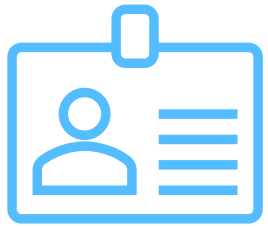
# QuantumMark

## Simple Solution, Big Impact: Improving Birth Data Quality

# About Us

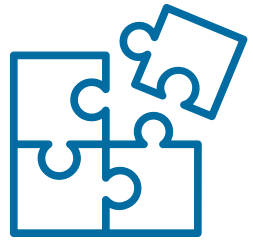


**Anne Reynolds**
DHSc, MPH

CMC Certified

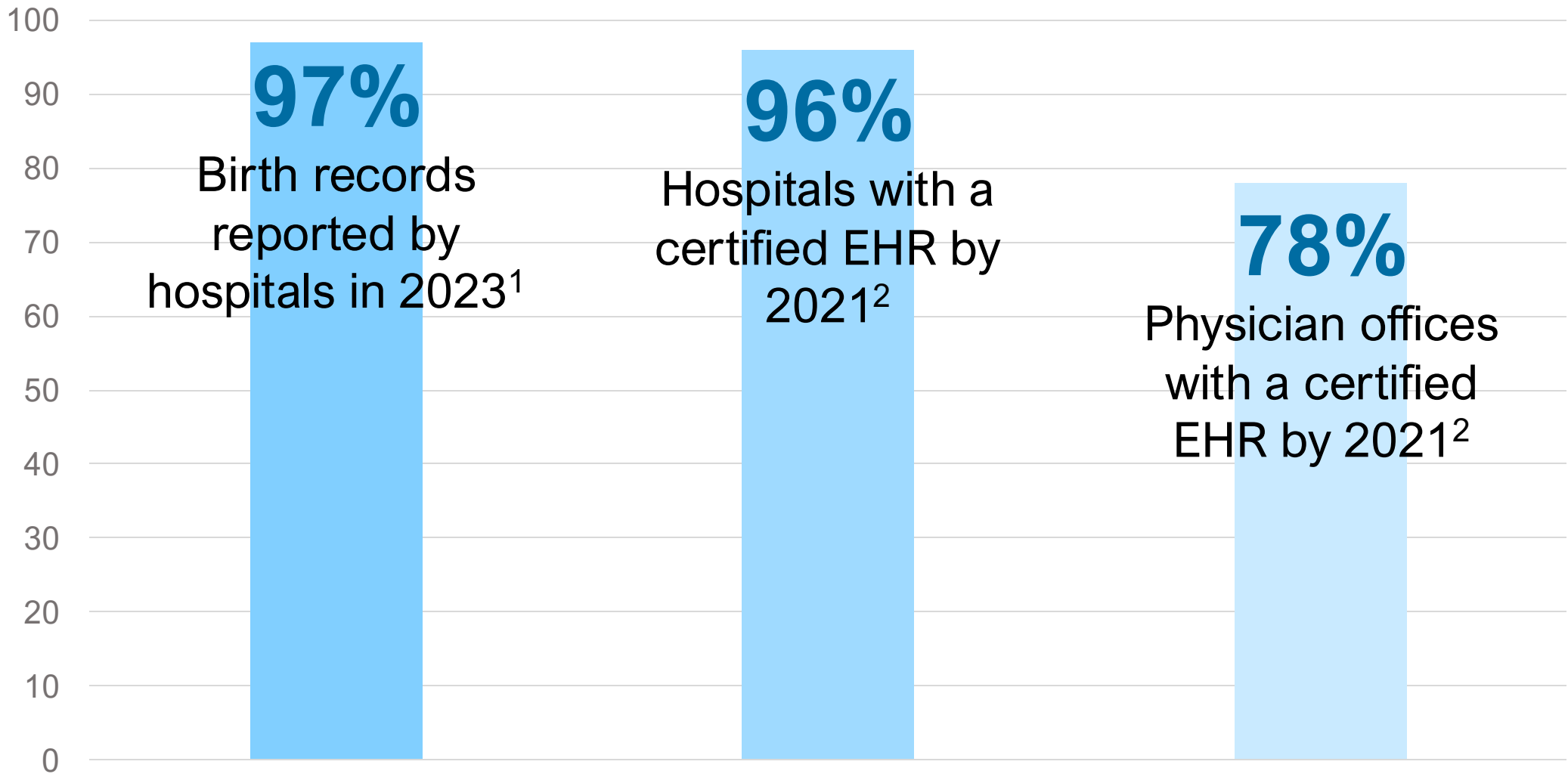
People, processes and technology

21 jurisdictions, public and private sector

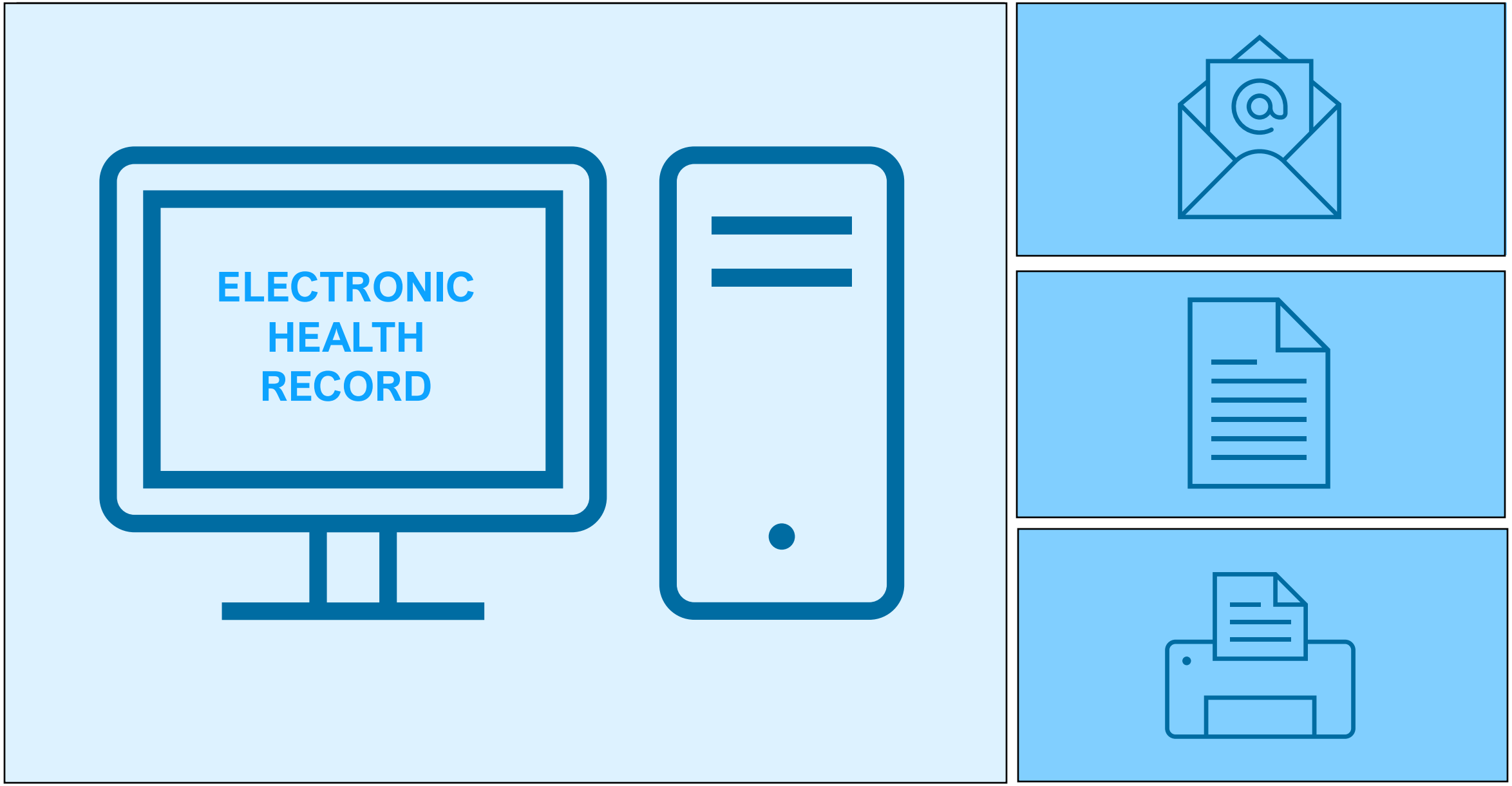


40+ years of data and process improvement

# HOW ARE BIRTH DATA COLLECTED?

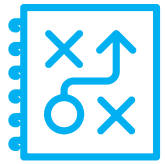



1. Centers for Disease Control and Prevention, National Center for Health Statistics. National Vital Statistics System, Natality on CDC WONDER Online Database. Data are from the Natality Records 2016-2023, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed at http://wonder.cdc.gov/natality-expanded-current.html on Dec 11, 2024 1:09:15 PM
2. https://www.healthit.gov/data/quickstats/national-trends-hospital-and-physician-adoption-electronic-health-records


ELECTRONIC
HEALTH
RECORD

# Impact of Data Entry

Typos



Worksheets with many questions

Handwriting

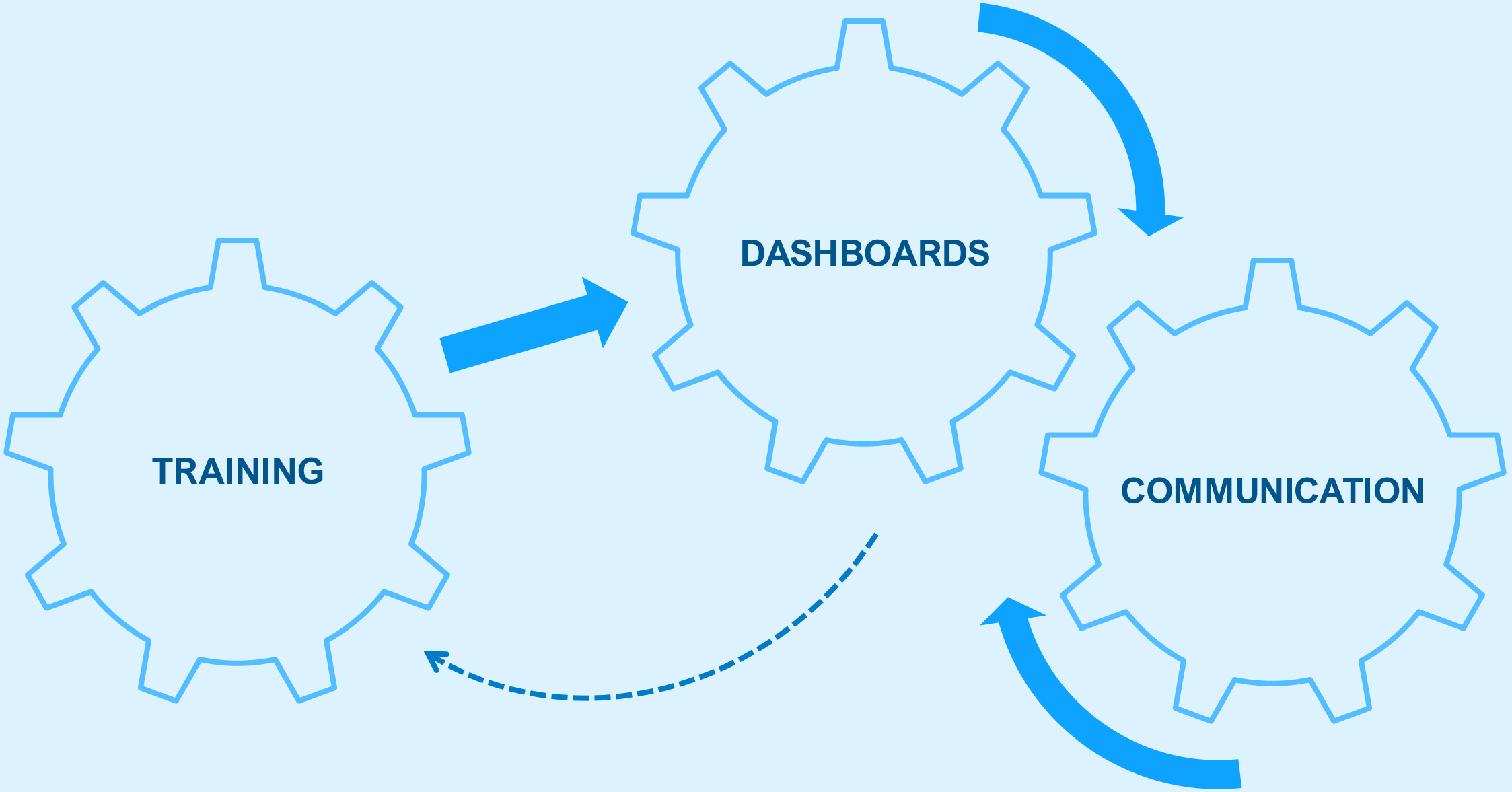
# MEANINGFUL METHODOLOGY

# All About the Approach

Training

Dashboards

Communication


DASHBOARDS
TRAINING
COMMUNICATION

# RELIABLE RESULTS

# Case Study 1

~35,000 births in 2023[4]

Focus on hospitals with greatest improvement potential

Engaged CEO/CMO

Follow-up leadership meetings

Small changes

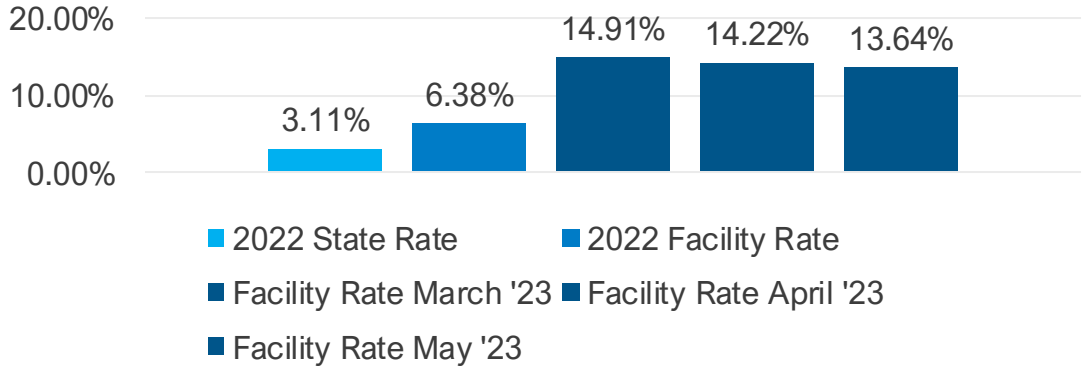
Rapid improvement

4. NCHS 2023 Provisional Birth Data

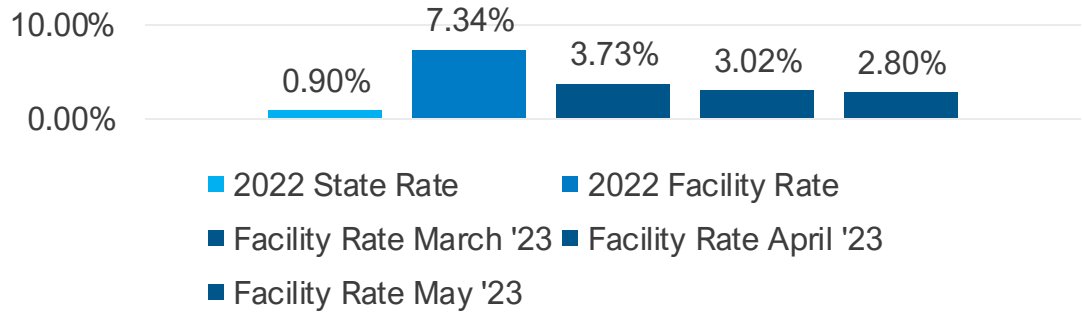
# Medical Center

## Birth Data Higher Than Expected Items – Improving

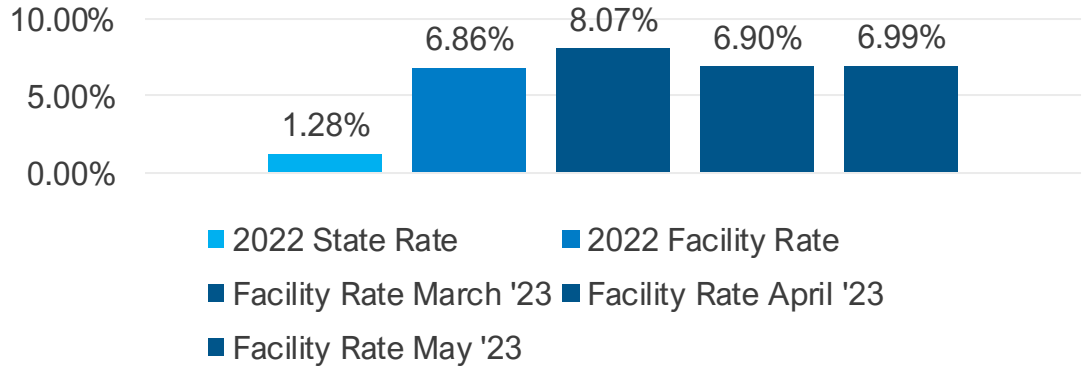
### Infections Present – Chlamydia (Y)



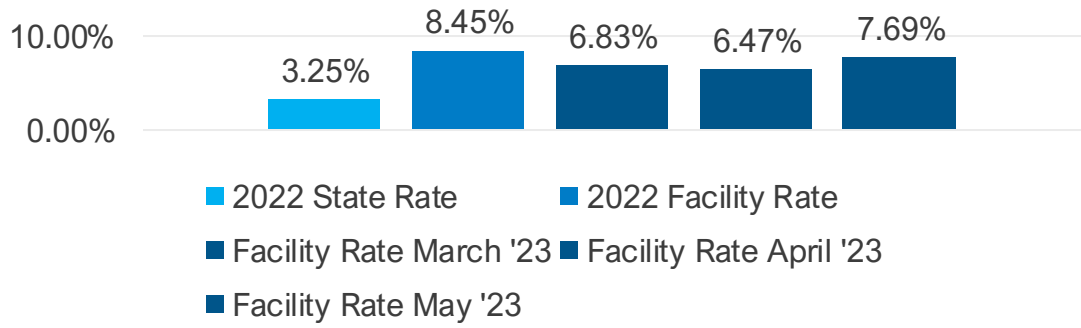

### Did Mother get WIC Food for Herself? – Unknown




### Mother's Education – Unknown




### Mother's Pre-pregnancy Weight – Unknown




*Data reflects progress as of May 31, 2023*

# Ongoing Efforts

Quality review every 2 months

Training available upon request

Maintaining birth quality

# Case Study 2

~10,000 births in 2023[4]

Pre-training survey

Trained all birth hospitals

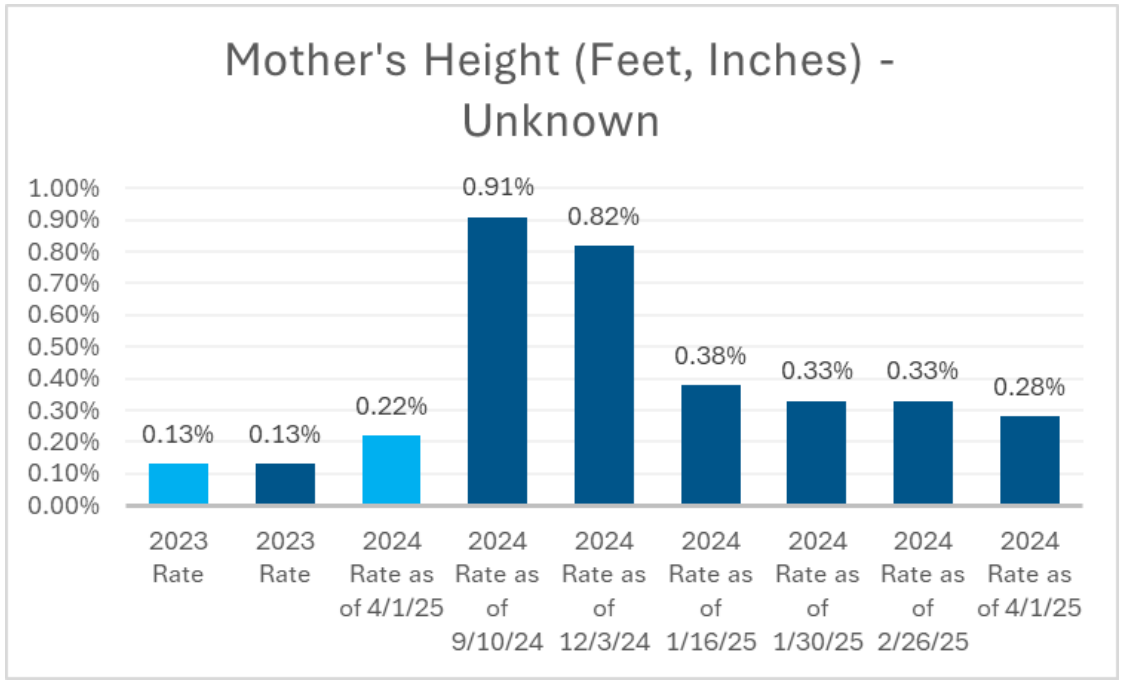
Slower improvement

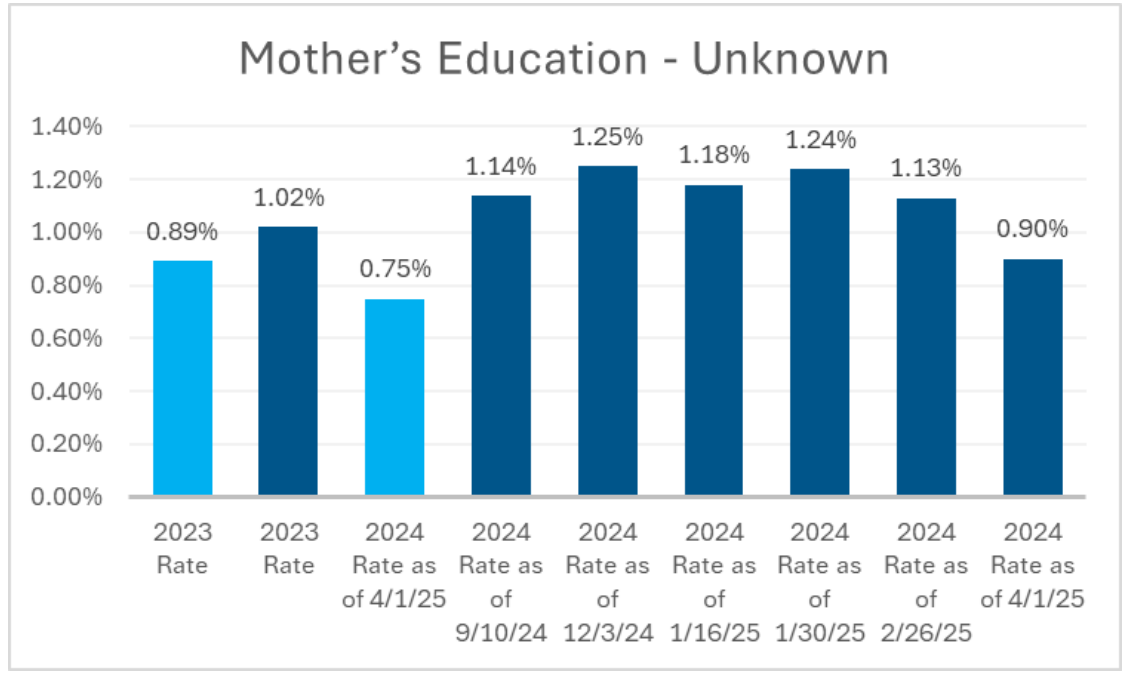
Looked more broadly at data quality rates

Focused on medical history fields

4. NCHS 2023 Provisional Birth Data

# Data Improvement




State Rate  Facility Rate

# Next Steps

Engage WIC and maternal/infant health programs

Incorporate birth records into existing trainings and forms

Assess EHR adoption by OB offices

# WHY IT WORKS

## Open Communication

Create partnerships

Build trust

Feedback critical for adult education

## Sharing Information

Limited dashboard availability within EVRS

Data ownership and security prevent exporting large files for facility analysis

Lack resources to analyze birth data

## Data …

Tell a story

Support a call to change

Are actionable

# Thank You

Contact me with questions:

**anne@quantummark.com**