



**VITAL2015**  
*Connect. Inspire. Lead.*

## Better Maternal Experience, Better Patient Retention

Sue Kehl, RN, MSN, CCRN

Director of Women's & Children's Services

Santa Clara Valley Medical Center, San Jose California

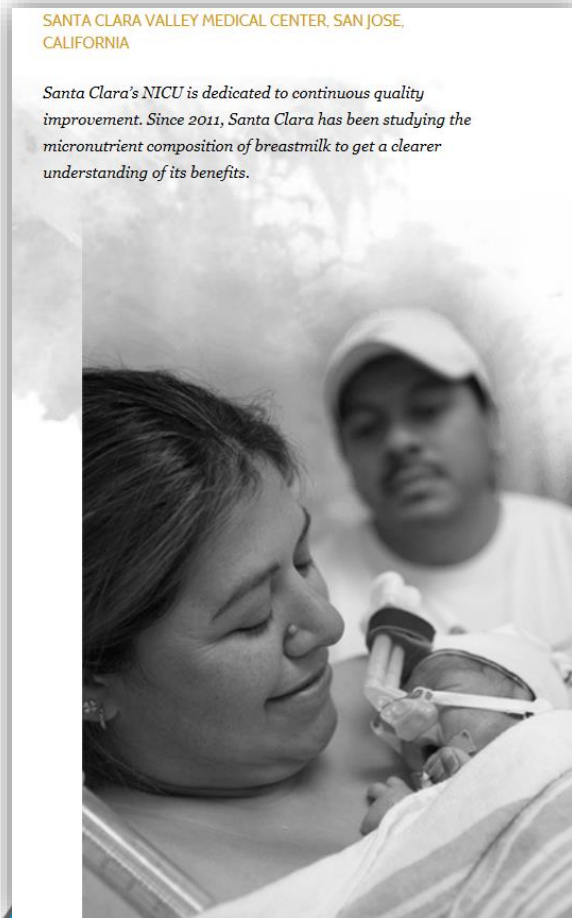


# SANTA CLARA VALLEY MEDICAL CENTER

- The second largest public hospital system in California
  - » One acute care hospital with 574 licensed beds and 7 primary care clinics
- Serves approximately 500,000 residents in Silicon Valley
- ~3500 births per year



## WHERE HAVE ALL THE PATIENTS GONE?



- In 2013, SCVMC at a high, had 19% of prenatal patients receive care in our clinics but deliver at an outside hospital.
  - » This was a loss of up to 40 patients per month.
  - » The loss was consistent throughout the 7 primary care clinics that offer Obstetrical Services
  - » This poor patient retention was despite our exceptional quality maternal outcomes

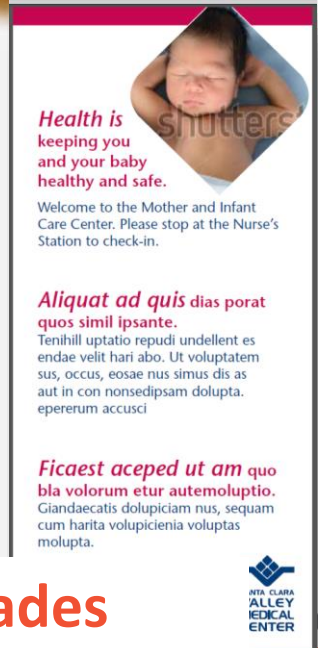


# THE INTERVENTIONS



## Staff & Patient Engagement

## External Social Media Sites



## Incentives

## Facilities Upgrades

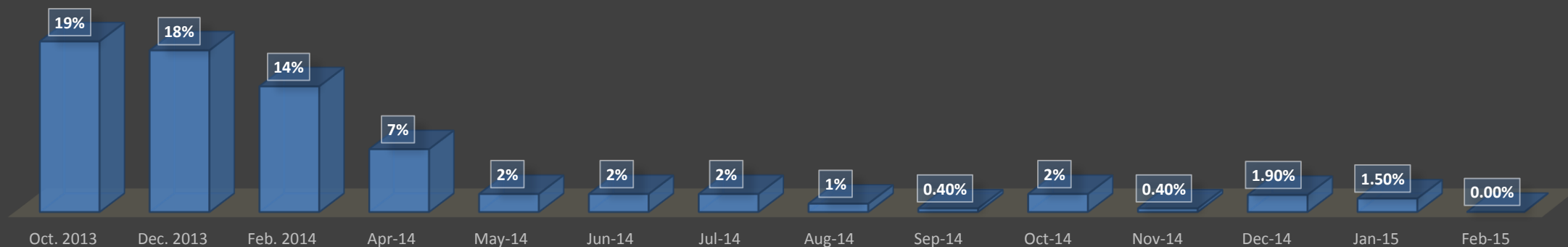
## SUMMARY OF INTERVENTIONS

---

- Partnered with Ambulatory Services at their 7 primary care locations
- Taught staff the value and importance of communication with patients regarding safe deliveries
- Marketed incentives provided to patients delivering at the hospital while still in the primary care setting
- Created private rooms and marketed this benefit to patients while in the primary care setting

# PATIENT RETENTION

## REDUCTION OF PRENATAL PATIENTS DELIVERING AT OUTSIDE FACILITIES





**VITAL2015**

*Connect. Inspire. Lead.*

# Thank You!

For Information Contact:  
[sue.kehl@hhs.sccgov.org](mailto:sue.kehl@hhs.sccgov.org)

