

THE HEART OF THE MATTER:

THE RURAL PERSPECTIVE ON RISING MATERNAL MORTALITY IN THE UNITED STATES

SPONSORED BY THE ROBERT WOOD JOHNSON FOUNDATION

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AAPHC

- FOUNDED IN 1979
- FEDERALLY QUALIFIED HEALTH CENTER
- UMBRELLA FOR MULTIPLE SERVICES – DENTISTRY, FAMILY MEDICINE, INTERNAL MEDICINE, OBSTETRICS/GYNECOLOGY, PEDIATRICS, PODIATRY, PSYCHIATRY, AND SCHOOL-BASED CLINICS
- OPERATE IN 6 SURROUNDING COUNTIES
- PARTNER WITH PHOEBE PUTNEY MEMORIAL HOSPITAL
- MULTIPLE PAYMENT OPTIONS: INCOME-BASED FEE ADJUSTMENT, GOVERNMENT-SUBSIDIZED COVERAGE, AND PRIVATE INSURANCE



INTRODUCTION

- IN 2011, GEORGIA HAD ONE OF THE WORSE MATERNAL MORTALITY RATES IN THE COUNTRY
- OBSTETRICS AND GYNECOLOGY IS UNIQUE: THE PRIVILEGE OF TAKING CARE OF TWO PATIENTS



TODAY'S TOP THREE TOPICS...

- SYSTEMIC AND SOCIAL CHALLENGES
- SECRETS TO SUCCESS
- STRATEGY SUGGESTIONS



SYSTEMIC CHALLENGES:

- ACCESS
- PROVIDER SHORTAGE
- SOCIAL DETERMINANTS OF HEALTH

SOCIAL CHALLENGES:

- REPRODUCTIVE RESPONSIBILITY
- HEALTH STATUS
- PATIENT-CENTERED MEDICAL HOME



SECRETS TO SUCCESS:

- DISTRIBUTE BUS TOKENS/BUDDY APPOINTMENTS
- UTILIZE SOCIAL WORKERS/PATIENT NAVIGATORS
- EDUCATION VIA CHILDBIRTH CLASSES
- REFERRAL TO A PCP IN OUR NETWORK
- PROMOTE LONG ACTING REVERSIBLE CONTRACEPTION
- COUNTY CALL COVERAGE FOR SURROUNDING COUNTIES
- AGGRESSIVE PHYSICIAN RECRUITMENT
- CENTERING PREGNANCY PROGRAMS
- VELCRO PHILOSOPHY (COURTESY OF DR. JAMES HOTZ)



STRATEGY SUGGESTIONS

- MORE FQHC'S AND CHC'S
- MAKE OB/GYN A MUST
- MORE PRIMARY CARE PROVIDERS – MD, PA, RN, LPN, NMW, MA, SW, ETC.
- CONTINUING EDUCATION FOR PROVIDERS
- TRAVEL TEAMS
- TELEMEDICINE HAS A PLACE
- HEALTH PROMOTION VIA EXISTING SERVICES
- WELLNESS GOALS
- SUPPORT LOCAL HOSPITALS
- MOBILE UNITS: MEET PEOPLE WHERE THEY ARE
- ECONOMIC DEVELOPMENT/EDUCATIONAL ADVANCEMENT/CORPORATE COLLABORATION



**THANK
YOU!!!**

I THANK GOD
THAT WE HAVE SOME
REALLY, REALLY, REALLY GOOD
PROVIDERS, NURSES, SUPPORT
STAFF, AND HEALTH NETWORKS
WHO WORK TIRELESSLY AND
SELFLESSLY ON THE FRONT LINE TO
TAKE CARE OF OUR WOMEN.

DR. KEISHA R. CALLINS



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