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# Key Messages

## Background

- Failures in communication between providers and between providers and patients account for up to [90 percent of preventable injuries during childbirth](#).
- The maternal mortality rate in the US has been rising for decades. People giving birth today are 50% more likely to die during childbirth than their own mothers -- 3-4x more likely if they are Native or Black.
- All people who give birth deserve to have a safe, dignified experience. TeamBirth, developed by Ariadne Labs, is an evidence-based approach to turning this vision into a reality.
- TeamBirth ensures people giving birth and the clinicians who are caring for them have shared input and understanding into decisions during labor and delivery.

## What is TeamBirth?

- TeamBirth is a communication and teamwork process that closes gaps in communication that challenge the safety and dignity of people giving birth.
- The TeamBirth model was developed and rigorously tested by Ariadne Labs as part of its Delivery Decisions Initiative, a research and social impact program focused on transforming childbirth care around the world.
- A central component of the TeamBirth model is a shared planning board located in all labor and delivery rooms to name the team, elevate the patient's birth preferences, outline care plans and progress for the patient and the baby. This serves as an ongoing shared reference for the team.
- The full care team, of which the person giving birth and their support person are an integral part, meet frequently throughout labor and delivery in huddles to make sure all parties are aware of the patient's preferences, symptoms, and experiences and to set clear expectations.
- The goal is to empower all members of the care team - including the patient themselves - to play an active role in shared decision-making to improve the safety and quality of care.

## Research and Spread

- The TeamBirth care process was tested in a clinical trial at four hospitals in Massachusetts, Oklahoma, and Washington, involving hundreds of clinicians and tens of thousands of families. In the trial:
  - 79% of patients felt their preferences made a difference in the care they received
  - 87% of patients felt they had the role they wanted in decisions about their labor.
  - 94% of patients reported that their clinical team talked with them in a way they could understand.
  - 90% of clinicians said they would recommend TeamBirth.
- TeamBirth was designed based on best practices in communication, teamwork, and clinical care in collaboration with experts from the major professional organizations in obstetrics in the United States, including ACOG, SMFM, ACNM, and AWHONN.
- TeamBirth has been implemented at 16 health systems across the US, with more beginning implementation in 2022.

- Ariadne Labs is partnering with the Oklahoma Perinatal Quality Improvement Collaborative ([OPQIC](#)) to implement TeamBirth in all the state's birthing hospitals over the next 3 years.
- TeamBirth [design manuscript](#)
- TeamBirth [implementation manuscript](#)
- TeamBirth primary outcomes (accepted and will be published in 1-2 weeks)

## **Ariadne Labs**

**Ariadne Labs** is a joint center for health systems innovation at Brigham and Women's Hospital and the Harvard T.H. Chan School of Public Health. With a mission to save lives and reduce suffering, our vision is that health systems equitably deliver the best possible care for every patient, everywhere, every time. We use human centered design, health systems implementation science, public health expertise, and frontline clinical care experience to design, test and spread scalable systems-level solutions to some of health care's biggest problems. From developing checklists and conversation guides to fostering international collaborations and establishing global standards of measurement, our work has been accessed in more than 165 countries, touching hundreds of millions of lives.

## **Delivery Decisions Initiative**

The **Delivery Decisions Initiative** is a research and social impact program focused on transforming childbirth care around the world so that every person can start or grow their family with dignity. Our solutions are developed and implemented through collaborations with health systems and communities to design systems that are capable of producing safe, supportive and empowering care for every birthing person everywhere.

**The Oklahoma Perinatal Quality Improvement Collaborative (OPQIC)** is a network of multidisciplinary teams working to improve outcomes for maternal and infant health. OPQIC works with clinicians who care for those who are pregnant and their infants and families to advance best-care practices and processes using quality improvement principles to address gaps in care. OPQIC works with clinicians, partners and families in creating a culture of excellence, safety and equity in perinatal care throughout Oklahoma.

\*\*We need to include this statement in anything produced, including press release:

***The Oklahoma TeamBirth Initiative is supported by the State Maternal Health Innovation Program Grant, Maternal and Child Health Bureau, Health Resources and Services Administration, Department of Health and Human Services.***

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## Social Media Toolkit

### Main Ideas

- Improving safety
- Improving quality
- Teamwork
- Communication
- Empowering the whole team

### Sample Posts

- We're delighted to announce that we're launching TeamBirth! TeamBirth improves communication throughout labor and delivery, empowering every person to be part of the birth team.

Learn more about TeamBirth:

- Labor and delivery is a team endeavor. A birth team can include patients, physicians, nurses, midwives, doulas, and support people, and each person has something valuable to contribute.

We're launching TeamBirth to improve communication for every team, every time.

Learn more:

- Better communication leads to better outcomes for patients and providers, and improving quality and safety is our mission. TeamBirth from @AriadneLabs is an evidence-based tool for improving communication and teamwork during childbirth.

Learn about TeamBirth at our hospital:

- We're excited to launch TeamBirth at our hospital system! TeamBirth is a tool from @AriadneLabs that provides structured communication throughout labor and delivery, so every person can be confident in their role on the team.

Learn how it works:

## Video Introduction

[https://www.youtube.com/watch?v=V\\_PG21a0HHo](https://www.youtube.com/watch?v=V_PG21a0HHo)

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## Sample Press Release

**DRAFT: Not for release**

### Media Contact

#### **[Your Medical Center] Launches TeamBirth to Enhance Patient Experience During Labor and Delivery**

DATELINE (location, date) -- [Your Medical Center] today announced the launch of [TeamBirth](#), a new initiative to enhance the birthing experience and improve outcomes for people giving birth and their babies. TeamBirth is a communication and teamwork process that closes gaps in communication that challenge the safety and dignity of people giving birth. It was developed by [Ariadne Labs](#), a joint center for health systems innovation at Brigham and Women's Hospital and the Harvard T.H. Chan School of Public Health in Boston, MA.

“At [insert medical center name], we want all people giving birth and the clinicians who care for them to feel empowered to participate in decisions made during labor and delivery,” said [spokesperson for the medical center.] “TeamBirth will move us closer to that goal by fostering teamwork and communication among physicians, nurses, staff, and the person giving birth so that our patients feel heard and supported from the moment they walk into the hospital.”

Research indicates that failures in communication between providers and between providers and patients accounts for up to [90 percent of preventable injuries during childbirth](#). TeamBirth was developed to address these gaps in communication to ensure that people giving birth and the clinicians who are caring for them have shared input and understanding into decisions during labor and delivery.

A central component of the TeamBirth model is a shared whiteboard located in all labor and delivery rooms to outline care plans and progress for the patient and the baby that serves as an ongoing shared reference for the team. The full care team, of which the person giving birth and their support person are an integral part, meet frequently throughout labor and delivery in huddles to make sure all parties are aware of the patient's preferences, symptoms, and experiences and to set clear expectations.

The TeamBirth model was developed and rigorously tested by Ariadne Labs as part of its Delivery Decisions Initiative, a research and social impact program focused on transforming childbirth care around the world. In one TeamBirth trial, 90 percent of the clinicians said they would recommend TeamBirth and nearly 80 percent of patients said their preferences made a difference in the care they received.

“All people who give birth deserve to have a safe, dignified experience. TeamBirth is an evidence-based approach to turn this vision into a reality,” said Amber Weiseth, DNP, MSN, RNC-OB, Director of the Delivery Decisions Initiative at Ariadne Labs. “We are excited to collaborate with [insert health system] to ensure that the patient voice is central to all decisions in labor and delivery. We hope to see this model continue to spread to ensure the best possible care experience for every patient, everywhere.”

TeamBirth now has been implemented in more than 16 health systems around the country, collectively involving more than 1,500 clinicians and more than 67,000 mothers and babies.

Oklahoma is the first state to begin the implementation of TeamBirth statewide. “Research shows that communication failures contribute to the vast majority of adverse events in healthcare. TeamBirth is the first I’ve seen tool to improve communication among the team that actually includes the patient and family, the most important members of the team!, said Barbara O’Brien, MS, RN, Director of OPQIC. OPQIC is looking forward to working with these partners to ensure that all Oklahoma families can participate in this communication model.”

“We are looking forward to working with Ariadne Labs to implement TeamBirth and to continue our efforts to ensure birthing people are centered and respected before, during, and after labor and delivery,” said [spokesperson].

**Medical Center Boilerplate Here.**

### **About Ariadne Labs**

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