Utilizing the NEW Perinatal Education Team
— Strategies for Increasing Revenue, Creating Linkages and Strengthening your Practice

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What does your practice need?

- More volume?
- More revenue?
- Reducing litigation?
- Increasing relationships?
- Increasing community presence?
Do you have a plan to get there?

If not, consider starting with a survey - including costs involved - tap into marketing budget.

- Survey all staff and select clients
- Who is responsible to oversee the survey?
- What will you do with the results?
- Are you willing to make the changes?
What do you want to know?

- What did they like the most about your practice?
- What did they like least?
- What could you have provided, that you didn’t?
- Would they recommend your practice?
Listening To Mothers III

www.childbirthconnection.org
What is the data showing us?

- USDA estimates that expectant parents spend $6,800-10,600 (depending on location and the type of birth) for prenatal care, labor and delivery.
- This doesn’t include wrap around services i.e childbirth classes, doula, lactation, photography, placenta encapsulation
YOU make a difference!

Maternity care providers were cited as the “most valuable” source to get information by:

- 72% first time mothers
- 82% experienced moms

Listening to Mothers III
Prenatal Classes

- 59% of first time moms take prenatal class
- 17% of experienced moms take prenatal classes
- Therefore 76% are taking classes (= $$)
Patient education is the key!
Hot Topics for Expectant Parents

- Prenatal yoga, belly dancing
- Post Dates/Induction
- Vaginal Birth After Cesarean
- Family-centered cesareans
- Skin-to-skin care
- Delayed Cord Clamping
- Placental Encapsulation
- Baby-wearing
How do you connect?

Are you:
- Pushed for time?
- Short staffed?
- Feeling pigeonholed?
- Burned-out?
Internet Access

- 82% used a laptop or desktop one day a week
- 65% used smart phones
- 35% use a tablet
- 64% said online is an excellent way to access prenatal and birth information
- 69% reported that high ratings on website were factors in selecting their care provider

Listening to Mothers III

What does your website provide to your patients?
Social Media Presence

- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Google +
Concierge Medical Services

According to the American Academy of Private Physicians there was a 25% increase of private physicians from 2011-2012.

People are willing to pay for more intimate contact with health professionals that they deem important.
Delivering “your piece of mind”™

www.childbirthconcierge.com
The Childbirth Consultant – New MCH professional

- Known as an expert in the field
- Professional level Childbirth Educator, Doula, Lactation Educator/Consultant (CCC)
- Peer level Childbirth Educator, Doula, Lactation Educator (CPE)
- Able to follow a patient from the prenatal period through labor/delivery and follow up during the postpartum period
- Is an extension of your practice – and you!
Customized Education
Those who used a doula:
- 9% Black
- 6% Hispanic
- 5% White

Those who had a good understanding of a doula and who would have liked to have a doula:
- 39% Black
- 30% Hispanic
- 22% White

Potential of 77% increase of doula service

Listening to Mothers III
Sources of Enhanced Services

- Childbirth Education Classes
  - Refresher, Sibling Preparation, Relaxation, Breastfeeding
- Doula Services - prenatal/labor
- Lactation Services
- Health Navigators/ Outreach Coordinators
- Postpartum Doula – Baby Nurse
- Placental Encapsulation

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Weigh-to-go baby!
Business Models Options

- **Hire or Train a Perinatal Team** –
  + Direct and immediate revenue stream
  - Employer responsibilities and liability

- **Outsource to Perinatal Business**
  + Passive Income minimal effort, not an employer
  - Limited control of modality and philosophy

- **Refer to specific Provider for a referral fee**
  + Passive Income minimal effort, not an employer
  - No control over receiving referral fee
Working with the “right” childbirth professionals

- Not all are created equal
- Choose those who are representative of your type of practice
- How long have they been in the community
- What is their birth philosophy?
- Do they have a business license & liability insurance
Richard N. Waldman, MD

Friday, October 11 - 1:00 p.m.
Improving Maternity Quality Through the Partnership Between Childbirth Educators and Healthcare Providers

A Lamaze International 2013 Annual Conference Keynote Speaker
Commonsense Childbirth School of Midwifery

- 3 year Direct-entry midwifery training
  Leads to Florida license and national Certified Professional Midwife (CPM)
- Community Outreach Childbirth Education (COPE) Training - 48hrs
  Leads to Certified Perinatal Educator (CPE)
- Doula, Childbirth Educator and Lactation (CCC) – training and internship program
- MCH Specialist/Health Navigator - 8hrs
Normalizing Childbearing in the USA

- Commonsense Childbirth, The JJ Way®, Childbirth Concierge™
- A new childbirth education model for the 21st century.
- Providing access to pertinent, practical, and personalized perinatal health education alongside of traditional prenatal care.

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Team work!
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