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Contact: Brynn Rubinstein

Phone: 415.615.6359

Tools Launched to Help Hospitals and Medical Practices Integrate Midwives

SAN FRANCISCO (April 5, 2018)- Certified nurse midwives (CNMs) are an underutilized resource despite their [established benefits](#). The Pacific Business Group on Health (PBGH) created a set of tools to facilitate their integration into hospital and practices.

Research demonstrates that midwives can improve outcomes for moms and babies while decreasing health care costs and creating more care choices for patients. Yet, CNMs only deliver 9% of babies in California and nationally. To promote the adoption of midwifery, PBGH released two free resources: a business planning tool, “Financial Considerations for Developing a Business Plan for Integrating Certified Nurse-Midwives,” and an implementation guide, “How to Successfully Integrate Midwives into Your Practice: A Guide for Physician Practices and Hospitals.” The group hosted a [launch web event](#) for the tools on Monday, April 2nd.

“We spend over one hundred billion dollars per year on pregnancy and newborn care in this country but don’t have the good outcomes to show for it,” points out David Lansky, CEO of PBGH, a non-profit coalition of large health care purchasers that seeks to increase the value of health care. The U.S. still struggles with rising C-section rates, high maternal mortality, and staggering racial disparities. “Midwives are an underutilized resource that can help address high costs and poor outcomes in maternity care.”

Midwives, particularly Certified Nurse-Midwives, are trained to partner with families to deliver safe, cost-effective, and evidence-based care. Their orientation toward pregnancy and birth typically results in low rates of C-sections, non-indicated labor inductions, third and fourth degree perineal tears, and high breastfeeding rates.

“Midwifery seems like it could be part at the core of any solutions to move us towards a higher-performing health care system,” Dr. Neel Shah, Associate Professor of Obstetrics and Gynecology at Harvard University, explains on the webinar launch. “One of the things that makes our system unique is that midwives are at the periphery, whereas in every other developed country, including those that have better outcomes, they are at the core.”

The tools aim to bring midwifery to more patients and hospitals by creating straightforward guidance for integrating midwives based on real working models of midwife-physician collaboration. The two resources, when paired together, equip practices and hospitals to develop a compelling financial case for midwife-led care and support the subsequent implementation of the midwifery model.

All tools are available for free download at <http://www.pbgh.org/midwifery> with support from the California Health Care Foundation, Transforming Birth Fund, and the Yellow Chair Foundation



About the Pacific Business Group on Health

The Pacific Business Group on Health (PBGH) is a non-profit coalition representing nearly 70-member organizations from the public and private sector member organizations. PBGH's mission is to be a change agent creating increased value in the healthcare system through purchaser collaboration, innovation, and action, and through the spread of best practices. They leverage the purchaser voice to transform the delivery of healthcare and promote policies that advance value-based care at the federal and state level. Current initiatives focus on high cost high need patients, better maternity care, care coordination and primary care access, and payment reform.