

Should your hospital outsource its OB hospitalist program?



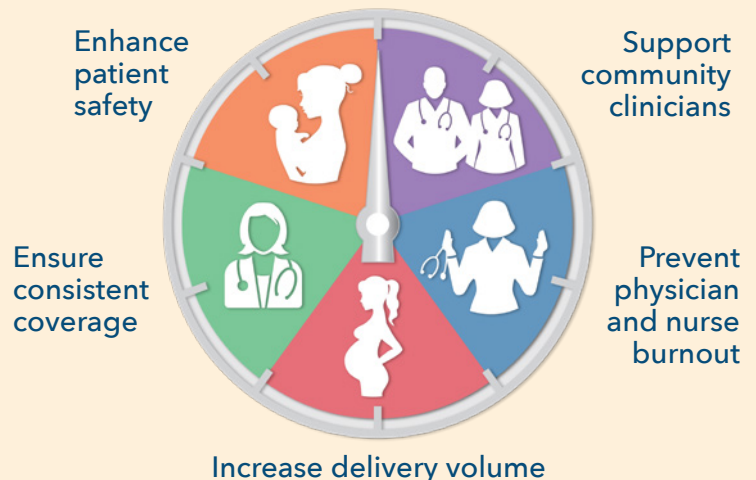
Many hospital leaders are looking for ways to improve quality of care in labor and delivery, with the intention of increasing patient satisfaction, reducing risk, driving growth and supporting nurses and physicians.

A 24/7 OB hospitalist program accomplishes these goals while providing an extra layer of safety and support for in-house staff and community physicians.

As the standard of care has become 24/7 in-house coverage for labor and delivery, the hard decision comes down to whether to develop your own hospitalist program or outsource to a dedicated OB/GYN hospitalist provider.

Making the best decision for your hospital

Whether your goal is to improve performance across a network of hospital programs or you're focused on rural hospital challenges, any hospital leader considering an OB hospitalist program should compare the pros and cons of outsourcing versus developing your own in-house laborist or OB hospitalist program.



Developing an OB hospitalist program yourself

Time and responsibilities are important considerations if you insource your own OB hospitalist program. When considering whether to develop and self-manage your OB hospitalist program you should account for:

- Recruiting physicians
- Credentialing & onboarding physicians
- Purchasing malpractice insurance
- Assuming all malpractice liability risk
- Accounting for premium labor costs
- Assuming financial risk
- Managing physician burnout
- Overseeing physician management and training
- Managing professional fee billing, coding, and compliance
- Undertaking the administrative burden of filling shifts

Additionally, you should consider the importance of growth, quality assurance, and reporting. You'll be responsible for driving strategic clinical, operational, or financial objectives and the additional complexity of incorporating:

- Strong clinical program leadership
- Data reporting, benchmarking, and analysis
- Clinical management and process standardization
- Development and implementation of best practices and protocols
- Volume and throughput optimization
- Financial analysis and benchmarking
- Private practice engagement
- Ensuring patient satisfaction and quality assurance

General steps needed to start a new program

- Establish a budget
- Recruit and hire OB/GYN hospitalists
- Sign contracts
- Determine malpractice coverage
- Develop policies and procedures
- Create reciprocal billing agreements with private OB/GYNs
- Market to local practitioners and patients
- Consider changing outpatient OB triage to an OBED

What's the goal of your OB hospitalist program?

Who will run your program?

How much knowledge do you have about running an OB hospitalist program?

What's the best use of your team's time?

How long will it take you to set up?

What if something goes wrong?

How will you measure success?

What's your strategy for recruiting and retaining physicians?

Advantages of building an OB hospitalist program with OBHG

When you invest in a comprehensive OB hospitalist program from OBHG, OB clinicians and support staff are at the forefront.

We work with you to create programs to advance maternal health, improve patient safety, mitigate the challenging workforce issues facing OB/GYNs today, increase hospital labor productivity, reduce maternal mortality, and create better outcomes.



Active on-site coverage

- Physician-led triage for every patient coming to labor and delivery
- Non-competitive support for local OB/GYN providers
- Backup support for medical staff
- Training expertise
- OB clinicians skilled in emergent care
- Clinicians who embrace hospital initiatives and goals
- Participation in department leadership, committees, and medical staff meetings
- A partner for MFMs for transports and patient care management
- Residency program support, training, and coverage
- Increased obstetrics support 24/7
- Standard clinical care from the entire clinician team



Clinical leadership

- Dedicated clinical site director with additional oversight and support provided by regional and national leadership
- Clinical protocol implementation and management
- Physician training, simulation drills, and continuing medical education
- Backed by a robust network of physicians to leverage national and regional best practices
- Data reporting and benchmarking
- Support for hospital growth initiatives
- Managing physician burnout
- Hospital operations improvement



Labor and Delivery/OB hospitalist management

- OB emergency room implementation and management
- Candidate identification and recruitment, supported by OBHG's large national recruiting team
- Physician schedule management
- Billing and coding
- Community provider outreach
- Premium labor costs



Quality management

- Risk data reporting
- Internal processes and compliance reviews
- Quality data and outcomes metrics tracking and analysis
- Medical malpractice coverage
- Improving patient satisfaction



Ongoing program customization

- Customized solutions to fit the size and needs of each hospital
- Ability to scale with hospitals
- Clinical, operational and compliance expertise
- Operational and financial benchmarking to optimize program performance

Although initial costs of an outsourced program may be higher, revenue-generating opportunities continue to increase throughout the program and hidden costs of running your own program can further impact the comparative analysis.



30%
Reduction
in serious
harm events



75%
Fewer births
resulting in
malpractice
payouts



10%
Reduction in
C-section rates



2.5%
Average
episiotomy rate
(half the nationally
accepted goal)



100%
Compliance
with nationally
endorsed
protocols
(including elective
deliveries before 39
weeks and use of steroids
for eligible patients)

Improve obstetric operations with Ob Hospitalist Group

As the largest and only dedicated OB hospitalist provider in the U.S., OBHG becomes a part of your team to build a strong, successful OB hospitalist program.

We have a proven ability to drive better outcomes for our hospital partners while supporting and accomplishing their strategic goals on labor and delivery.

After the implementation of an OBHG program, our hospital partners see an increase in core quality metrics (including C-section, VBAC rates and NQF scores) which improve patient outcomes and drive patient experience.



We were totally hitting a wall when it came to doing it ourselves. There are too many logistics to work on when you have competing medical groups providing care in the hospital that we just couldn't come to a consensus, so working with OBHG just made sense.

– Jamie Kane
Maternal-Child Service Manager, Blessing Hospital



Is it time to **outsource** and leave it to the **experts**?
Contact us at businessdevelopment@obhg.com to learn more.

 **Ob Hospitalist**SM | Together we **deliver**
G R O U P