How OB/GYN Hospitalist Programs Enhance Physician Recruitment

Written and contributed by Brian Monks, MD, Medical Director of Practice Development with Ob Hospitalist Group

The past decade has seen significant growth within the OB/GYN hospitalist movement. Over this period, initial concerns about OB/GYN hospitalists competing with or being counter-productive to community providers and/or patient care were demonstrated to be unfounded. In fact, OB/GYN hospitalists were discovered to be very valuable assets. Hospitalists allow community providers to be much more productive and efficient and make their schedules less hectic and more manageable. They also provide a much needed safety-net by greatly minimizing delays in care and reducing liabilities (according to The Doctors Company, delays in care of fetal distress account for 38% of all malpractice claims) for both the community provider and hospitals while providing consistent patient care and elevating patient experience, satisfaction and safety.

Some of the key services OB/GYN hospitalists provide include, but are not limited to:

- Providing out-patient care to patients presenting to Labor and Delivery (L&D)
- Interpreting Fetal Heart Rate (FHR) patterns
- Performing amniotomies
- Inserting Intrauterine Pressure Catheters (IUPCs)
- Placing fetal scalp electrodes
- Covering potentially unattended deliveries
- Facilitating patient admission by writing initial orders, beginning therapy, arranging consultations, etc.
- Managing high-risk patients or complex, clinical developments as requested by the community provider
- Surgical assists
- Call coverage 24 hours a day, 365 days a year
- Making rounds
- First responder for emergencies

As the symbiotic relationship between community providers and OB/GYN hospitalists emerged and the benefits were recognized, the model became more and more appealing to community providers. Hospital administrators also realized this model played a vital role in making L&D units much more efficient and elevated the morale of OB’s, nursing staff and mid-level providers. OB/GYN hospitalist programs were also recognized as powerful recruiting tools for hospitals.

The successful recruitment of additional OB/GYNs can be a huge source of revenue generation for hospitals in a variety of ways. Although an increase in the obstetrical patient volume can be profitable, this source of revenue is typically dwarfed by the revenue generated from the increased number of NICU admissions that would be realized from an increase in deliveries as well as the increased number of elective GYN surgeries performed by the recruited physicians. As well as the fact that a woman and her family generally return to the hospital where she gave birth with any unrelated emergent or
The numerous benefits of the OB/GYN hospitalist program were also recognized by other groups already practicing at NAMC and utilization of hospitalist services increased very quickly after the program launched. As expected, their practices began to grow as a result of marketing and outreach efforts being made by the hospital as well as the personal testimonials of many highly satisfied patients who recommended the St. David’s Women’s Center of Texas to their friends and families.

Each of these groups was also able to successfully recruit new physicians to handle the influx of new patients. In fact, a total of nine new OB/GYNs were recruited by these groups after the OB/GYN hospitalist program was implemented.

Dr. Melanie Collins, a senior member of the Renaissance Women’s Group, recently commented that the benefits of the OB/GYN hospitalists were consistently discussed with the physicians being considered for hire and their presence was well received and included among the primary reasons the doctors joined their groups.

Dr. Jessica Montalvo, one of the newly recruited OBs, recently stated that the OB/GYN hospitalists were described as ‘unofficial senior partners’ that she could consult with when needed, as well as skilled assistants for difficult surgeries and on-site responders to emergencies. She went on to say that this portrayal turned out to be accurate and that the team of OB/GYN hospitalists has proven to be an invaluable resource.

As a result of the tremendous growth described above, St. David’s Women’s Center of Texas is now the largest obstetrical service in Austin, boasting approximately 600 deliveries a month. The large influx of new OB/GYNs, (most of whom are credentialed for robotic surgery), has also propelled NAMC into the largest robotic surgery program in the state of Texas with four additional robotic units (totaling six) now in use and the development of a highly successful Robotics Institute which serves to train and promote robotic surgery to surgeons in multiple specialties across the country and within the HCA network of hospitals internationally.
As previously mentioned in an article titled, *Collaborative Care Saves Lives at St. David’s Women’s Center*, the OB/GYN hospitalist team was also instrumental in the successful recruitment of an MFM team, four perinatologists at present (with the addition of two more planned in 2014) and implementation of a maternal-fetal transport service which is now the largest in the city with approximately 180 transports being received annually. Additionally, the NICU has increased from 19 to 39 beds with a second expansion to 61 beds currently underway.

Each of these areas of business development resulted in an elevation of patient care, quality and safety and an increase in revenue generation for NAMC and the *St. David’s Women’s Center of Texas* due to successful physician recruitment. The OB/GYN hospitalist team, while not solely responsible for these amazing accomplishments, played a vital role in not only the growth of NAMC but also that of several area practices and services operating out of NAMC.

We invite you to discover more about OBHG and the advantages that our customized programs deliver to our partner hospitals, physicians and patients by visiting www.OBHG.com or contact an OBHG representative today via Programs@OBHG.com or 800.967.2289.

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