

# Arizona AIM Collaborative



## Overview

The Arizona Department of Health Services (ADHS) has teamed up with the Arizona Hospital and Healthcare Association (AzHHA) the Alliance for Innovation on Maternal Health (AIM), the Arizona Perinatal Trust, the March of Dimes – Arizona Chapter, and key stakeholders state-wide to create the **Arizona AIM Collaborative**. AzHHA is leading the Arizona AIM Collaborative to help birthing facilities in Arizona implement evidence-based maternal safety bundles, starting with the AIM Severe Hypertension in Pregnancy Bundle.

## Background

The ADHS Bureau of Women's and Children's Health, Arizona's Title V Maternal and Child Health Program, in partnership with the Arizona Perinatal Trust and the March of Dimes – Arizona Chapter began a collaborative process to reduce maternal mortality and severe maternal morbidity in Arizona in 2018. Some of the most notable actions to-date include the development of the Arizona Maternal Mortality Action Plan as part of the Governor's Goal Council to establish five goals to reduce maternal mortality in Arizona in five years. ADHS is currently implementing the action plan, which includes the ongoing convening of the Arizona Maternal Health Task Force, a group that is comprised of multidisciplinary professionals across the state with a common goal of improving maternal health outcomes for Arizona women and families.

Additionally, as a result of the task force initiatives, Arizona joined the national movement to implement AIM Maternal Safety Bundles in Arizona. ADHS is teaming with AzHHA to facilitate this implementation given their history supporting Arizona hospital and healthcare partners to collectively build better healthcare and health for Arizonans through quality improvement and policy efforts.

## About AIM

AIM is a national data-driven maternal safety and quality improvement initiative. Based on proven safety and quality implementation strategies, AIM works to reduce preventable maternal mortality and severe morbidity across the United States by aligning national, state, and hospital level quality improvement efforts. These efforts primarily include the implementation of AIM Maternal Safety Bundles, which are collections of evidence-based practices for improving maternal care and outcomes. Experts in the field have vetted these practices to ensure their effectiveness.

Each Maternal Safety Bundle focuses on a specific maternal health and safety topic. AIM has developed eight core maternal safety bundles. Arizona AIM has implemented the Severe Hypertension in Pregnancy bundle and the Obstetric Hemorrhage bundle since 2021.

## Why is participating in the Arizona AIM Collaborative important?

Each year in Arizona, approximately 70 women die within 365 days of pregnancy, of which 15-20 deaths are pregnancy-related cases (i.e., would not have died if she had not been pregnant). Additionally, approximately 900 women experience a severe maternal morbidity (SMM) during labor and delivery in an Arizona hospital (i.e., a severe and unexpected complication). Among women in Arizona, SMM disproportionately affects women of color, women living below the federal poverty level, women living in rural counties and women with pre-existing chronic conditions, such as chronic hypertension.

- In 2019, there were **76,604** delivery hospitalizations in reporting Arizona birth hospitals.
- Of those delivery hospitalizations, **3.4%** (n = 2,595) had a severe hypertensive disorder of pregnancy.
- Among delivery hospitalizations with a Severe Maternal Morbidity, **22.4%** (n = 246) had a severe hypertensive disorder of pregnancy.
- Women with a severe hypertensive disorder of pregnancy had a rate of Severe Maternal Morbidity of **948.0** events per 10,000 delivery hospitalizations, compared to a rate of Severe Maternal Morbidity of **115.3** among women without a severe hypertensive disorder of pregnancy.

Given this context, Arizona birthing facilities' participation in the Arizona AIM Collaborative is imperative.

## What is the Arizona AIM Collaborative trying to achieve?

The Arizona AIM Collaborative is aiming to **reduce the rate of severe maternal morbidity associated with hypertensive disorders of pregnancy and OB hemorrhage** in participating hospitals.

Understanding that initial outcomes and processes across facilities will vary, the goals outlined below are considered a collective aim for this ongoing and iterative quality improvement process.

**Goal 1.** Reduce time to treatment



80% of women with two consecutive blood pressures of 160 systolic or 110 diastolic are treated w/in 60 min.

**Goal 2.** Improve postpartum patient education



80% of women receive postpartum warning sign education at discharge

**Goal 3.** Improve postpartum patient follow-up



80% of women have a follow-up appointment scheduled within 10 days prior to hospital DC

**Goal 4.** Improve provider and RN debrief



At least 50% of cases of women with confirmed severe maternal hypertension or hemorrhage without treatment have RN/provider debrief

## What is required of participating healthcare facilities?

Any Arizona birthing facility can join the growing and engaged Arizona AIM Collaborative. There is no cost to join participation is voluntary. Neither ADHS nor the Arizona Perinatal Trust (APT) requires participation for facility licensure or certification. Facilities that join the Arizona AIM Collaborative will be asked to:

- Identify an AIM Lead for your healthcare facility (e.g., Director of Maternal and Infant Care)
- Receiving technical assistance to implement tools and processes to help Arizona achieve the goals stated above.
- Join collaborative coaching calls to hear about new resources and share lessons learned.
- Submit monthly data related to outcome, process, and structure measures. All reported data will be shared in a deidentified manner, but participating facilities will have the opportunity to learn how they compare to other facilities in our state.

## What types of support will participating facilities receive?

Facilities participating in the Arizona AIM Collaborative will have access to an array of resources, including:

Educational events · Facilitated learning · Quality improvement tools · Communications materials  
Networking opportunities · Peer-to-peer mentoring · Technical assistance and support  
Access to experts in maternal health and safety and in quality improvement  
Access to the AIM Data Portal to track progress in implementing the AIM Maternal Safety Bundles

## How is participating in the Arizona AIM Collaborative different than being certified by the Arizona Perinatal Trust?

The Arizona Perinatal Trust is dedicated to improving the health of Arizona's mothers and babies and is governed by a volunteer Board of Trustees and Board of Directors. The Trust's Voluntary Certification Program is a quality improvement process that includes matching hospital capabilities and capacity to established guidelines through a self-assessment process and a site visit by a team of peer professionals. While this is critical to achieving risk appropriate care for Arizona mothers and babies, the Arizona AIM Collaborative provides distinct support to birthing facilities in implementing evidence-based safety bundles to improve maternal health during and after pregnancy. The AIM collaborative also allows hospitals to attest to CMS that they are "participating in a collaborative program aimed at improving maternal outcomes and patient safety practices" for the "Birthing-Friendly" hospital designation.

## What are some key points to help facility leadership join the Arizona AIM Collaborative?

The following bullets include some key points or statements that can be used to discuss joining this collaborative with facility leadership:

- In 2019, among Arizona delivery hospitalizations with a Severe Maternal Morbidity (e.g. stroke, cardiac arrest), one in five women **had a severe hypertensive disorder of pregnancy**.
- The Arizona AIM Collaborative provides **pre-developed materials** and **tools** specifically designed for birthing centers to implement quality improvement strategies related to hypertensive disorders of pregnancy and OB hemorrhage.
- Participation in the Arizona AIM Collaborative is **voluntary** and **free**, including **ongoing technical assistance** from AzHHA staff.
- The Arizona AIM Collaborative will **share deidentified data** with participating facilities to **see their improvements** and how they **compare to other birthing facilities** of similar levels.
- Participating in the Arizona AIM Collaborative is something that can be used for **marketing** to assure that **current and future patients** will receive **safe and high-quality maternity care** within the participating facility.

## How can my healthcare facility join the Arizona AIM Collaborative?

For more information about the Arizona AIM Collaborative, or to learn how to join, contact AzHHA at [maternalhealth@azhha.org](mailto:maternalhealth@azhha.org) or 602-445-4300.