

AWHONN's Postpartum Hemorrhage (PPH) Project

Facts about maternal postpartum hemorrhage:

- Obstetric hemorrhage affects 2.9% of all births in the United States and is one of the top causes of maternal death (Callaghan et al, 2010; Berg, Callaghan, Syverson, & Henderson, 2010; Bingham & Jones, 2012).
- During a pregnancy-related mortality review in California, 70% of all hemorrhage-related deaths had a strong or good chance of being prevented (California Department of Public Health, 2011).
- Over 90% of the potentially preventable morbidity and mortality due to hemorrhage is because of provider-related factors, notably incomplete or inappropriate management (Della Torre et al., 2011).

Project Purpose: The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is launching a multi-state, multi-hospital initiative aimed at reducing clinical errors and changing clinical practice related to postpartum hemorrhage obstetrical team management.

Project Structure: The structure of the project is broken down into the following phases:

Baseline Assessment

Description: AWHONN is asking a nurse key-informant from all hospitals within specified geographic locations of AWHONN's initiative to complete a baseline survey about postpartum hemorrhage practices at the hospital where they work.

Timeframe: Beginning in November of 2013

Time commitment: 15 minutes for key informant to complete survey

What's in it for your hospital: All hospitals who wish to participate in a multi-hospital quality improvement learning collaborative must complete the baseline assessment. In addition, by completing the baseline assessment your hospital will receive a free copy of AWHONN's Obstetric Hemorrhage Monograph. Finally, completing this survey will provide AWHONN with valuable data on postpartum hemorrhage practices, which will help shape future AWHONN work in postpartum hemorrhage. All data will be kept confidential and AWHONN will only discuss the results of the survey in the aggregate.

Learning Collaborative

Description: Hospitals interested in shaping and changing clinical practice and reducing clinical errors related to postpartum hemorrhage can apply to participate in a multi-hospital, multi-state learning collaborative. Hospitals selected to participate in the learning collaborative will work with the multi-disciplinary PPH Quality Improvement (QI) expert panel (composed of physicians, nurses, and AWHONN staff) to identify areas of improvement and track process and outcome measures to demonstrate improvement in recognition (quantification of blood loss and timely risk assessments), readiness (policies and procedures and drills), and response of post-partum hemorrhage (debriefs).

Timeframe: Beginning in the summer of 2014 and ending in the winter of 2015.

Time commitment:

- One day initial kick-off meeting. You will be asked to travel to the designated location to attend this event (8 hours plus travel time)
- Monthly conference calls with the hospital collaborative team (1.5 hours per month)
- Monthly data collection activities for the collaborative. AWHONN will identify key data elements that you must provide on a monthly basis and will be discussed during the monthly conference calls (time estimate of 2 hours per month but this will vary by hospital based upon how you are currently collecting data)
- Various interdisciplinary meetings at your hospital to help enable clinical practice change to improve recognition, readiness, and response of PPH. The QI expert panel and the AWHONN staff will provide you with materials to help facilitate these meetings, but the project leaders at the hospital will be responsible for conducting these meetings and reporting on the meeting results to the collaborative members.
- Collaborative wrap-up meeting. You will be asked to travel to the designated location in your state to attend this event (8 hours plus travel time)

What's in it for your hospital: Hospitals participating in the collaborative will work with national experts to change clinical practice at your facility. The collaborative environment will foster idea-sharing with the Quality Improvement expert panel, as well as with clinician leaders from the other hospitals in the collaborative.

There is no cost to participate in this project. All research components of the AWHONN PPH Project will go through IRB review.

If you have other questions, please contact AWHONN at customerservice@awhonn.org