

From a private OB/GYN: Hospitalists are the future of OB services

CASE STUDY: OBHG PARTNERSHIP ENHANCES COMMUNITY OB/GYN QUALITY OF LIFE



Background:

- Dr. David Afram is a private-practice OB/GYN at Capital Women's Care in northern Virginia, outside of Washington D.C.
- He completed his residency at George Washington University
- Capital Women's Care performs most of its deliveries at Novant Health Prince William Medical Center in Manassas, VA

Challenge:

Novant Health Prince William wanted an OB hospitalist partner that collaborated closely with their OB/GYNs

Before Dr. Afram started practicing in the northern Virginia area, Novant Health Prince William Medical Center used a vendor for OB hospitalist coverage. The hospitalists were mainly there to cover the emergency room, unassigned patients and the clinic.

Both the hospital and community OB/GYNs desired an OB hospitalist relationship that involved close collaboration.

The OB/GYNs wanted the ability to focus on patients in their clinic during office hours and rely on the OB hospitalists to triage and care for patients who presented at the hospital. If an emergency arose, they wanted the peace of mind of a strong, supportive partnership in order to best care for patients.

Solution:

Prince William partnered with OBHG and hired team of current OB hospitalists to revive the relationship

When the OB hospitalist contract was due for review, OBHG submitted a proposal and Prince William leadership determined that it best fit their needs.

"I had a friend in private practice in Reston, VA, who worked with OBHG, and I heard about the working relationship they had with the private physicians," he said. "I brought it up to Prince William administration and asked them to look into OBHG because they already had this set up in a nearby

hospital with private physicians. It turns out they were already considering OBHG."

During the discussion between OBHG and Prince William, hospital leadership asked Dr. Afram and another OB/GYN to meet with OBHG so they could be a part of the decision-making process.

OBHG's hospitalist program officially launched on Jan 2, 2019.

Learn how to make the L&D safer for moms and babies.
Visit www.obhg.com/partner or call 800.967.2289.



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Results:

New partnership improves physician collaboration, career longevity and patient satisfaction

“The OBHG partnership has very much impacted my work-life balance in an exponential way,” he said. “When you know you have the backup and things are working smooth, you are able to focus more on your practice.”

Dr. Afram explained that even though he and his colleagues still cover call, they serve as backups for the hospitalists in case he or she gets overwhelmed with patients, which rarely occurs.

“You know you can go have dinner while you’re on call, you can spend time with your wife and kids or go to their soccer games,” he said. “Even if the hospitalist needs you, it will be because he or she is very busy. You won’t get a call in an emergency situation requesting for you to come immediately.”

With this collaborative partnership, the on-call physician can still see a normal volume of patients because the OBHG hospitalists see patients during the day in the hospital. Dr. Afram points out that they are simultaneously increasing patient satisfaction by keeping appointments. They don’t have to cancel or reschedule patients because the physician has to break someone’s water, for instance.

“It has created a lot of satisfaction with patients because there are fewer interruptions in the office,” said Dr. Afram.

Previously, patients would arrive at the hospital and have to wait until someone paged the physician. If the physician was busy, the patient didn’t receive care until the physician returned the call or reported to the hospital. According to Dr. Afram, the patients are very happy because they know the hospitalists and know they are good physicians.

“Initially, we thought that patients might complain about having someone other than their doctor deliver them, but that has not happened in about 20 deliveries/month for the

last six months,” he said. “They know in advance that there is a physician in the hospital who is nice, knowledgeable and board certified. It’s the same thing as when different practices cover each other - the patient would still be delivered by someone they’ve never met. Why does it matter to them if it’s a hospitalist or not?”

Additionally, Dr. Afram says that his practice feels more confident promoting themselves to potential patients knowing that they can handle more volume. This is a benefit to patients because they’re one of the few practices in town and patients don’t have to drive 10 miles in a very congested traffic area to go to a different practice.

Also, if they go to the hospital, they are either triaged quickly and sent home or receive care quickly.

As an added bonus, Capital Women’s Care has had an easier time recruiting new physicians. Before the OBHG partnership, they were unable to recruit new physicians regardless of salary, due to the number of days on-call that were required. They recently signed a new physician because of the new model and have interviews scheduled to hire more.

“This was the make or break,” said Dr. Afram. “Now they are on call in case the hospitalist gets busy. When they’re on call, they can actually spend time with their families, they’re not going to be called for everything since the hospitalists run the triage.”

For the OB/GYNs of Capital Women’s Care, the OBHG partnership has changed their day-to-day jobs in a positive way, but it has also affected their careers long term.

“The OBHG partnership has affected the work-life balance in an unimaginable way which has made us feel like we can keep doing this for another 20 years.”

“The partnership didn’t impact physician work-life balance at the expense of either patient satisfaction or patient care. Actually, it was a win-win on both sides. My wife is happier, and my patients are happier!”

Dr. David Afram,
private-practice OB/GYN
Capital Women’s Care

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The logo features a stylized 'Ob' in a large, elegant script font, followed by the words 'Hospitalist' and 'GROUP' in a clean, sans-serif font. A small 'SM' trademark symbol is positioned to the right of 'Hospitalist'.

Local physician collaboration



Ob Hospitalist Group (OBHG) provides collaborative, non-competitive support for local OB/GYN physicians. Just three months into a new partnership with Novant Health Prince William Medical Center in Manassas, VA, here's what one local OB/GYN had to say about the OBHG hospitalist program.

Good day Dr. Smith,

I wanted to take this opportunity to update you on new arrangement we started with the OBHG Hospitalist Group over 3 months ago. This new arrangement has been working tremendously well and the OBHG hospitalist physicians have been an asset to us and very supportive under the leadership of Dr. Jackson. It has been over 3 months since we started this coverage arrangement and the OB hospitalists have been doing a great job running all triage and covering our OB service nights and weekends with the agreed upon fee schedule.

This has tremendously increased patient satisfaction for our practice as there are less delays in administering care and less patient cancelations and rescheduling on our part; the feedback we have been getting from our patients has been very positive about all of the hospitalist physicians. This arrangement and the great working relationship has allowed our practice to continue to provide OB service and is allowing us to continue building our practice's OB service to redeem the volume drop that has occurred after the death of Dr. Gonzalez and the practice transition and the turmoil that accompanied that period.

I truly believe this has much improved our patients' satisfaction and the care they receive which is the most important aspect of this working relationship. Dr. Jackson and I see it as the future of OB service and, in my opinion, this working relationship between the OBHG hospitalist physicians and the private practices renders the OBHG group even a stronger asset for NHPWMC.

It has also been a very strong and positive point in recruiting potential physicians although we have not yet been successful in achieving that but no matter when that happens, this working relationship with the hospitalist group will continue to be a very strong selling point due to the changes in mentality and call expectations among recent graduates.

I count on you to relay my feedback to the OBHG administration regarding the great support their physicians have been providing us and the overwhelming satisfaction of our practice patients and providers. We will continue working with Dr. Jackson and the OBHG hospitalists to continue providing great OB service for the community.

Regards,
David

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