

# Maternity Service Certification

---

Maternity outcomes in the USA are unacceptable.

---

Although considered mainly a problem for the developing world, maternal mortality and morbidity appear to remain a serious challenge for maternity services through the United States of America.

According to the World Health Organization in 2015, between 1990 and 2013, the maternal mortality ratio for the USA more than doubled from an estimated 12 to 28 maternal deaths per 100,000 births. This means that yearly an estimated 1200 women in the USA suffered complications that proved fatal and ~ 60,000 suffered complications that were near fatal. It is believed that half of all these maternal deaths were preventable.

In the USA a woman is three times more likely to die from pregnancy related complications than women in the UK, Germany or Japan. (Kasslebaum, et.al. Lancet 2014)

**At AACI we believe that every family using maternity services should get the best care possible regardless of their location.**



We have developed a comprehensive set of standards specifically for maternity services. They are written to encourage facilities to develop and improve their own individual clinical services within their own extent of practice.

---



AACI provides expertise from around the globe to develop healthcare standards in line with international best practice. Our goal is to help share good practice and innovation by utilizing the knowledge and experience of experts, practitioners and patients. We help set measurable goals which encourage healthcare facilities to continually improve and evolve.

AACI has done a systematic review of classic and emerging relevant literature reported in obstetrical and midwifery professional publications. We have then overlaid and integrated international best practice methodology based on proven guidelines to produce a unique set of Clinical Standards. These Standards allow maternity services to review themselves internally, and to be externally surveyed in order to facilitate continual improvement in the quality of critical process outcomes.

### Risk Based Approach

AACI's survey team clinicians review selected open and closed patient records, searching for and reviewing the type and complexity of care delivered by the service. Confirmation, assimilation, and analysis of rate based data then allows us to help a facility in making risk based process decisions effecting quality of care from a rational and evidence supported platform. This methodology additionally assures continual improvement in the clinical services and interested party (customer) satisfaction.

### Proportionate

AACI will review the entire service scope of practice in a statistically sound manner. For example, high risk cases with associated severe pre-eclampsia, eclampsia, shoulder dystocia, or post partum haemorrhage will be reviewed

in a case mix that is based on the clinical incidence within that particular facility. This allows us to accurately identify rates of exceptional outcome in a given process based on a sound scientific approach.

The AACI Clinical Standard for Maternity Services is designed to help:

- Improve the safety of women and their babies;
- Provide a framework to support the delivery of quality improvements in the care of women and their babies.
- Contribute to embedding risk management into the maternity service's culture;
- Reduce the likelihood of clinical error occurring and therefore reduce the financial costs of adverse events occurring in terms of additional treatment and days in hospital.

### Why should I apply?

- Achieving AACI's Excellence Certification is an opportunity to show women, their partners and families that you offer a quality environment, which takes safety seriously and strives for continual improvement.
- You can use your survey report and certificate to provide assurance to both your staff and to other external stakeholders that you are committed to continuous improvement.
- You can benefit from external perspectives giving feedback and comment in a constructive and supportive manner.
- You will receive a *Certificate of Excellence*<sup>™</sup> quality mark to display within the facility

The survey process has been designed to ensure that there is as little burden to the maternity service in terms of preparation as possible. It is acknowledged that the woman's care, and the care of her baby, should be the primary focus of the service, and that the survey and survey team should cause minimal disruption. AACI America is first and always collaborative. We are here to assist. "We Know Healthcare."

