



Dear Oregon Hospital Community,

We are writing today to inform you of an exciting effort underway to improve the quality and affordability of maternity care in Oregon. For the past year, the Oregon Health Care Quality Corporation (Q Corp) has been working on behalf of the March of Dimes' Oregon Perinatal Collaborative to develop a plan for establishing an Oregon Maternal Data Center (OMDC). We are preparing now to launch a pilot phase of the OMDC in early 2015 and would welcome your hospital's participation.

As you know, maternity care represents a significant share of hospitals costs. According to the Agency for Healthcare Research and Quality, **childbirth is the fourth most expensive inpatient condition, with a total cost of \$12.4 billion in 2011. Here in Oregon, pregnancy, with delivery was the biggest cost driver** for both Medicaid and commercial payers in 2011 (OHA, APAC data).

Yet for all these dollars, it's not clear that women and newborns are receiving high-quality outcomes in return. **C-section rates are higher than recommended levels and vary widely across Oregon hospitals** (from 12.5 percent to over 43 percent, Oregon Birth Data 2013). **Rates of major obstetrical complications vary by almost fivefold among US hospitals** (Health Affairs 2014). While these statistics and trends grab the headlines, all of us working on quality of care issues are left without the timely data or the tools to respond. Until now.

**In 2013, the OPC created a Subcommittee to develop a plan for shared data and aggregation on maternity care in Oregon—an Oregon Maternal Data Center.** (OPC Steering Committee and Data Subcommittee rosters are attached.) The Data Subcommittee identified an outstanding data system that has been researched, tested and is in use by hospitals in California and Washington—the California Maternal Data Center (CMDC). The CMDC was developed by Dr. Elliott Main and colleagues at the California Maternal Quality Care Collaborative (CMQCC) and is housed at Stanford University. The CMDC combines hospital patient discharge data with a limited set of birth certificate data elements to generate rapid-cycle (e.g., monthly) performance metrics and statistics. The CMDC is purposely designed to facilitate quality improvement activities in a way that is **low burden, low cost and high value for participants**. Hospital users in California have reported significant improvements in care and data quality by using the rapid-cycle information available from the CMDC.

**Q Corp, the March of Dimes, the OPC and others are working to bring the CMDC to Oregon.** As an existing, voluntary data collaborative, Q Corp maintains a health plan claims data set covering over 80 percent of fully-insured commercial, 100 percent of Medicaid, and 100 percent of Medicare enrollees in Oregon, and is uniquely positioned to manage the operations of the OMDC. Q Corp, through funding provided by The Robert Wood Johnson Foundation, has provided over \$300,000 in start-up funds to help launch the OMDC.

**A Pilot Phase of the OMDC will begin in early 2015 and we would welcome the participation of your hospital. The pilot phase will include 10-15 interested hospitals with expansion soon to follow.** More information about the OMDC, the pilot phase, fees for participation, and how to enroll can be found at <http://www.q-corp.org/maternity-care>.

**An informational webinar is scheduled for December 2 from 1:00-3:00pm.** At that time, CMQCC and Q Corp staff will provide a demo of the CMDC and answer questions about the OMDC pilot phase. You will also be able to register your hospital's interest in participating. Webinar registration and details are posted at <http://www.q-corp.org/maternity-care>.

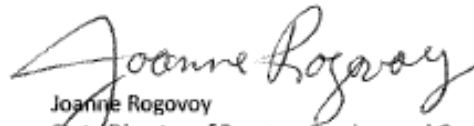
We hope you will join us in this effort to take action on improving the outcomes for both women and their newborn babies.



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Joanne Rogovoy  
State Director of Program Services and Government Affairs  
Greater Oregon Chapter, March of Dimes

Enclosures  
OPC Steering Committee Roster  
OPC Subcommittee on Data for Measurement and Improvement Roster

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**March of Dimes—Greater Oregon Chapter** *The March of Dimes mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. The March of Dimes is the leading nonprofit organization for pregnancy and baby health. For more than 75 years, moms and babies have benefited from March of Dimes research, education, vaccines, and breakthroughs.*

**The Oregon Health Care Quality Corporation** *is an independent, nonprofit organization dedicated to improving the quality and affordability of health care in Oregon by leading community collaborations and producing unbiased information. We work with the members of our community – including consumers, providers, employers, policymakers and health insurers – to improve the health of all Oregonians. For more information, visit [www.Q-Corp.org](http://www.Q-Corp.org) or follow us at [@OR\\_QualityCare](https://twitter.com/OR_QualityCare).*

## Oregon Perinatal Collaborative: Steering Committee Members

Members:	Association	Function
Aaron Caughey MD	OHSU	Chair
Beth Joscelyn	March of Dimes	Member
Bruce Gutelius MD	OR Health Authority	Member
David Labby MD	HealthShare Oregon	Collaborative Leader
Debbie Heim	Good Samaritan Regional Medical Center	Member
Diane Waldo	OR Association Hospitals & Health Systems	Collaborative Leader
Dick Lowensohn MD	March of Dimes Program Services Chair	Member
Duncan Neilson MD	Legacy	Collaborative Leader
Helen Bellanca MD	HealthShare Oregon	Member
Joanne Rogovoy	March of Dimes	Collaborative Leader
Kathy Criswell	Providence	Member
Laurel Durham	Providence	Member
Leona Logue	Legacy	Member
Lori Irwin	OHSU	Member
Lyn Jacobs MD	Virginia Garcia	Member
Mark Tomlinson MD	Providence St. Vincent's	Collaborative Leader
Michel Bryant	Good Samaritan Regional Medical Center	Member
Mylia Christensen	Oregon Health Care Quality Corporation	Member
Patrice Chatterton	Kaiser Permanente	Member
Shelora Mangan	Legacy	Member
Suzanne Lubarsky MD	Kaiser Permanente	Member
Sylvana Bennett MD	Tuality	Member
Yvonne Gordon	March of Dimes - QI Consultant / Facilitator	Member/Facilitator

**Invitee Roster**  
**Oregon Perinatal Collaborative**  
**Subcommittee on Data for Measurement and Improvement**



Mary Adams  
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Lane Transit District

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Obstetrician  
East Cascade Women's Group

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Doernbecher Neonatal Care Center, OHSU

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Providence Health & Services - Oregon

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Oregon Perinatal Collaborative

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Masters in Nurse Midwifery Student OHSU

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Women's Healthcare Associates

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***Q Corp Staff***

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