

Hospitalist partnership helps OB/GYNs achieve greater work-life balance and boosts patient safety and satisfaction

CASE STUDY: BATON ROUGE GENERAL MEDICAL CENTER



Located in
Baton Rouge, LA



Performs about
800 deliveries per year



Baton Rouge General -
Bluebonnet campus
employs five OBs



OBHG partner since
September 2015

Challenge:

Hospital-employed OB group could not sustainably balance its practice with consistent hospital coverage

Imagine being a healthcare provider with a full day of patient appointments, and every few hours, you must leave the office and tend to an issue in the hospital's labor and delivery unit. This is what it's like for private-practice OB/GYNs who are also responsible for call coverage. Baton Rouge General noticed that the process put a strain on physicians' ability to provide high patient satisfaction in their clinics, and it caused decreased patient safety in the labor and delivery unit. In addition, it took a toll on OB/GYN work-life balance.

"Their lives were totally disrupted by all the unplanned activities in the hospital," said Dr. Robert Kenney, chief medical director at Baton Rouge General. "And it got to the point where we knew we had to do something. If not, we stood to lose some of our employed OB physicians, many of whom are young women with families of their own. They were getting murdered in terms of work-life balance."

Hospital leadership acknowledged that they must find a way to keep OB/GYNs satisfied while keeping patients safe. Dr. Kenney and Dr. Evelyn Hayes, OB/GYN and former CMO, met with OB Hospitalist Group to find a solution.

"The program provides around-the-clock coverage and helps stabilize the lives of everyone involved, from the nurses on the floor to our employed OB/GYN physicians."

Dr. Robert Kenney
chief medical director
Baton Rouge General

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Ob Hospitalist
GROUP

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Solution:

Partner with OBHG to implement an OB emergency department to support hospital-employed OB/GYNs

The new partnership allowed hospital-employed OBs to care for their patients without interruption while OBHG hospitalists triaged patients who arrived at the OB emergency department. The OBs no longer had to worry about rushing to the labor and delivery unit since they had a safety net available to them 24/7.

“OB medicine has specific issues that non-OB hospitals and nursing units don’t have, such as postpartum hemorrhage,” said Dr. Kenney. “Things can become catastrophic if you don’t get a handle on the situation.”

This partnership also ensured more standardization around response to emergent situations. The team instituted a

code “O,” like a cardiac arrest code, that signifies the team must take immediate action. A new obstetrical hemorrhage transfusion protocol was also implemented, and the team performs drills so that everyone knows how to follow protocols consistently and accurately.

“The OBHG hospitalists have been extremely helpful in terms of simulations – using mannequins and doing OB-specific procedures and drilling with the nurses,” said Dr. Kenney.

OBHG hospitalists also mentor residents in Baton Rouge General’s family practice residency program as part of curriculum training involving OB care.

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Results:

Greater balance for all those involved in OB

Since the OBHG program started at Baton Rouge General in 2015, OB physicians have achieved a greater balance in their roles. “The program provides around-the-clock coverage and helps stabilize the lives of everyone involved, from the nurses on the floor to our employed OB/GYN physicians,” Dr. Kenney said.

The program has huge benefits for patients too. Now, patients who come to the OB emergency department can see a specialist 24/7 if necessary. Clinic cancellations have

declined as well — good news for patients who may have waited several weeks to get an appointment.

The OBHG partnership has given Dr. Kenney and his team peace of mind that their patients are receiving a high level of care, but not at the expense of an overworked team of OB/GYNs. “We are impressed with the services, the scope of activities, and most important, the commitment to quality and patient safety,” he said.

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