In 2006, when Ob Hospitalist Group founder Dr. Chris Swain pioneered the concept of the Obstetric Emergency Department (OBED), his primary objective was to *elevate the standard of women’s healthcare* by assuring that every expectant mother at every hospital receives an unconditional evaluation by an experienced, Board Certified OB/GYN physician, 24 hours a day, 365 days a year. Over the past decade, the OBED model has revolutionized women’s healthcare and raised the bar for all hospitals seeking to offer the very best obstetrical care.
Background

Emergency rooms typically are crowded and extremely busy. They receive every type of patient imaginable presenting with complaints ranging from gunshot wounds to strep throat. They see it all. And because Emergency Departments (ED) must deal with overwhelming volume, it is necessary to manage patients through a triage process to assess medical urgency and ensure that the most acute cases receive priority attention. When a pregnant woman arrives to the emergency room, instead of being managed in the Emergency Department, she is typically transported directly to the Labor and Delivery (L&D) triage unit for her care.

In a standard Labor and Delivery triage unit, a nurse usually evaluates the patient. The nurse will contact the patient’s physician, if indeed she has one, for over-the-phone instructions. If the patient does not have a pre-established obstetrics provider, she is considered “unassigned,” and the nurse will call whomever is on the unassigned call list for that day to receive verbal telephone orders.

An Innovative Solution

In 2006, with minor modifications to the Labor and Delivery triage unit, the first bona fide Obstetric Emergency Department (OBED) was formed.

An Obstetric Emergency Department does not simply add physicians to an existing triage process. It’s a collaboration among multiple hospital departments. Minutes count when problems arise during childbirth. An OBED provides improved patient outcomes and satisfaction with increased standardization, reduced treatment time, and expanded physician availability.

OBED Advantages

- Increased patient safety and satisfaction
- Increased quality of care
- Reduced treatment time
- Improved outcomes
- Reduced exposure to medical malpractice claims
- Reduced patient wait time
- Reduced frequency of returns to ED
- Fewer unattended deliveries
- Improved nursing education, morale, and satisfaction
- Enhanced continuity of care
- Increased encounters and improved fee per encounter
- Improved experience for hospital staff and local physicians through increased support and coverage
- OBED facility revenue enhancement

INCREASE PATIENT Safety & Satisfaction

- Every pregnant patient evaluated and treated by an experienced, Board Certified OB/GYN.
- Patient is assured that a physician is continuously at the hospital 24 hours a day, seven days a week.
- With consistent 24/7 presence of a clinician in L&D, emergencies can be handled much more expeditiously, enhancing safety and reducing delays in care as well as lowering overall malpractice exposure.
Immediate Care is the Best Care

No other department in the hospital is as prone to rapid, unforeseen changes as Labor and Delivery. What could be deemed a routine delivery can quickly become high-risk, and normal fetal heart rate tracings can decelerate precariously and without warning. One of the primary advantages of the OBED is reduced patient wait time. The patient does not have to wait for a physician to be called into the hospital – the physician is already there to ensure expedient and safe handling of any emergent situation.

Revenue Enhancement

OBED-equipped hospitals can capture Emergency Department facility charges for obstetric patients with unscheduled problem visits. So the very presence of an OBED can be a considerable source of enhanced revenue for hospitals. Combined with the opportunity for increased maternal transport services, Maternal and Fetal Medicine utilization, greater NICU utilization, and increased market share, that added revenue can make the OBED a potential profit center on the hospital campus.

The emergence of the Hospital Consumer Assessment of Healthcare Providers and Systems survey (HCAHPS) now ties a portion of hospital reimbursement to patient satisfaction, so an upsurge in patient satisfaction connected with OBED care positively impacts reimbursement revenue.

It is common knowledge that women in the United States make the bulk of healthcare decisions for their families. A mother who is happy with a hospital experience is much more likely to return to that hospital for her care as well as the care of her family.

10 Years of Leadership

For 10 years, Ob Hospitalist Group (OBHG) has led the nation in elevating the quality and safety of women’s healthcare by providing 24/7 Board Certified physicians who deliver real-time triage and hospital-based obstetric coverage to ensure consistent, timely care for patients as well as affordable, non-competitive support for local OB/GYN physicians.

Headquartered in Greenville, SC, OBHG is the original architect of the Obstetric Emergency Department (OBED) which ensures that every expectant mother presenting to the hospital receives consistent and unconditional medical care by an experienced physician. OBHG also provides clinical support for L&D nurses and midwives, reducing delays in care, improving staff morale, and boosting patient satisfaction. OBHG’s national network includes more than 450 dedicated OB hospitalists in nearly 100 partner hospitals across 26 states.
We invite you to learn more about OBHG and the advantages that its customized programs deliver by visiting www.OBHG.com or contacting an OBHG representative at Programs@OBHG.com or 800.967.2289.