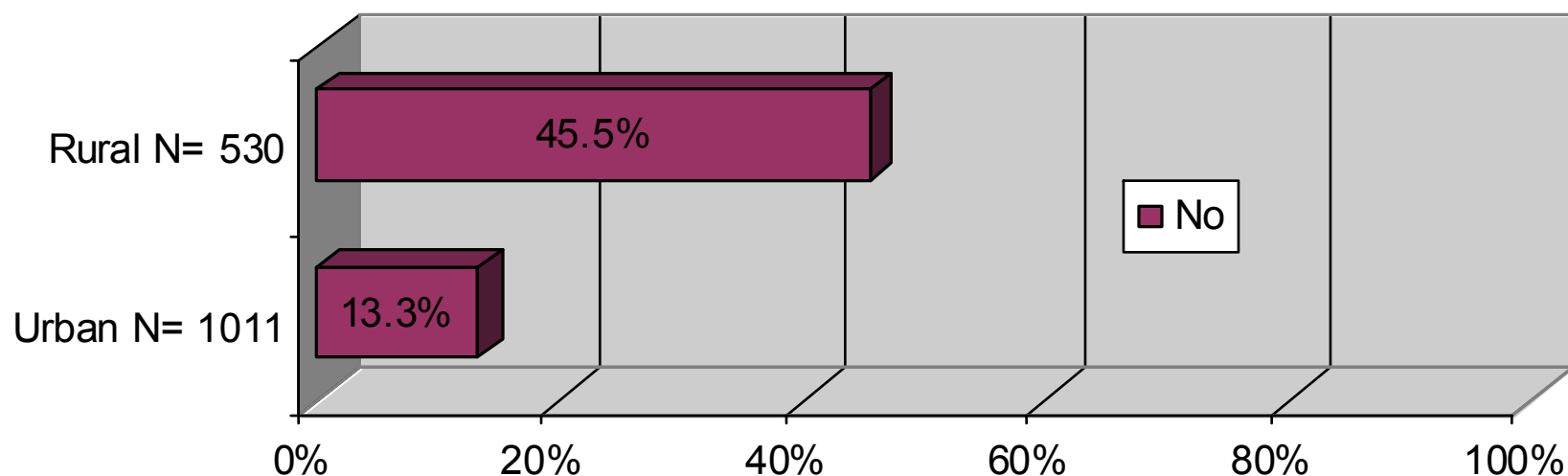
Rural - Did your Dr. discuss additional pregnancy classes with you?



Urban - Did your Dr. discuss additional pregnancy classes with you?

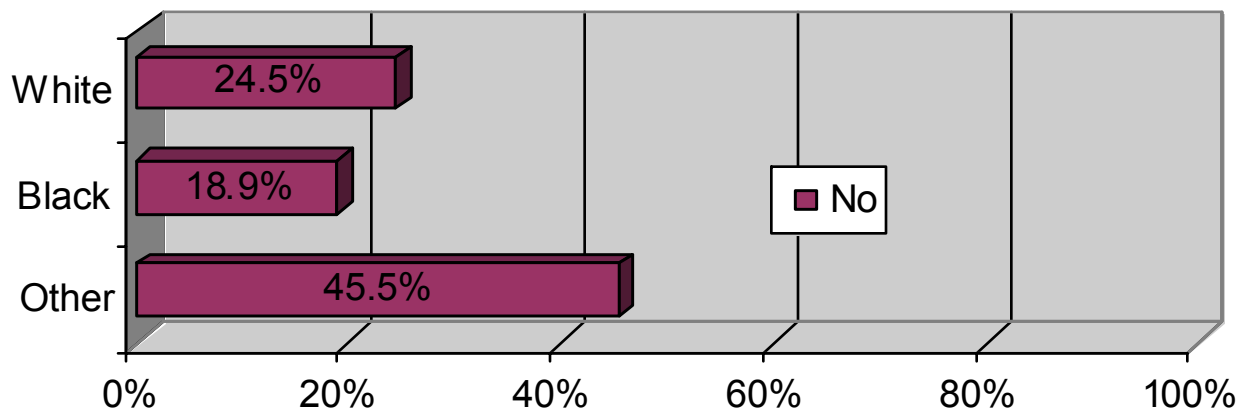


Did your Dr. discuss post pregnancy Birth Control methods with you?

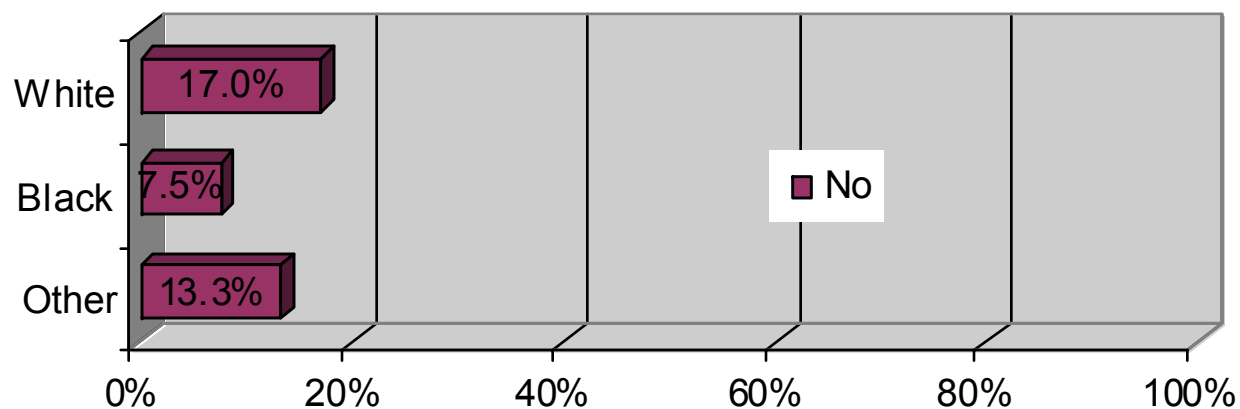


60 (f). During any of your prenatal care visits, did your provider talk with you about birth control methods to use after your pregnancy?

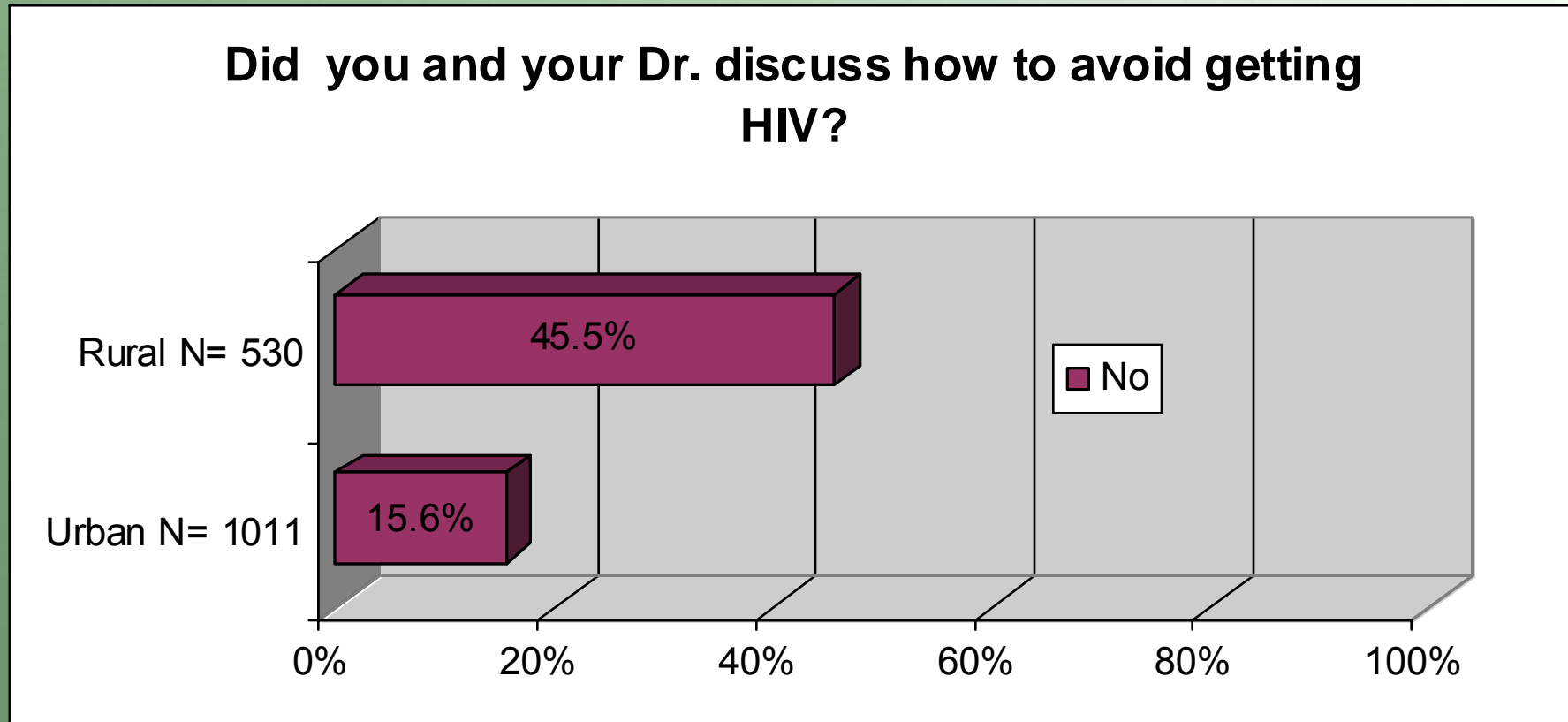
Rural - Did your Dr. discuss post pregnancy Birth Control methods with you?



Urban - Did your Dr. discuss post pregnancy Birth Control methods with you?

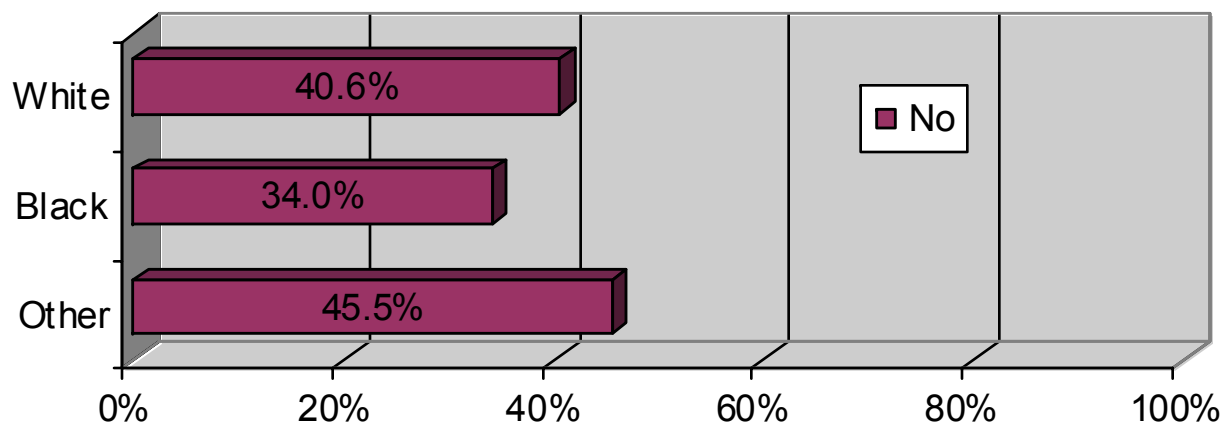


Did you and your Dr. discuss how to avoid getting HIV?

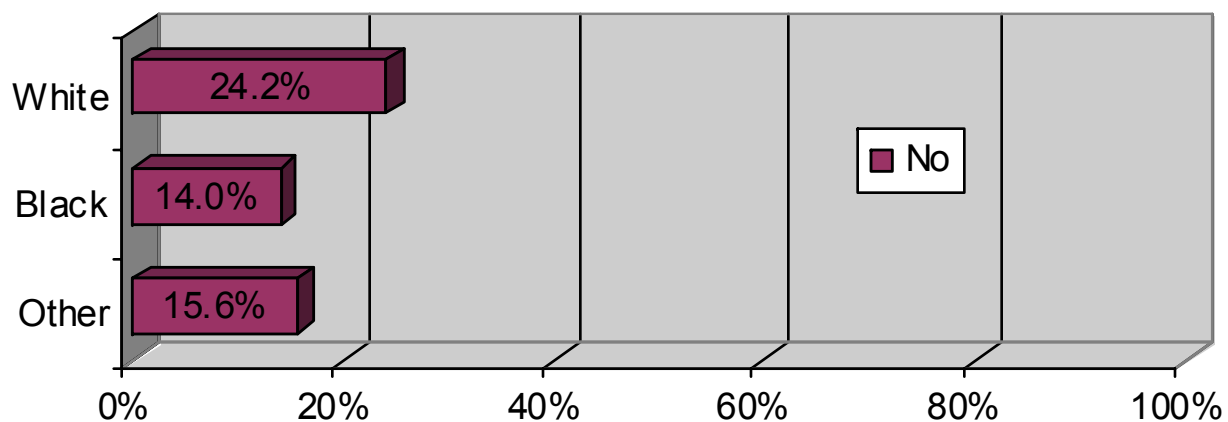


60 (1). During any of your prenatal care visits, did your provider talk with you about how to keep from getting HIV (the virus that causes AIDS)?

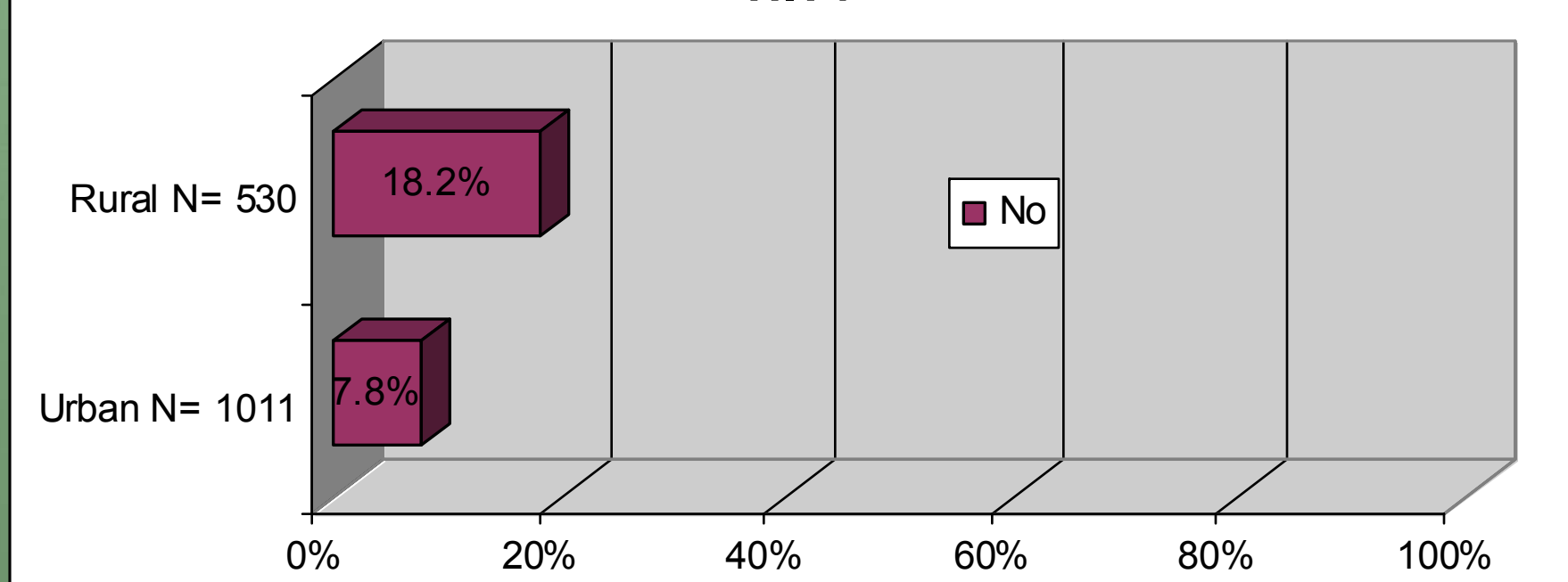
Rural - Did you and your Dr. discuss how to avoid getting HIV?



Urban - Did you and your Dr. discuss how to avoid getting HIV?

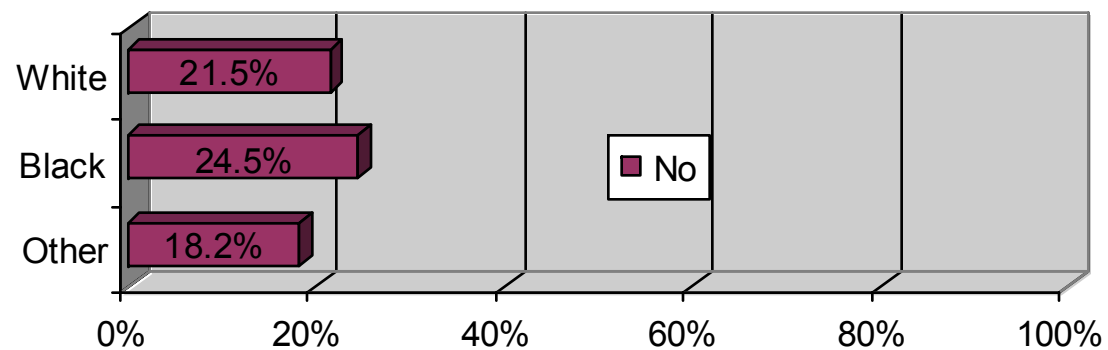


Did you and your Dr. discuss getting a blood test for HIV?

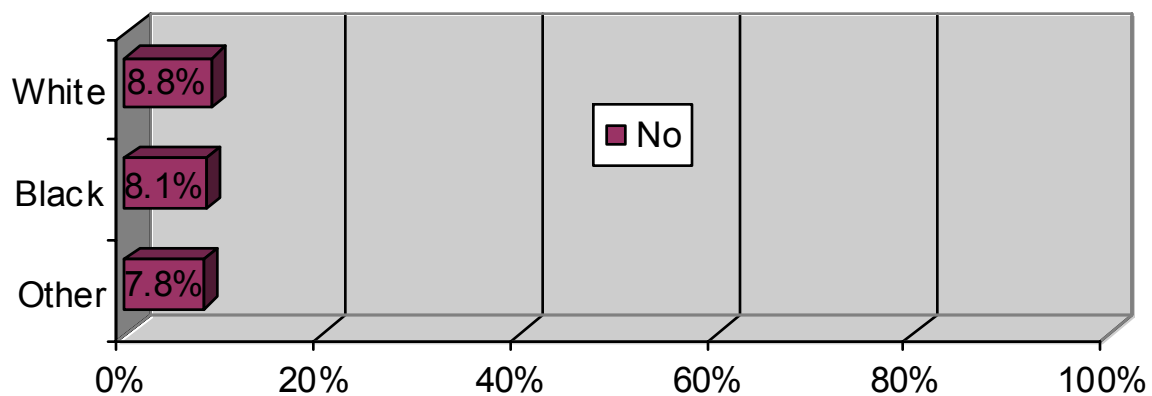


60 (m). During any of your prenatal visits, did your provider talk with you about getting your blood tested for HIV (the virus that causes AIDS)?

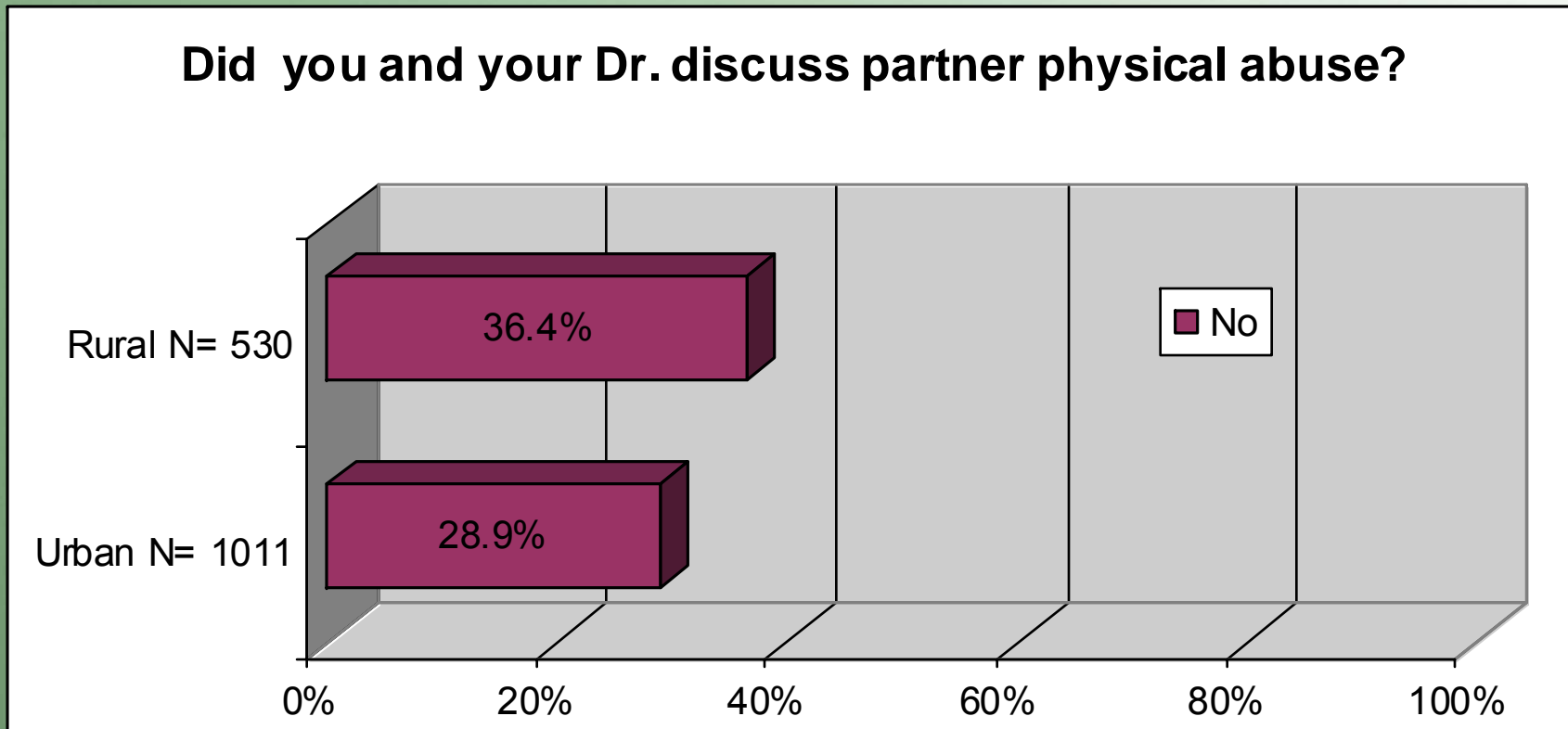
Rural - Did you and your Dr. discuss getting a blood test for HIV?



Urban - Did you and your Dr. discuss getting a blood test for HIV?

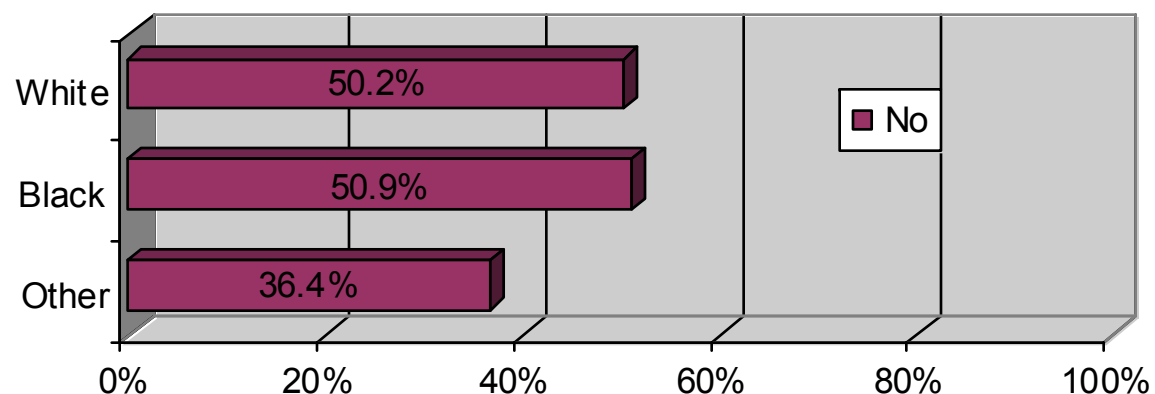


Did you and your Dr. discuss partner physical abuse?

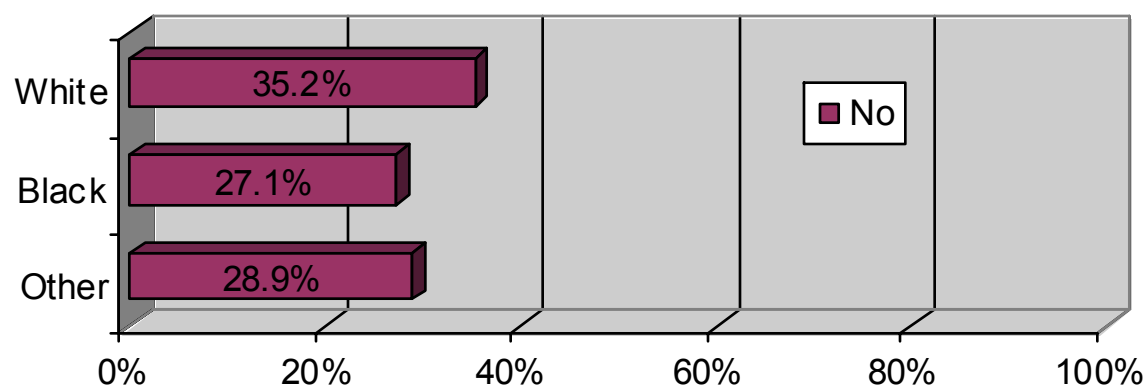


60 (n). During any of your prenatal visits, did your provider talk with you about physical abuse to women by their husbands or partners?

Rural - Did you and your Dr. discuss partner physical abuse?



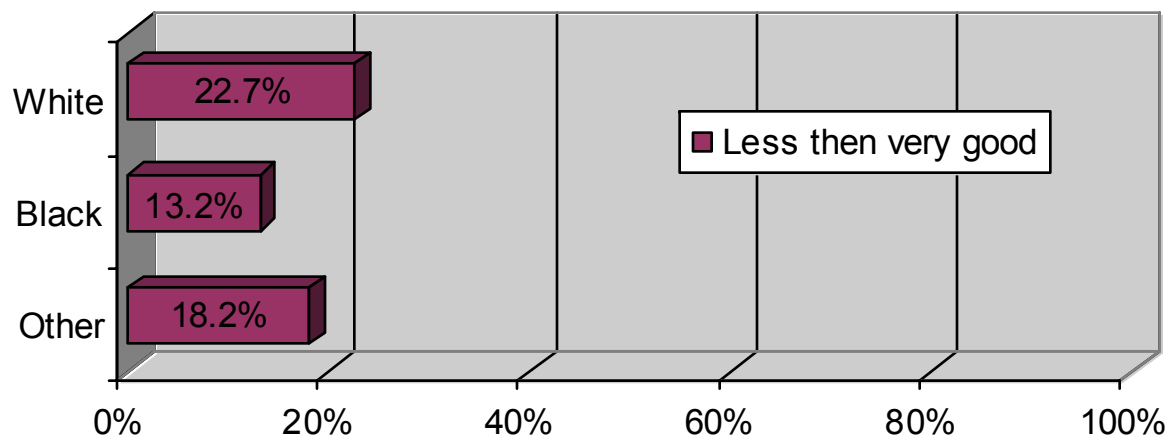
Urban - Did you and your Dr. discuss partner physical abuse?



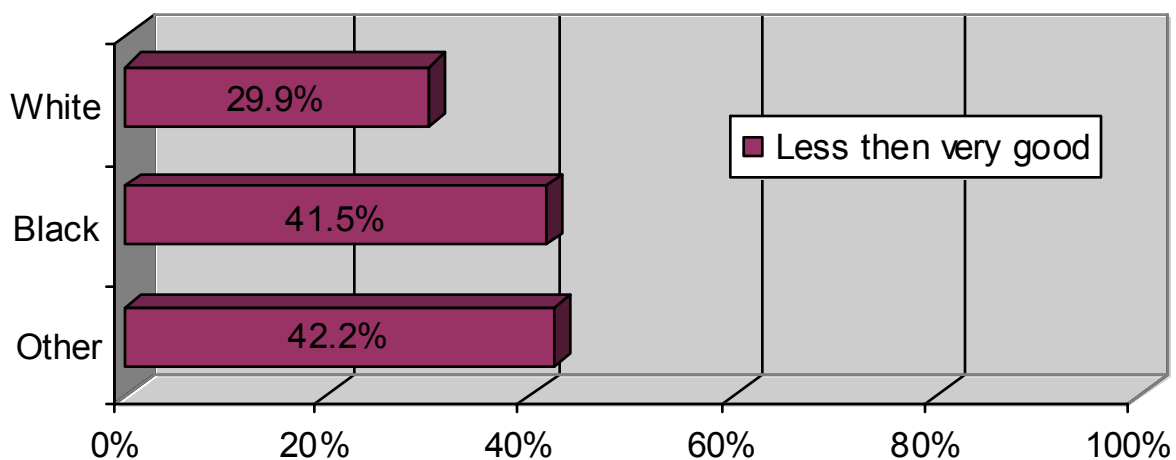


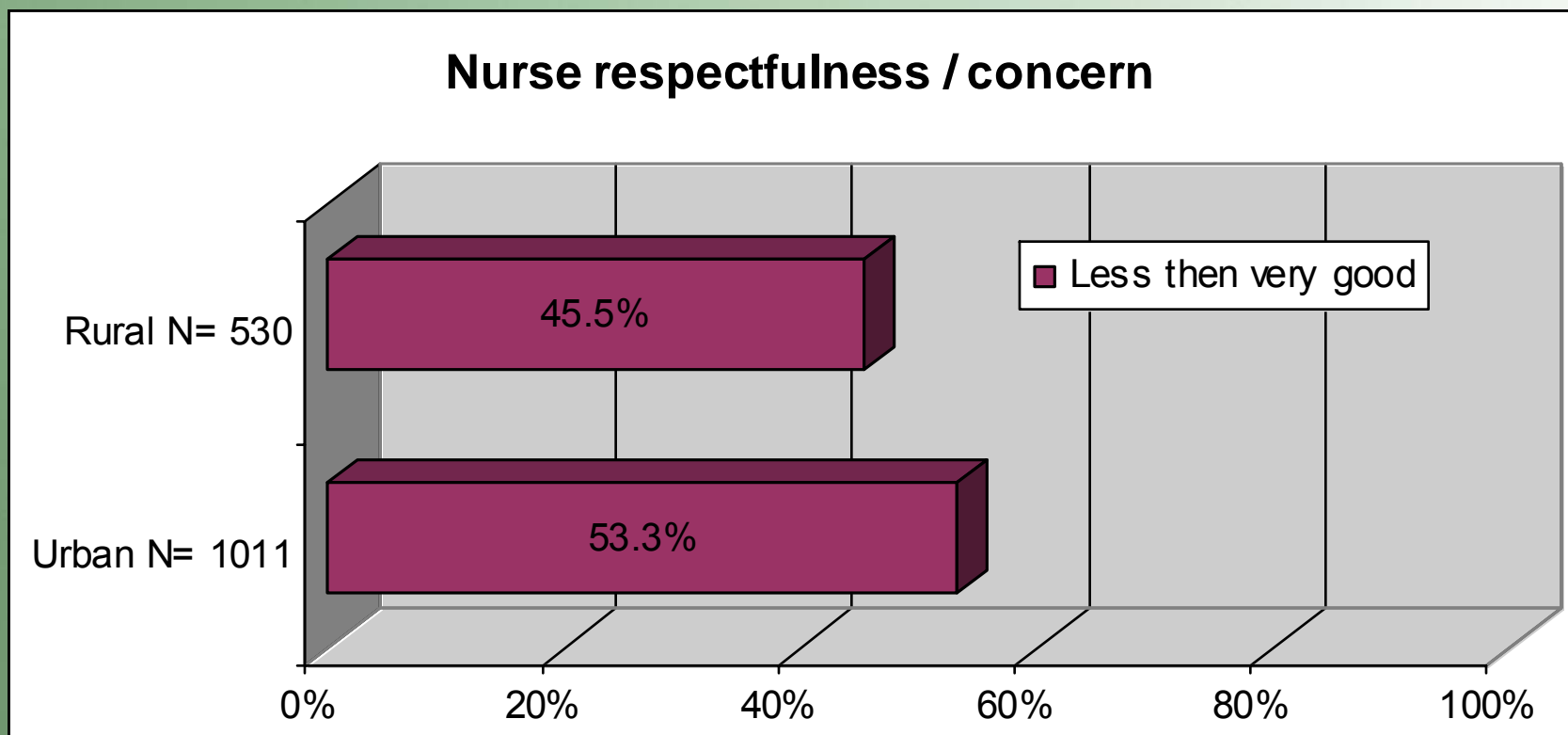
65. How would you rate the place you got prenatal care when thinking about the respect the receptionists or office staff showed you?

Rural - Staff respectfulness



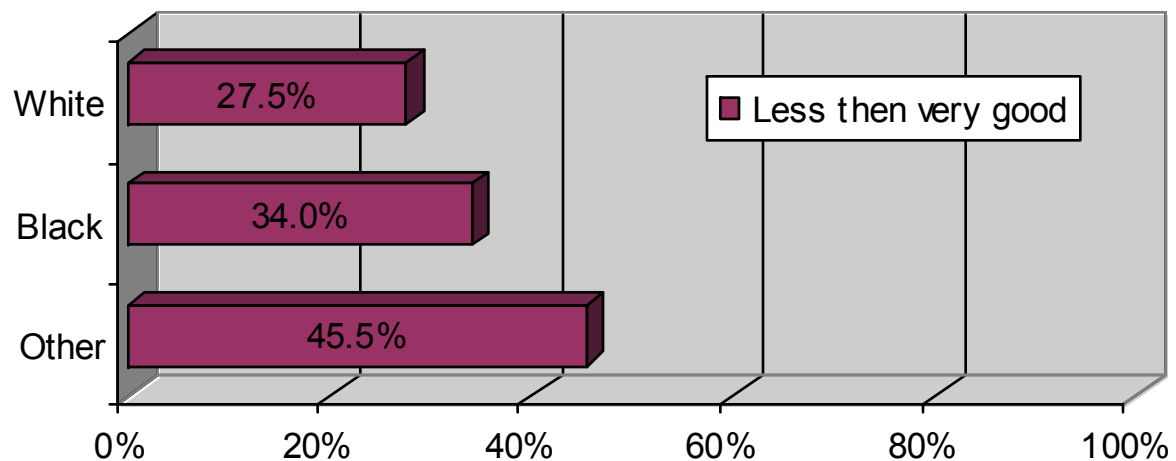
Urban - Staff respectfulness



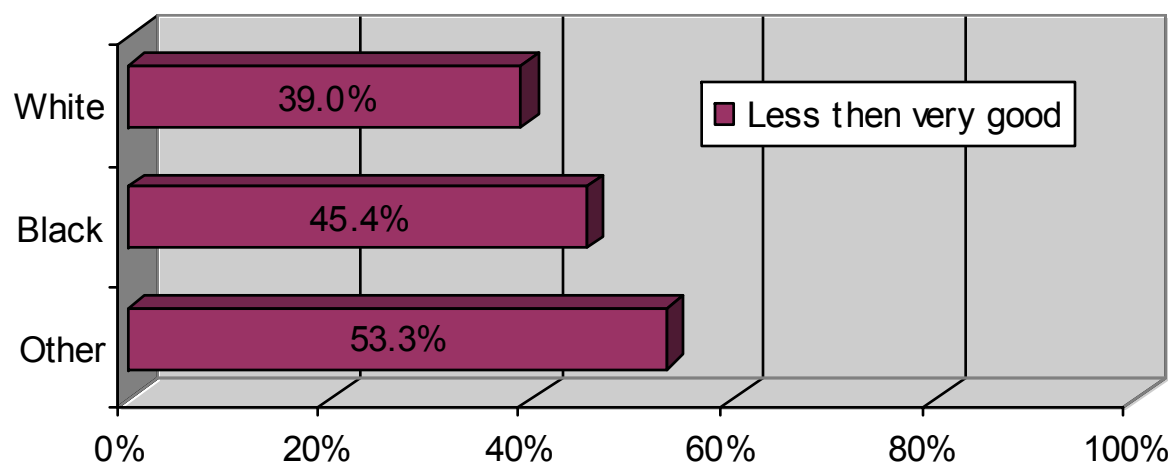


70. How would you rate the place you got prenatal care when thinking about the concern the nurses showed you?

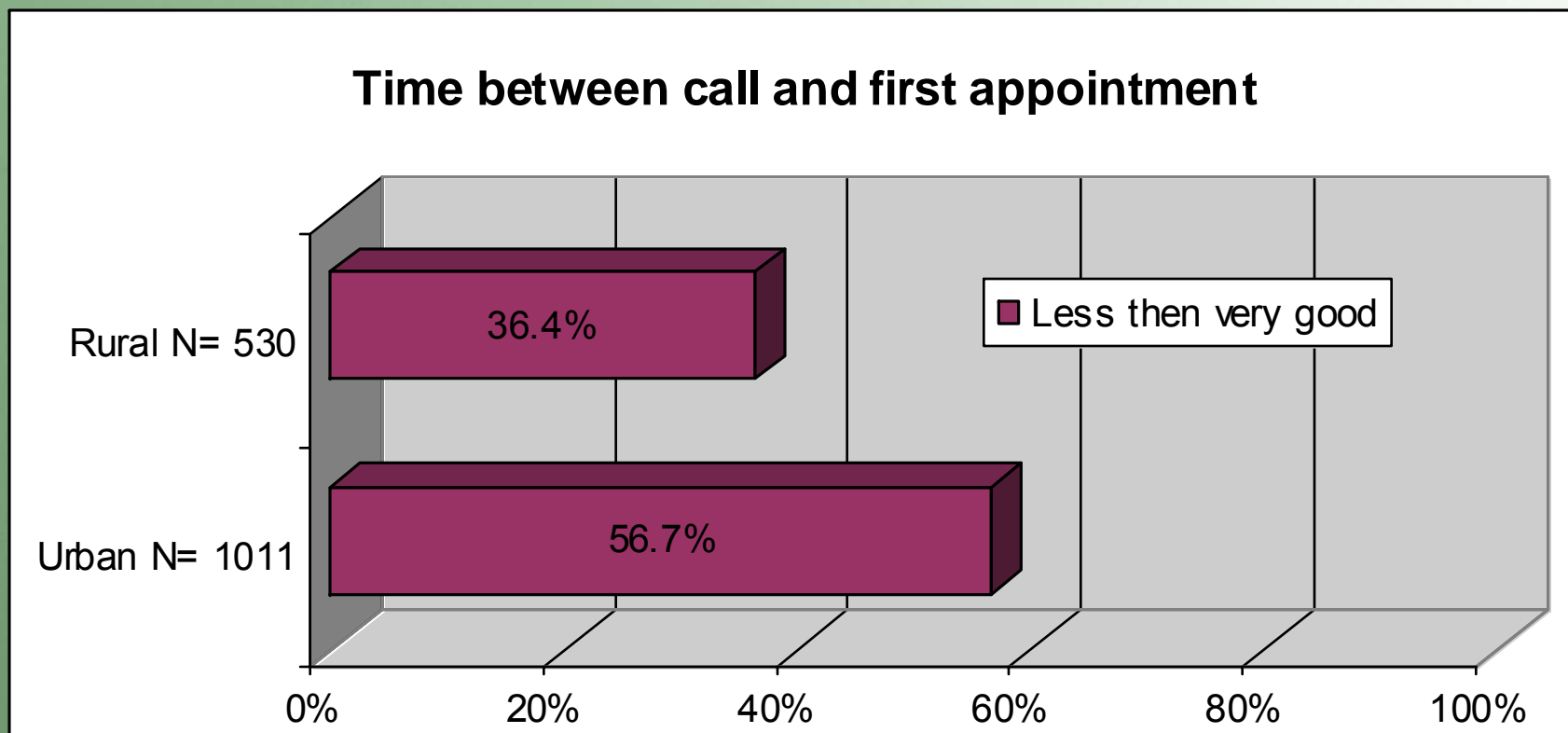
Rural - Nurse respectfulness/concern



Urban - Nurse respectfulness/concern

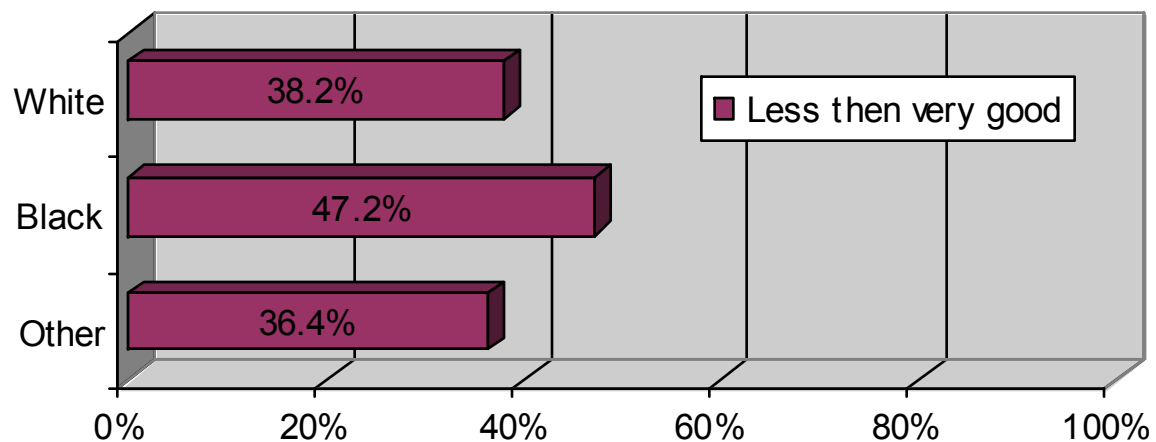


Time between call and first appointment

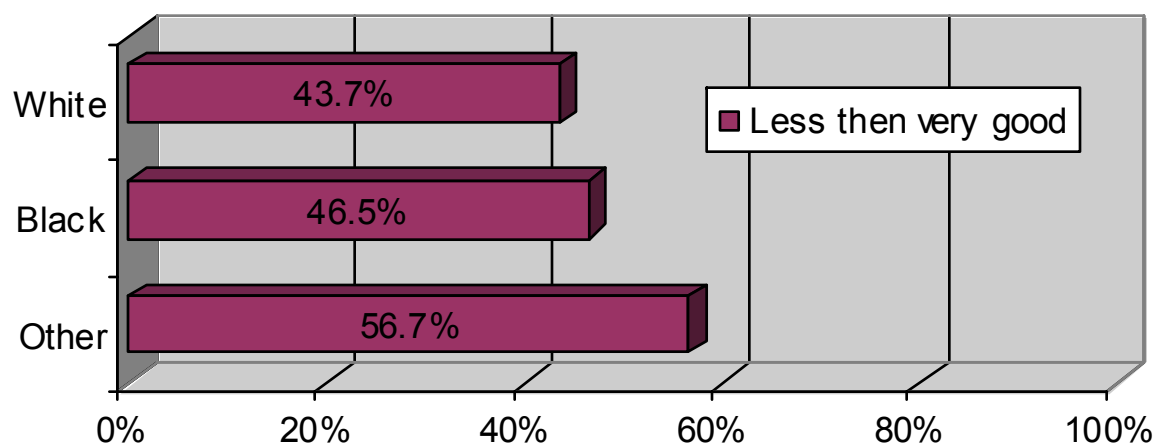


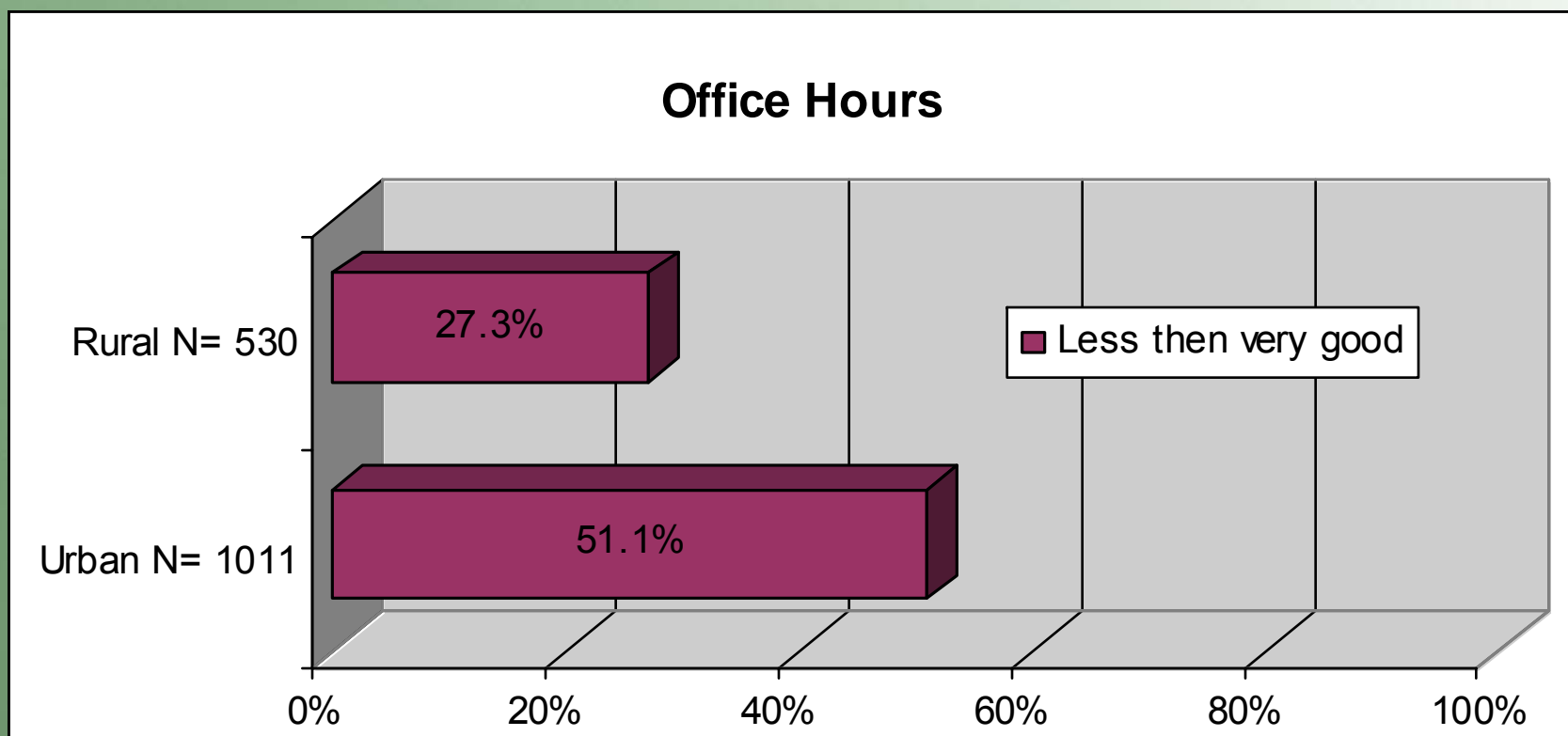
74. How would you rate the place you got prenatal care when thinking about the time between calling for your first visit and the day of your first visit?

Rural - Time between call and first appointment



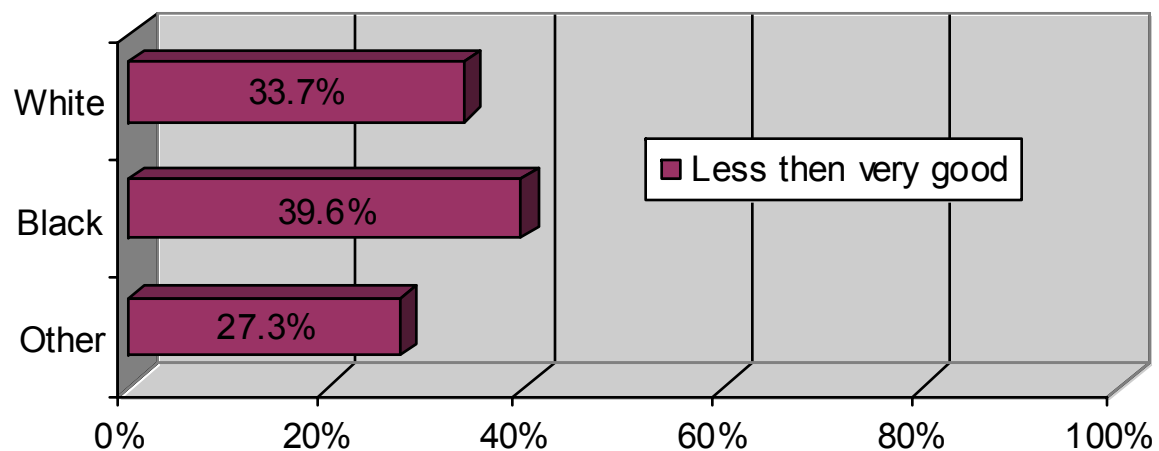
Urban - Time between call and first appointment



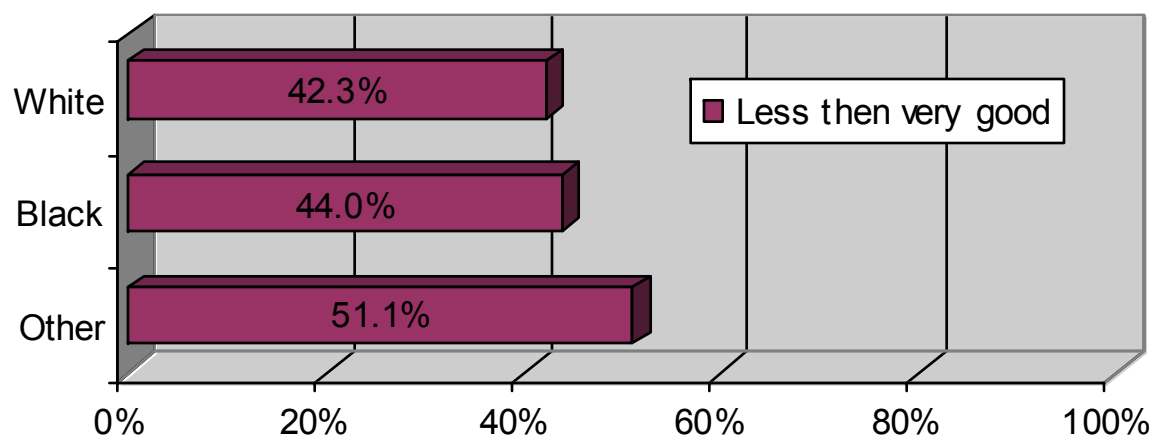


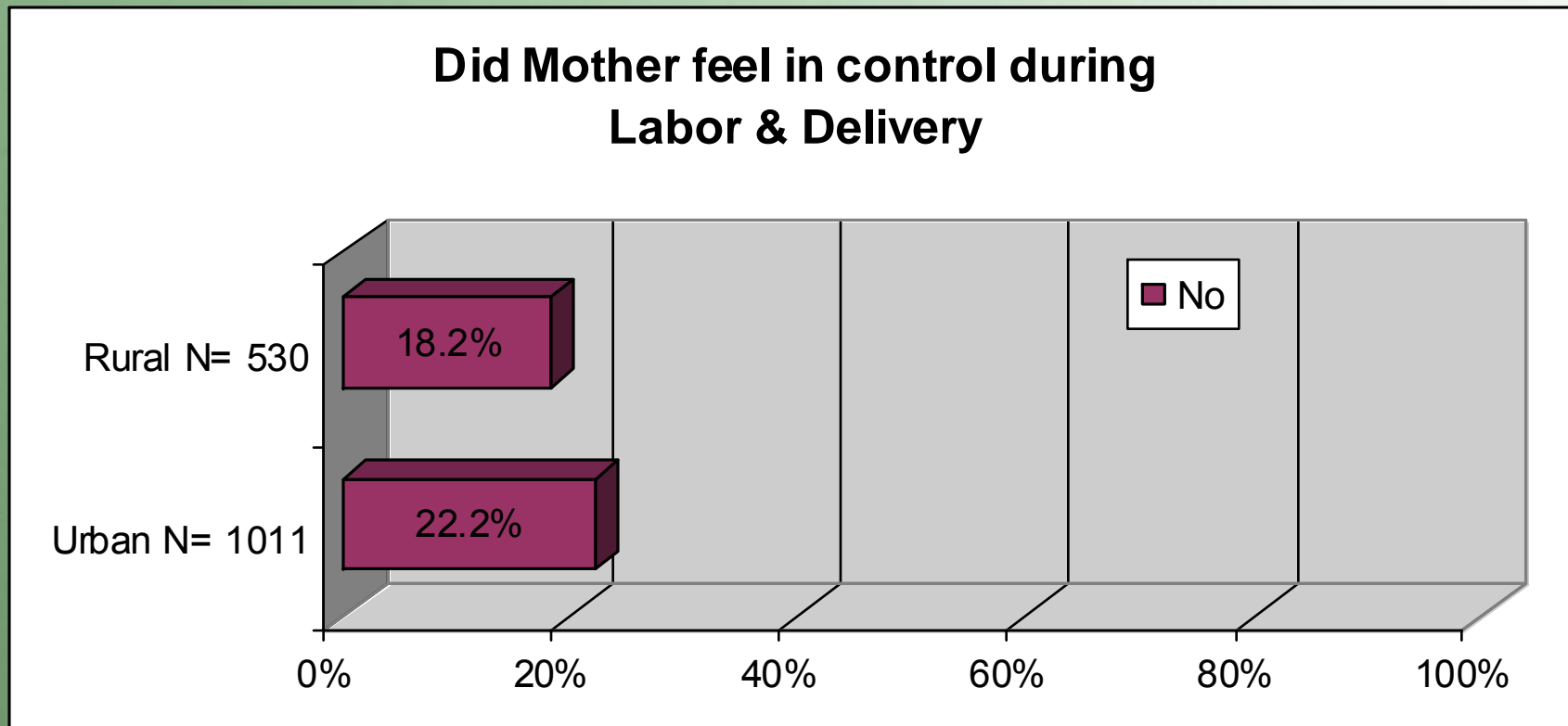
78. How would you rate the place you got prenatal care when thinking about the hours that it was open?

Rural - Office Hours



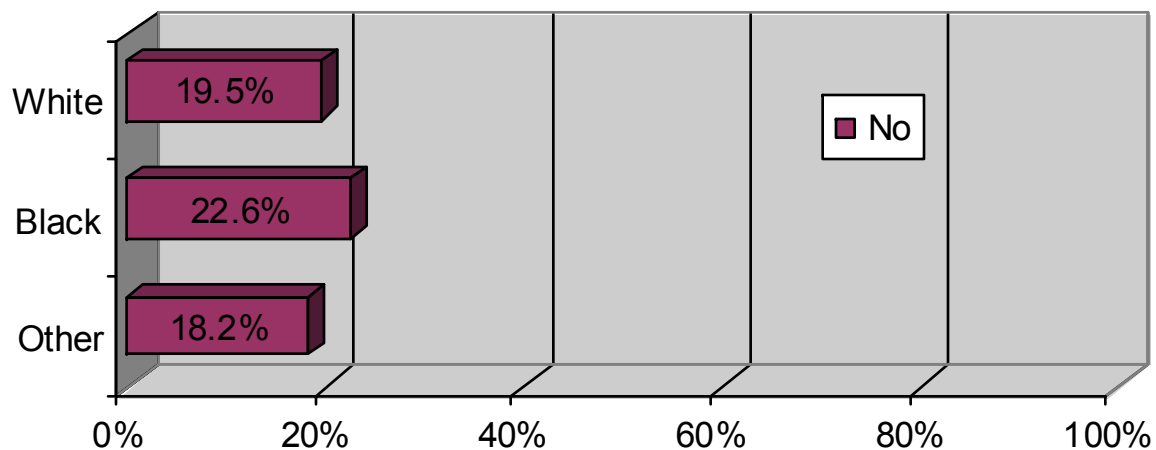
Urban - Office Hours



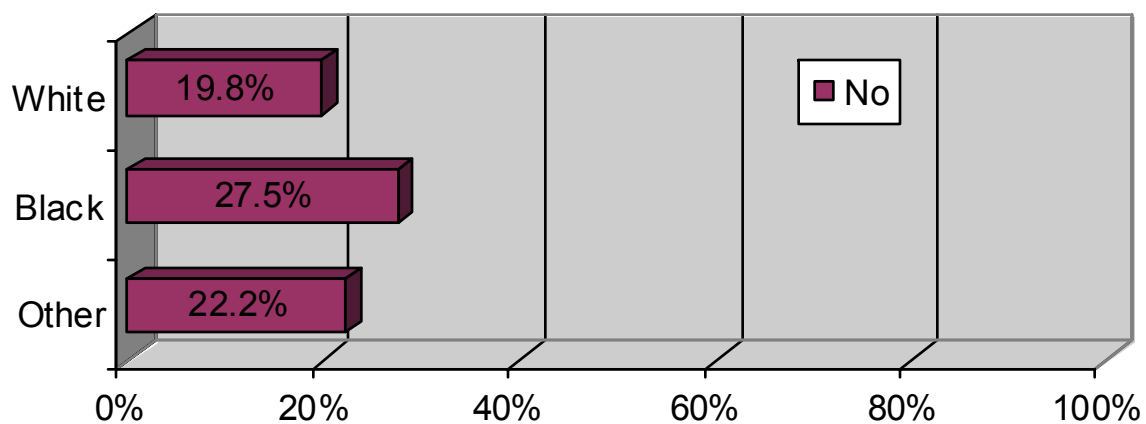


119. Did you feel like you had some control over what was happening to you during your labor and delivery?

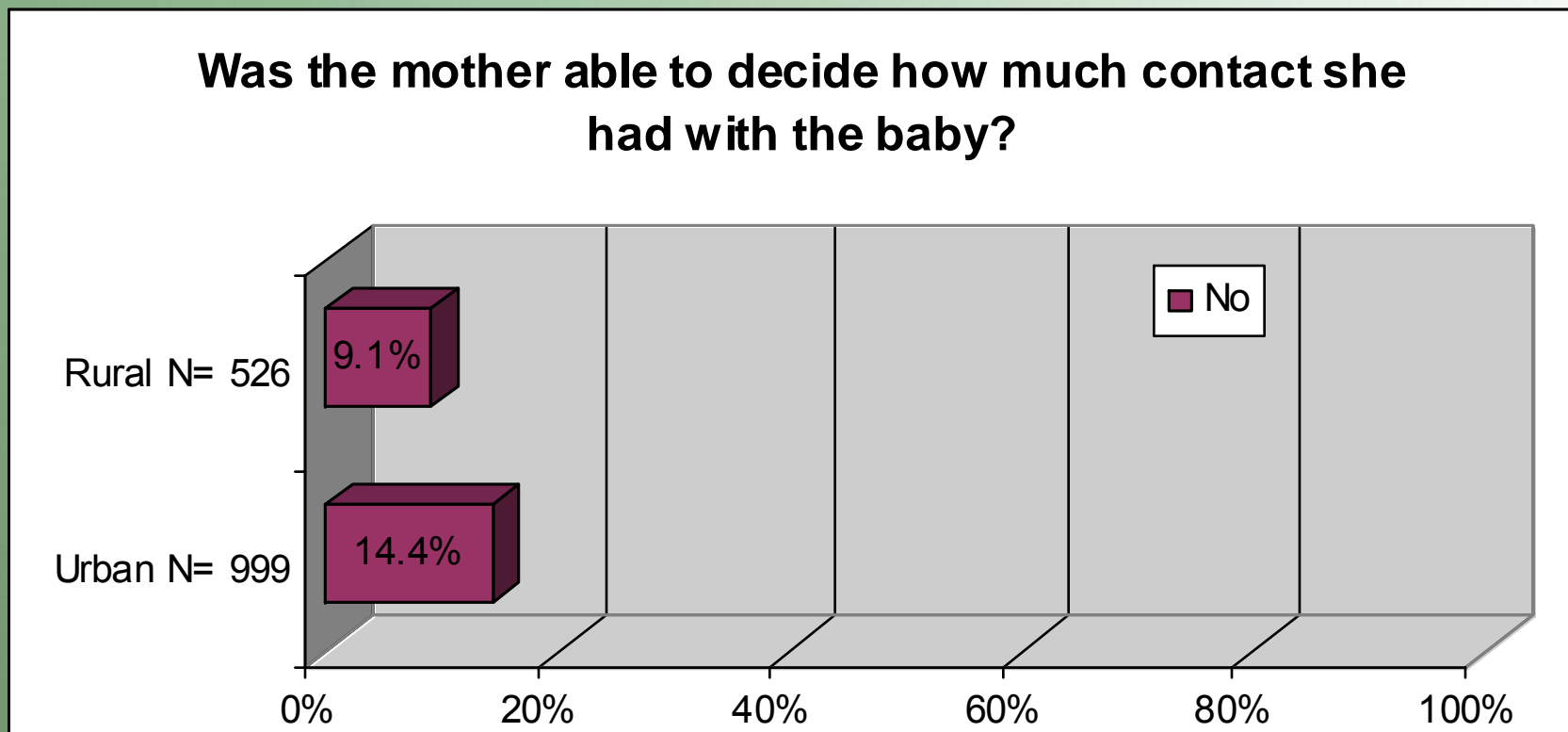
Rural - Control in Labor & Delivery



Urban - Control in Labor & Delivery

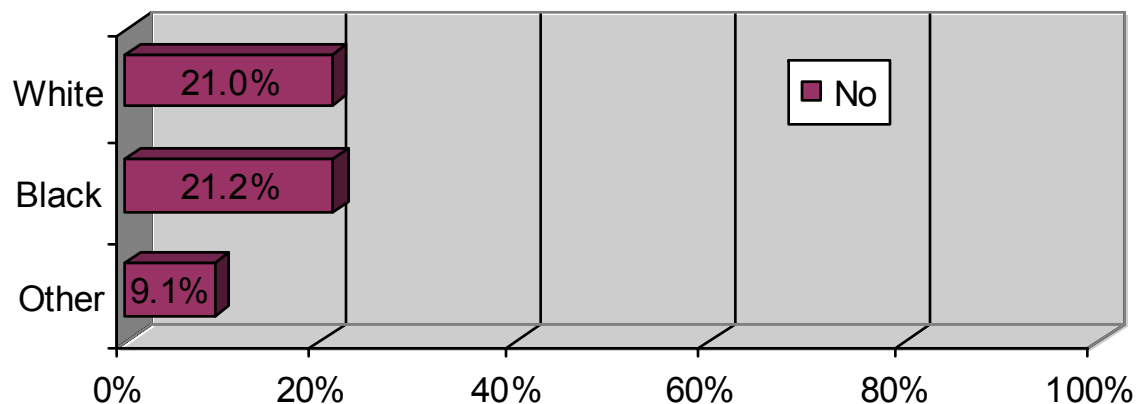


Was the mother able to decide how much contact she had with the baby?

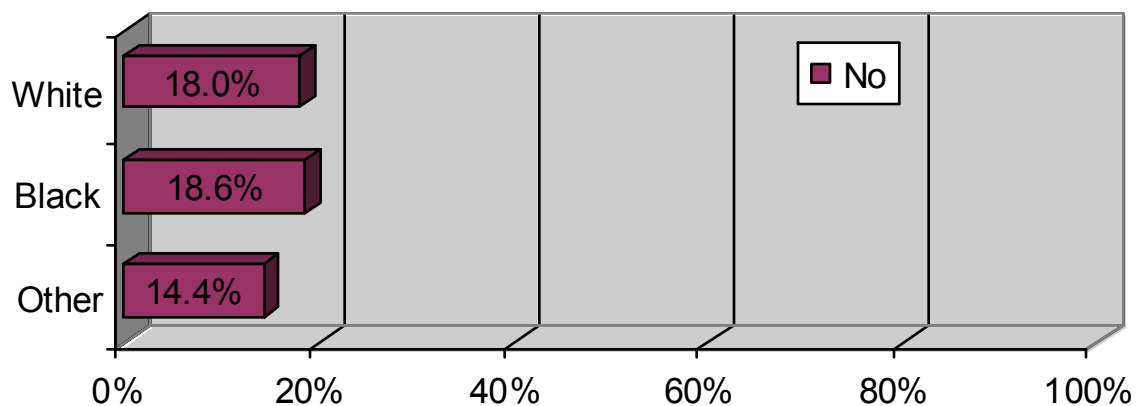


130. Did you get to decide the amount of contact you had with your baby?

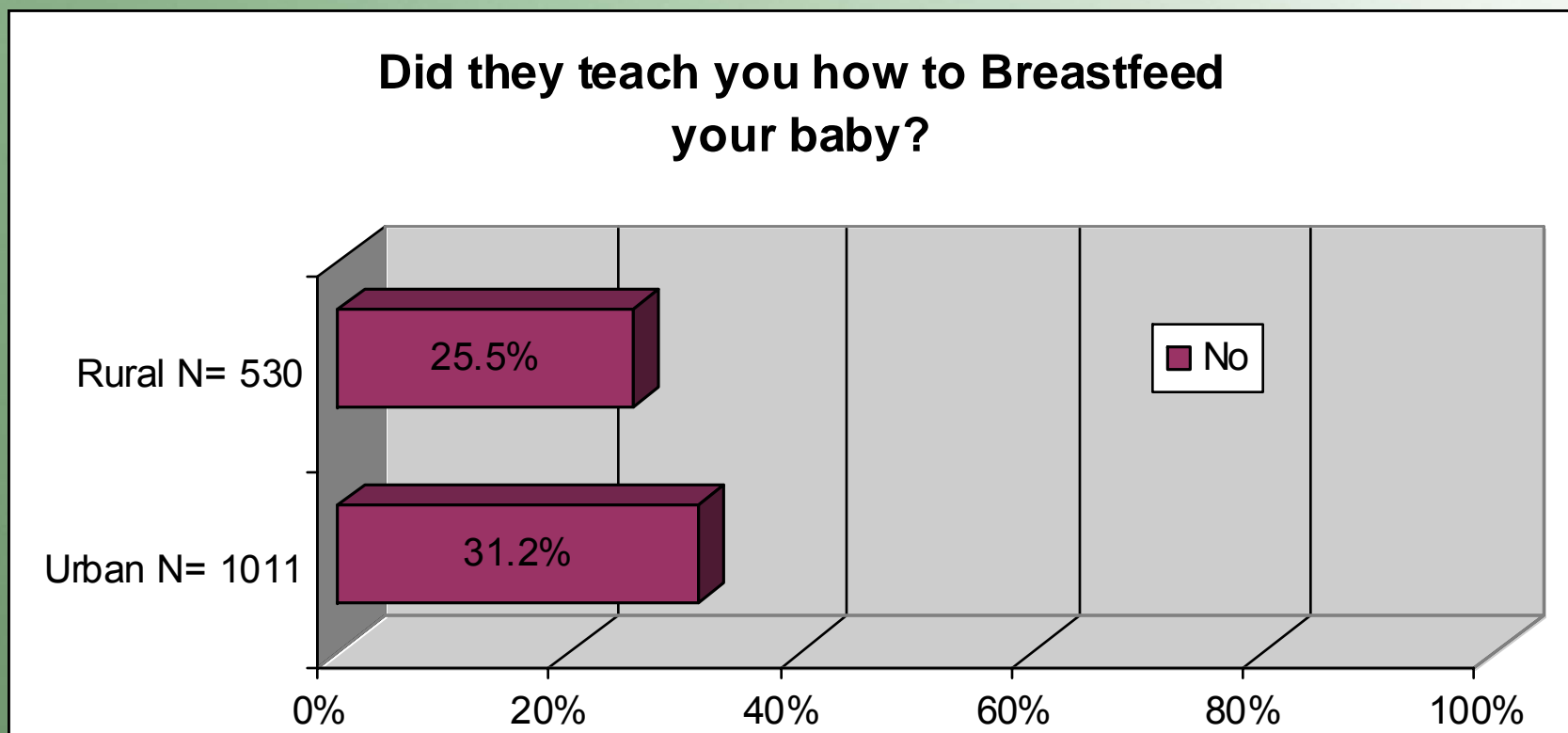
Rural - Was the mother able to decide how much contact she had with the baby?



Urban - Was the mother able to decide how much contact she had with the baby?

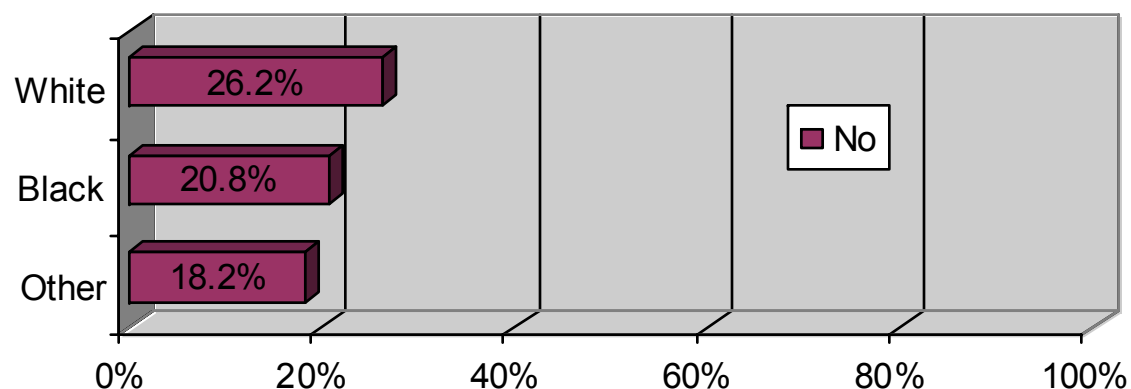


Did they teach you how to Breastfeed your baby?

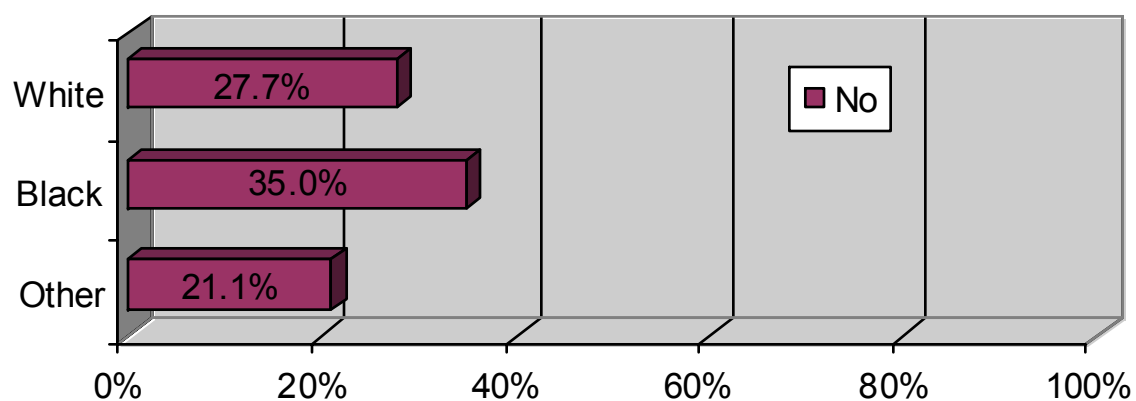


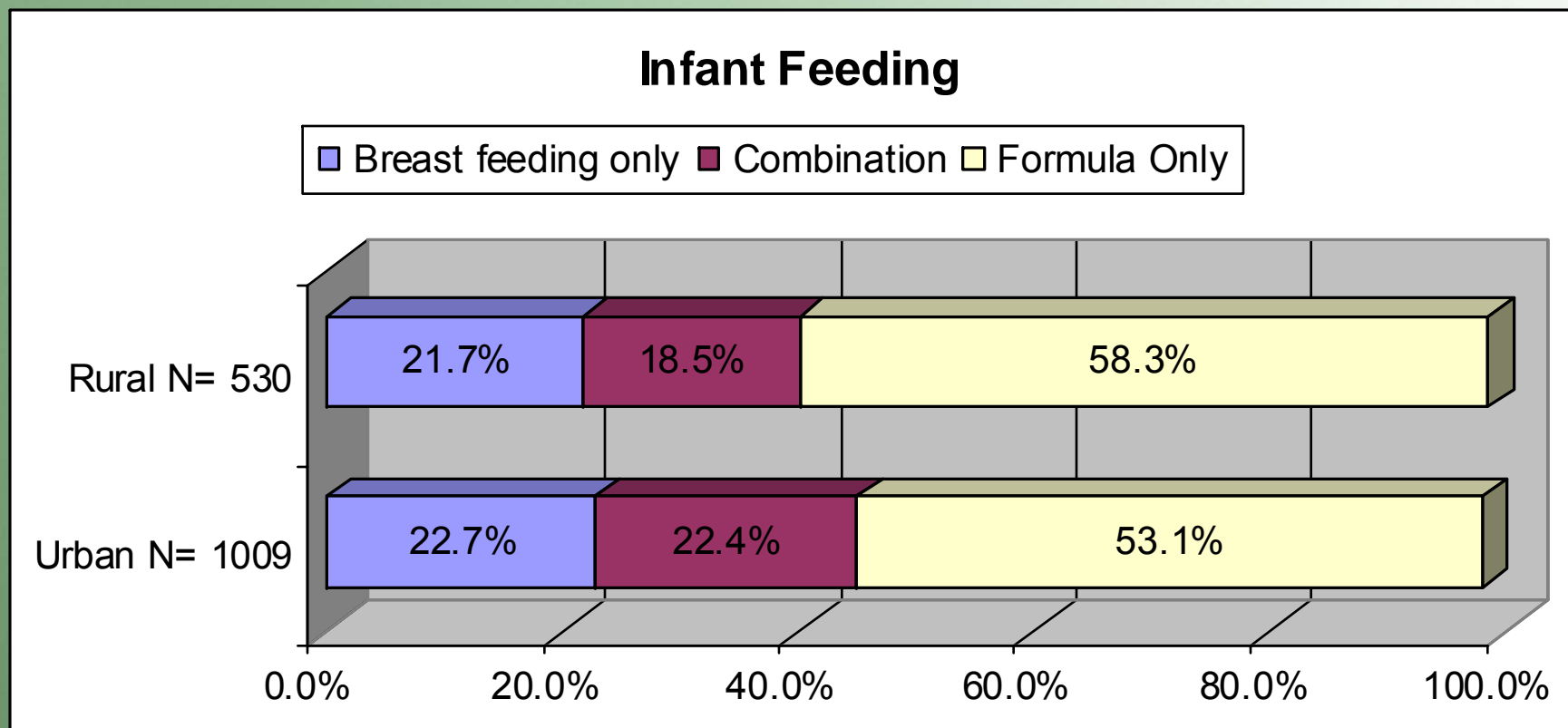
132. Did someone at the hospital teach you how to breastfeed your baby?

Rural - Did they teach you how to Breastfeed your baby?



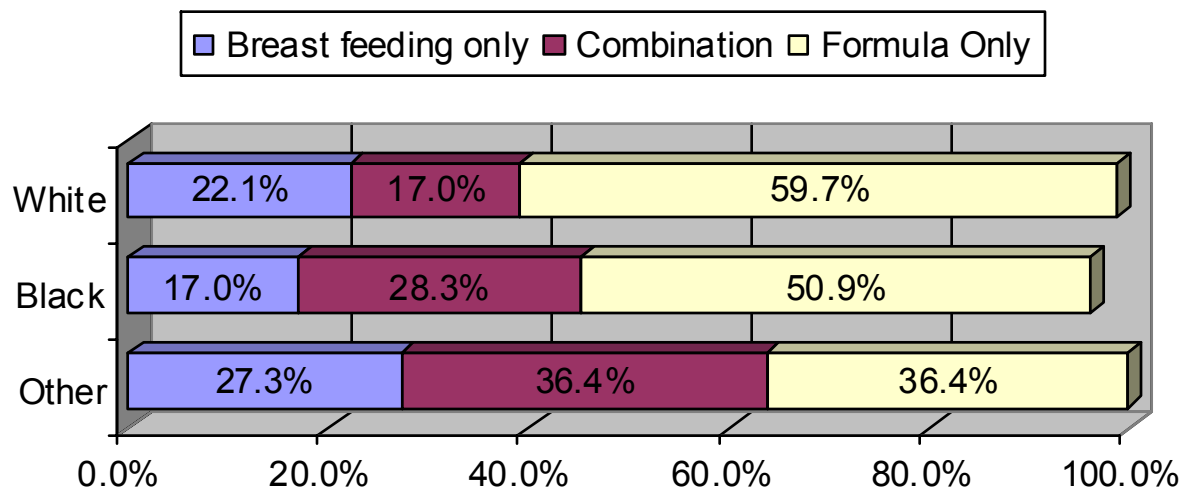
Urban - Did they teach you how to Breastfeed your baby?



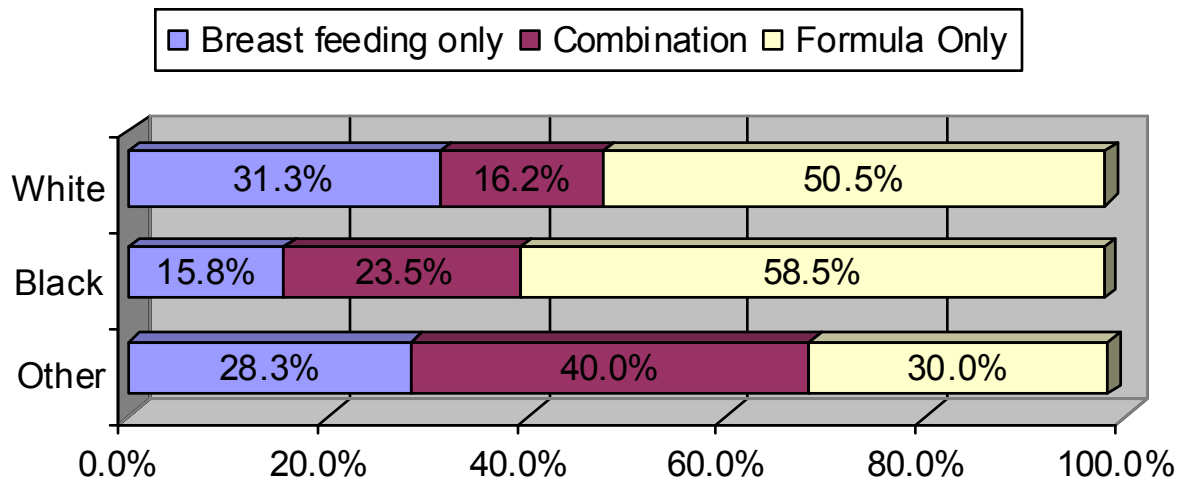


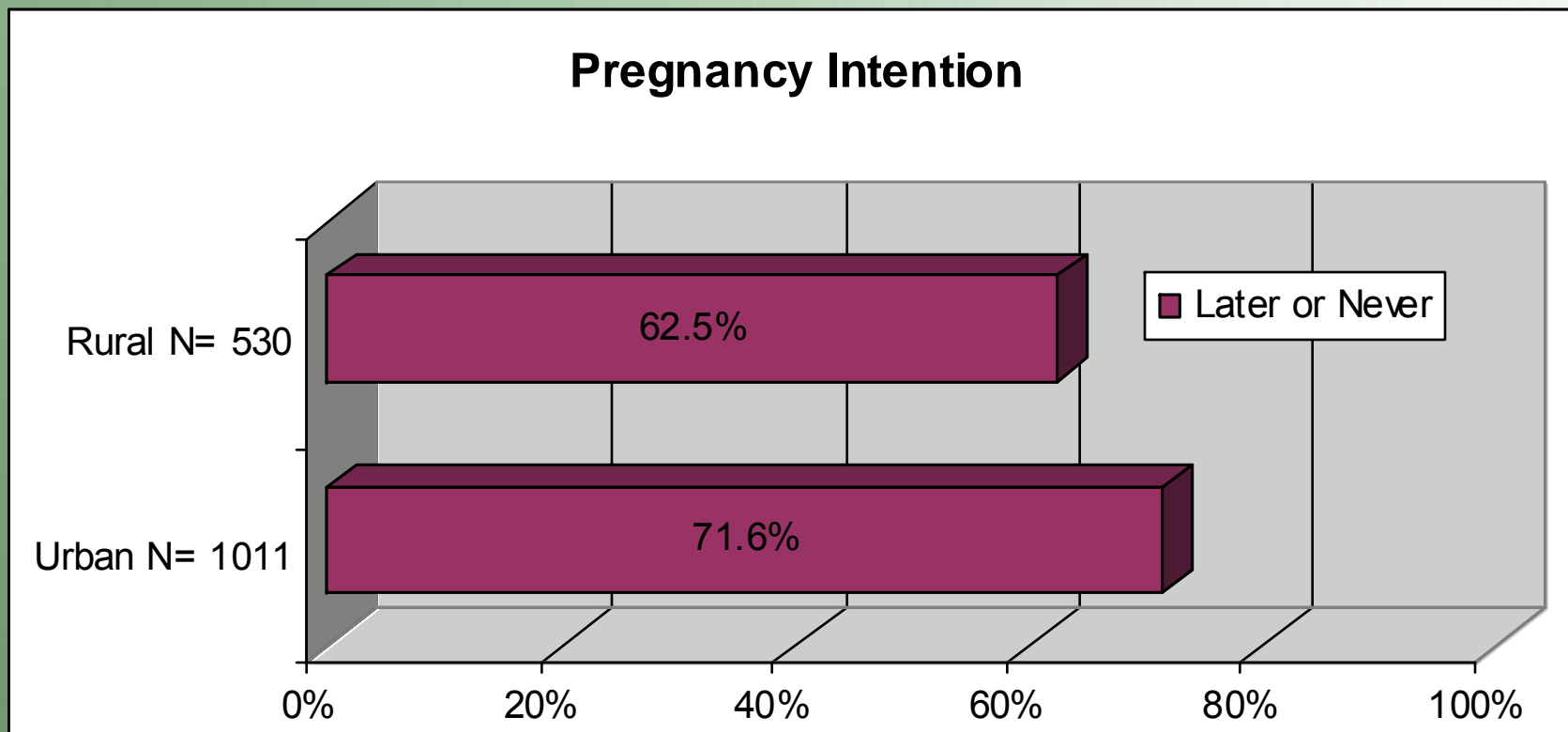
133. Did you decide to breast-feed, formula-feed or both?

Rural - Infant Feeding



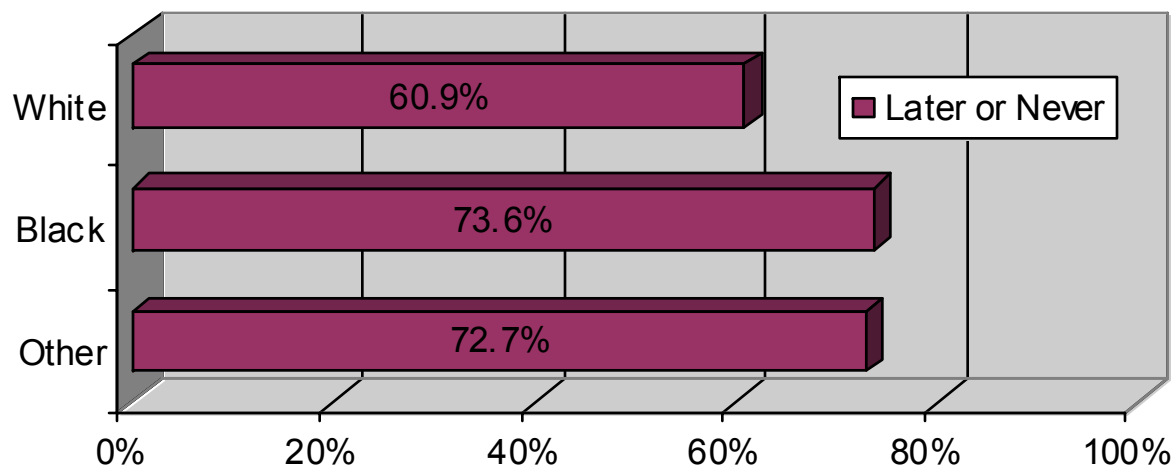
Urban - Infant Feeding



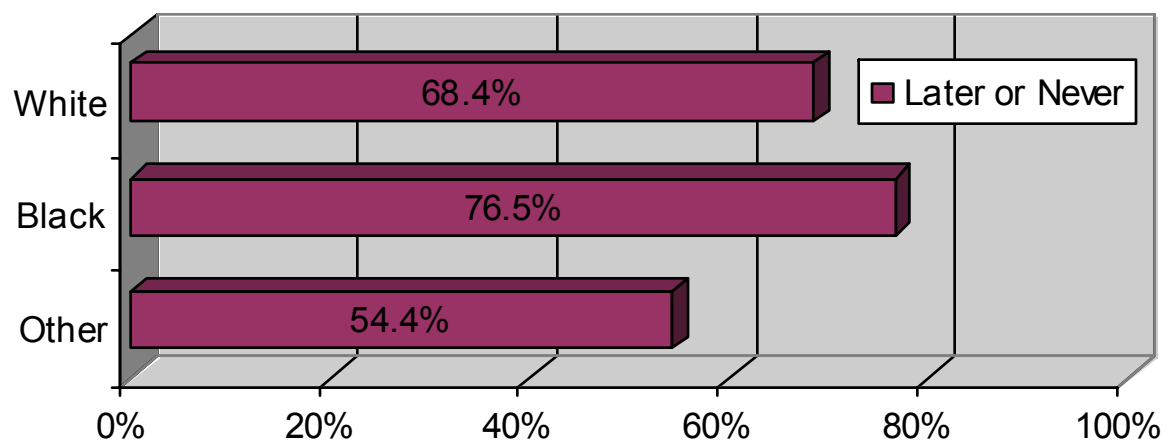


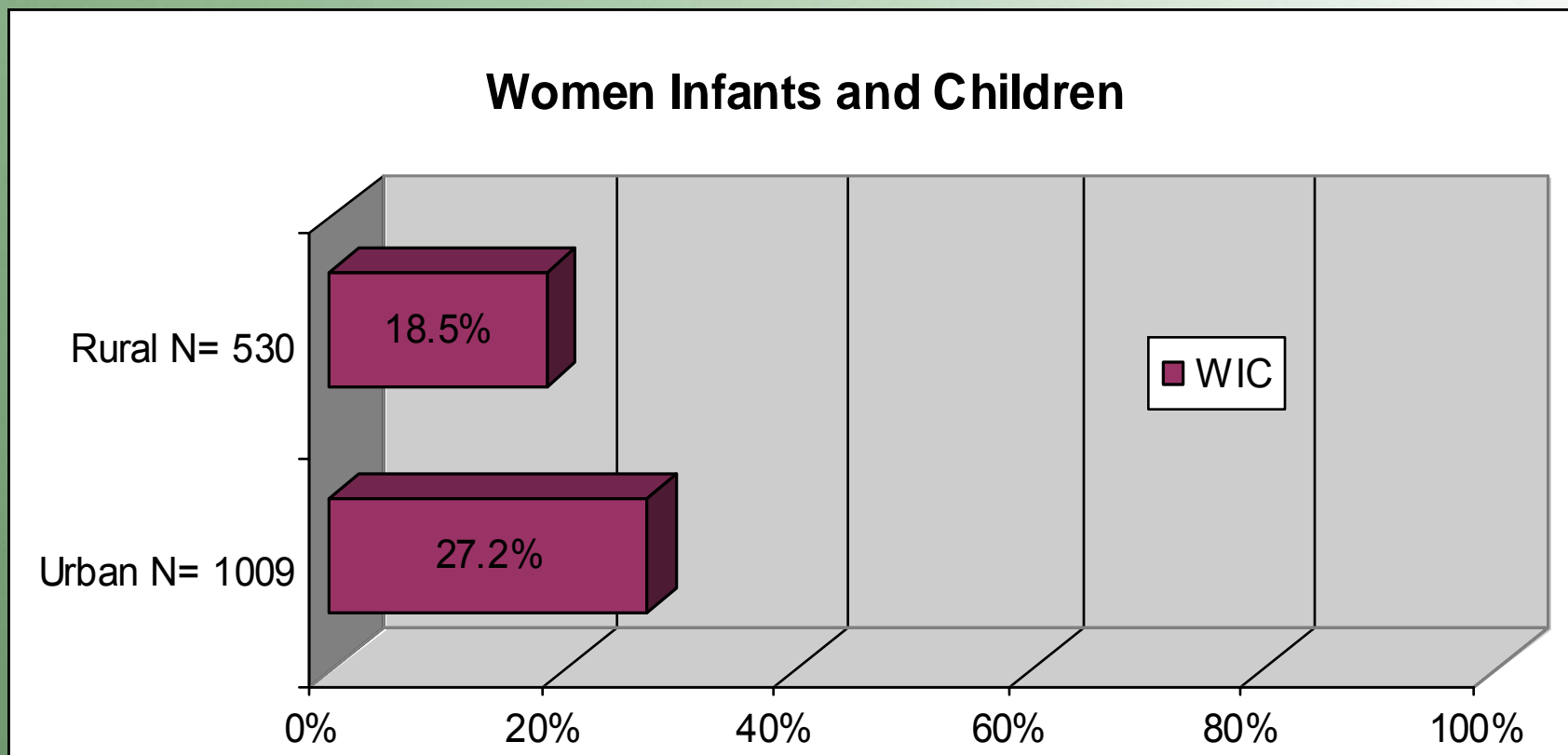
145. Thinking back to just before you got pregnant, how did you feel about becoming pregnant? Would you say you wanted to get pregnant sooner, later, at that time, or did you not want to be pregnant then or at anytime in the future?

Rural - Pregnancy Intention



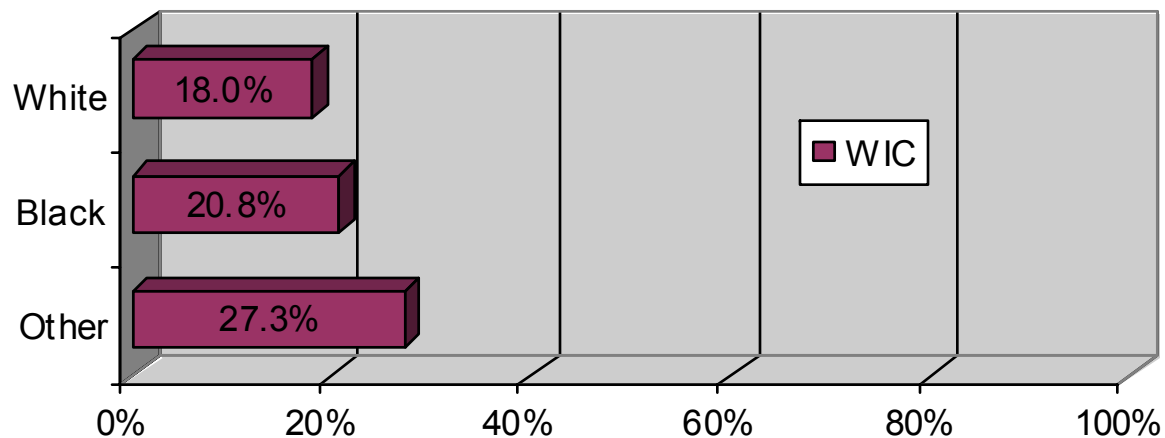
Urban - Pregnancy Intention



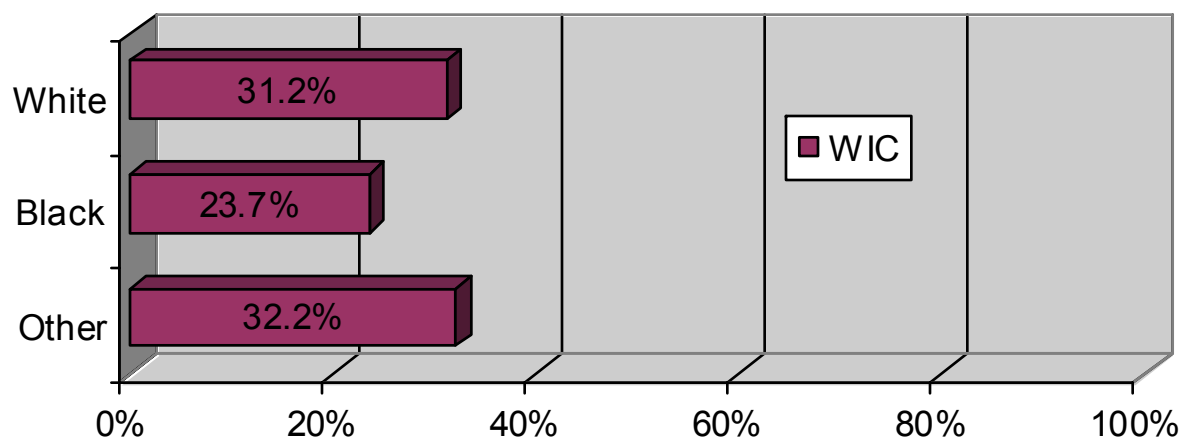


152. During your pregnancy, were you on WIC (Women, Infants and Children)?

Rural - Women Infants and Children



Urban - Women Infants and Children



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%

Florida

Birth Charges – Hospital – 2004

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

(AHCA – 2006)

Problems with Cesarean Section

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

First Cesarean Delivery Adverse Outcomes Next Birth

	<u>O.R.</u>
• 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)

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)

Informed Consent

- Preconception Care
- Prenatal Care