Midwifery in the US

Webinar Prepared for the Ob Hospitalist Group

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Midwifery: Ancient Commitment
A Modern Success Story
Mary Breckenridge
Founding Mother of US Nurse-Midwifery
What is a Certified Nurse-Midwife?

• Midwife means…“With Woman”

• A CNM is an individual educated in the disciplines of nursing and midwifery, has graduated from an ACME accredited education program, and has passed a national certification exam administered by AMCB
What is a Certified Midwife?

- A CM is educated in the discipline of midwifery
- They earn graduate degrees and meet health and science education requirements in an education program accredited by ACME
- CMs pass the same national certification exam as CNMs
- Currently, CMs practice in 5 states
Philosophy of Midwifery Care

- Focus on prevention and education
- View pregnancy and birth as a normal process
- Provide compassionate, family-centered care that is culturally appropriate
- Encourage participation in decision making
- Use technology and interventions appropriately, with decisions made on an individual basis
American College of Nurse-Midwives

- The national association for CNMs & CMs
- National office in Silver Springs, MD
- Volunteer leadership at the national and affiliate levels
- Standards for the Practice of Midwifery
- Core Competencies for Basic Midwifery Practice
- Code of Ethics
- Clinical Bulletins
- Strong collaborative relationship with ACOG
Joint Statement of Practice Relations between OB/GYNs and CNMs/CMs

• Latest version in 2011

• ACOG and ACNM affirm our shared goal of safe women’s health care in the United States through the promotion of evidence-based models provided by OB/GYNs, CNMs and CMs.

• ...ACOG and ACNM affirm their commitment to promote the highest standards for education, national professional certification and recertification...
Percentage of Births Attended by Certified Nurse-Midwives and Certified Midwives, 2002–2012

Site of Births Attended by Certified Nurse-Midwives and Certified Midwives, 2012

- Hospitals 94.89%
- Freestanding Birth Centers 2.55%
- Homes 2.47%

Midwifery Education

- Currently 39 Midwifery Education Programs are accredited by the American Midwifery Certification Board (ACME)
- Some programs have a distance learning option
- Majority are at the Master’s Level
- Increasing number of programs with DNP option
- Most are based in Schools of Nursing
- Some in School of Public Health
- Some in School of Medicine
- Anticipated to be over 450 graduates annually
Scope of Practice

...We do more than deliver babies

- Pregnancy, birth, postpartum, and newborn care
- Primary care for women
- Advanced clinical practice
  - Centering Pregnancy Care
  - Family planning procedures (IUD & Implant)
  - First assistant at cesarean section or surgery
  - Colposcopy
  - Circumcision
  - Ultrasonography
Midwifery Practice Types

- Hospital Based
- HMO Based
- Community Based
- Faculty Practice
- Physician Practice
- CNM Private Practice
- Birth Center Practice
- Home Birth Practice
Midwifery Practice Models

- Midwifery continuity of care with mechanism for consultation, collaboration and referral
  - Midwifery practice data collected for all women who have a midwife as her primary provider through the time of delivery

- Collaborative practice in which midwives and physicians share patients based upon the woman’s needs and the staffing model
  - All practice data collected for patients served by midwives and physicians
Relationship with Physicians

- Consultation
- Collaboration
- Referral
Credentialing Midwives

Midwives meet the following criteria:

• Nationally accredited education program
• National certification exam
• Recertification
• State licensure
• Prescriptive authority (in most states)
• Professional liability insurance
• Agency specific requirements
Delineation of Privileges

CNM Privileges Determined by:

- CNM experience
- Advanced clinical practice education
- Practice type & model
- Birth site
- Availability of physician consultation
- Hospital by-laws
- Department policies and procedures
Studies Reporting Midwifery Outcomes

- Public Citizen
- Journal of Epidemiology
- Journal of Public Health
- Journal of Obstetrics and Gynecology
- Journal of Midwifery and Women’s Health
- Pew Health Professions Commission
- The Lancet Series on Midwifery
- Numerous others...
Midwifery Prenatal Care
Contributes to Excellent Outcomes

- Lifestyle Advice
- Emotional Support
- Pregnancy and Birth Education
- Laboratory Tests and Medical Interventions
Recruiting Midwives

- Become informed about the laws regarding midwives in your target state
- Be clear about the type, model and philosophy that you are hiring into
- Define physician relationships and roles
- Compile hospital data including patient demographics, environment of care, nursing staff satisfaction, clinical outcomes, quality initiatives
- Develop communication materials for a job posting that addresses the above items
Other Recruiting Considerations

- Salary & Benefits
- Work hours and time off
- Union Issues in California and some other states
- ACNM Membership
- Fees for Professional License & DEA
- CME time and financial support
- Cell phone/pager
- Presence of a midwifery “voice”
- Who does the midwife report to?
Liability Insurance Considerations

• ACNM works with Contemporary Insurance

• Questions to consider:
  – Who will provide the liability insurance?
  – What is the cost?
  – Does she need tail coverage?
  – If so, who will pay for it?
Midwifery Retention

- Hire for the right fit!
- Build a culture of trust and collaboration
- Develop a formal orientation process customized to meet the needs of the midwife
- Be clear about roles and responsibilities
- Standardized patient care when possible
- Schedule regular meetings where successes and challenges can be discussed
- Have a clear chain of command
- Provide a mechanism for feedback
Reporting Clinical Outcome Data

• ACNM Benchmarking Project
• Develop a mechanism to collect data consistent with your model of practice
  – Midwifery continuity of care
  – Collaborative midwife/physician care
• Benchmarking window opens mid-February through mid-April yearly
• You will receive a customized report with your practice results
How can ACNM Support You?

• ACNM Professional Library
• Member and Practice Directories
• BirthTOOLS.org
• Our Moment of Truth Campaign
• ACNM Annual Meeting
  – National Harbor June 27-July 1, 2015
• Midwifery Works
  – Phoenix, AZ November 4-7, 2015
• Much, much more!
Summary: Midwifery Care Works

- Safe, evidence-based, family centered care
- Cost effective
- High patient satisfaction
- Good clinical outcomes
- Appropriate use of intervention and technology
- Having midwives can provide an organization with a competitive advantage
Midwives

Q & A