



# The AWHONN Postpartum Hemorrhage Project

## CORPORATE OPPORTUNITIES BROCHURE

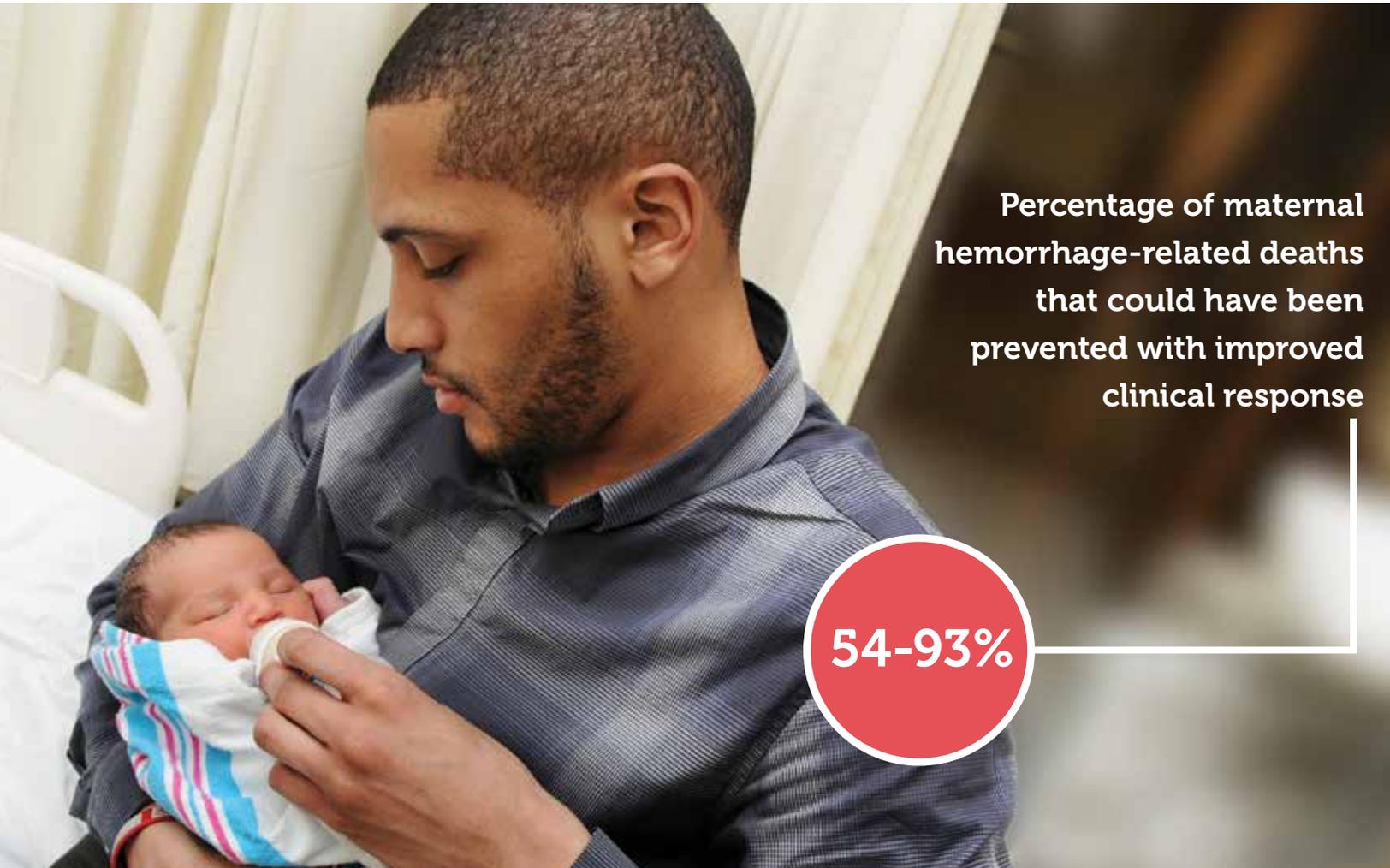
Women are the cornerstone  
of a healthy and prosperous world—  
we must act now to eliminate  
preventable deaths and injuries.

Reducing the number of women who bled to death during or after pregnancy and birth is the goal of the AWHONN Postpartum Hemorrhage (PPH) Project. The project is designed to improve clinicians' recognition of, readiness for, and response to postpartum hemorrhage.

### Multi-hospital Learning Collaborative

59 hospitals were selected for the Quality Improvement (QI) collaborative (2 hospitals from DC, 25 hospitals from GA and 32 hospitals from NJ), impacting approximately 136,000 women per year. Selection was based on a competitive application process. Participating hospitals are required to submit data on a monthly basis and discuss the data on collaborative monthly calls.

The participating hospital leaders will receive expert coaching from the multi-disciplinary Quality Improvement Expert Panel, composed of physicians, nurses, and AWHONN staff, and peer coaching and guidance from other participating hospital leaders.



Percentage of maternal hemorrhage-related deaths that could have been prevented with improved clinical response

54-93%

# Corporate Opportunities

## AWHONN Supplier Marketplace

The AWHONN Supplier Marketplace has been created specifically for serious buyers of your products and services. Enhancing your presence in the AWHONN Supplier Marketplace ensures that your company's brand and message are delivered directly to those that matter the most to your business.

Your message will be showcased on a national level and not limited to participating PPH Project hospitals.

Contact: Sima Margulis  
phone: 972-910-7386

email: smargulis@multiview.com  
website: www.multiview.com

Rates are based  
on an annual  
subscription  
starting at  
\$1,500

## Clinical Education

### National Postpartum Hemorrhage Webinar

All hospitals, regardless of geographic location, are invited to participate

- 60 minute live webinar with Q&A component
- Brief text with basic key concepts and key clinical behaviors that are known to reduce maternal morbidity and mortality
- Images of figures and graphs will be inserted to enhance learning and visually display data elements

\$35,000  
per webinar

#### Suggested topics include:

- |                       |  |
|-----------------------|--|
| 1. General Principles | Overview of Postpartum Hemorrhage              |
| 2. Recognition        | Performing Maternal Hemorrhage Risk Assessment |
| 3. Recognition        | Maternal Blood Loss Quantification             |
| 4. Recognition        | Maternal Warning Signs                         |
| 5. Response           | PPH Management                                 |
| 6. Readiness          | OB Hemorrhage Simulation                       |
| 7. Readiness          | Transfusion Therapy                            |
| 8. Response           | Team Debrief and Case Review                   |

#### Recognition:

- Corporate name and logo on the introductory slide
- Corporate name and logo in promotional materials (email blasts, SmartBrief, Clinical Resource Catalog and the like)

### National PPH Preparedness Video\*

Instructional non-branded video to help nurses and physicians develop preparedness skills and save lives.

\$250,000

The video will focus on the proper use and insertion of balloons and tamponade devices.

\*In-Kind production, graphics and video services will be considered

#### Recognition:

- Corporate name and logo on funding acknowledgement introduction and in the credits
- Corporate name and logo in promotional materials (email blasts, SmartBrief, Clinical Resource Catalog and the like)

## PPH Project Symposium Sponsorship (Limited to 10 companies)

March 2016 (one meeting in Georgia, one meeting in New Jersey)

Estimated attendance: 100 per meeting

Meeting with participating hospital leaders to summarize the results of the QI collaborative, celebrate the successes, and to talk about the next steps in the quality improvement process for the hospitals.

### Recognition:

- Corporate name and logo on meeting materials
- Recognition from the podium at the start of the symposium
- Corporate name and logo on signage
- Corporate brochure or promotional flyer in attendee registration materials
- Opportunity to send two company representatives to observe meeting
- Private Briefing for Corporate Sponsors with QI Panel and AWHONN leadership
- Dinner with QI Panel and AWHONN leadership
- Network during Breakfast, Luncheon and breaks with hospital leaders
- Private meeting with AWHONN leadership

**\$20,000**  
Limited to 10  
companies

### Have an idea for how you want to be involved?

Let us know how your company wants to be involved in the PPH Project and we can work together to develop a personalized program. Contact Maureen Calloway Carnevale CFRE, Vice President of Development, 202-261-2434, [mcarnevale@awhonn.org](mailto:mcarnevale@awhonn.org).



# About AWHONN

## Who We Are

A leader among the nation's nursing associations, the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) represents 350,000 nurses and health care professionals with a membership of more than 24,000 in our specialty. AWHONN members are committed to delivering superior health care to women and newborns in hospitals, in-home health and ambulatory care settings. AWHONN members' rich diversity of skills and experience make AWHONN the voice for perinatal, women's health and neonatal nursing.

## Focus Areas

AWHONN programs and activities are concentrated within its three focus areas: Childbearing and the Newborn, Women's Health and Professional Issues. They are defined as follows:

- The care of childbearing women and newborns (both low and high risk) in all practice settings.
- The care of women across the lifespan and in all practice settings, to include hospital-based, advanced practice and ambulatory care.
- The professional practice of nurses engaged in the care of women and newborns (both low and high risk) in all practice settings.

## AWHONN

- The standard-bearer for perinatal nursing practice
- Provides resources and services to nurses, executives, and female consumers
  - Annual Convention and Exposition
  - Journals and award-winning consumer magazines: Journal of Obstetric, Gynecologic & Neonatal Nursing (JOGNN), Nursing for Women's Health, and Healthy Mom & Baby.
  - Perinatal Orientation and Education Program (POEP), Neonatal Orientation and Education Program (NOEP), Fetal Heart Monitoring programs and courses, Assessment and Care of the Late Preterm Infant Implementation Toolkit and a host of other products and services
- Collaborates with organizations and industry to educate, inform and advocate for nurses, women and newborns

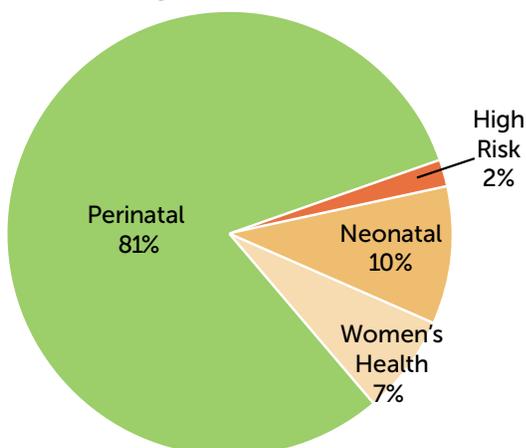
## Our Members

There are 2.7 Million Nurses in the United States:

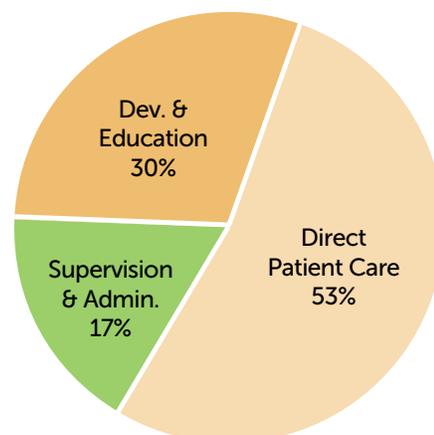
- Largest group of health care providers
- First and most consistent point of contact in the health care setting
- Play an integral role in screening, treatment, care management and education for women
- Ranked the most trusted professionals and health care providers

AWHONN is the leading association and source for these 350,000+ nurses within the Perinatal and Neonatal Registered Nursing community.

### Primary Clinical Focus



### Majority of Time Spent



# PPH Project Team

## Quality Improvement Expert Panel

AWHONN's Quality Improvement Expert Panel leads the strategic direction for the project. The multi-disciplinary skill set of the panel provides for a comprehensive approach to any issues hospitals may encounter along the quality improvement journey.



**Brian Bateman, MD, MSc**  
Harvard Medical School | Massachusetts General Hospital  
Assistant Professor of Anaesthesia  
| Faculty



**Debra Bingham, DrPH, RN**  
Vice President of Research,  
Education, and Publications |  
AWHONN



**Renée Byfield,  
FNP, MS, RN, C-EFM**  
Nurse Program Development  
Specialist | AWHONN



**Brenda Chagolla,  
RN, MSN, CNS**  
Manager | University Birthing  
Suites/Women's Pavilion/New-  
born Nursery | University of Cali-  
fornia Davis Medical Center



**Jed Gorlin, MD**  
Medical Director | Associate  
Professor Memorial Blood Center  
| University of Minnesota



**David Lagrew, MD**  
Medical Director of Physician  
Informatics & Chief Integration  
and Accountability Officer | Me-  
morialCare



**Marla J. Marek,  
PhD, RNC, BSN, MSN**  
Assistant Professor | California  
State University, Stanislaus



**Ben Scheich, MS**  
Associate Director |  
Data Analytics | AWHONN

For more information including pricing,  
package options, and availability contact:

Maureen Calloway Carnevale CFRE  
Vice President of Development  
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