Founded by the South Carolina Department of Health and Human Services (SCDHHS) in 2011 along with leaders from the South Carolina Hospital Association, Blue Cross Blue Shield of South Carolina, South Carolina Department of Health and Environmental Control (SCDHEC), March of Dimes and over 100 additional stakeholders, the South Carolina Birth Outcomes Initiative (SCBOI) is a broad-based collaborative aimed at improving the health of moms and babies in the state.

**SCBOI PROGRAMS INCLUDE**

- Reduction of Early Elective Deliveries (EED)
- Supporting Vaginal Birth (SVB)
- Screening Brief Intervention & Referral to treatment (SBIRT)
- Managing Abstinence in Newborns (MAiN)
- Baby-Friendly Hospital Designations
- Mother’s Milk Bank of South Carolina (MMBSC)
- Centering Pregnancy
- Safe Sleep Initiative
- Long-acting Reversible Contraceptives (LARCs) Support
SCBOI SUCCESSES

- In 2018, nearly 19,000 female South Carolina Healthy Connections Medicaid recipients of reproductive age received a LARC, either an intrauterine device (IUD) or an implant. Of these women, almost 2,200 of them received their IUD or implant inpatient after giving birth.

- Hospitals recognized nationally as Baby-Friendly promote breast milk as the standard for infant feeding and demonstrate best practices in the care of mothers and newborns. Fifteen hospitals in South Carolina are Baby-Friendly certified. 47% of babies in South Carolina are born in a Baby-Friendly hospital. The national average is 26%.

- SCDHHS, Blue Cross Blue Shield of South Carolina (BCBSSC) and the South Carolina State Health Plan all now reimburse providers once per fiscal year for screenings and twice per fiscal year for brief interventions for each patient receiving these services. Approximately 11,000 female South Carolina Healthy Connections Medicaid recipients participated in SBIRT in 2018.

- Twenty-two physician practices across the state offered CenteringPregnancy, a national model of group-based prenatal that is shown to decrease pre-term birth, to almost 1,300 South Carolina Healthy Connections Medicaid beneficiaries.

- SimCOACH mobile simulation training program was launched in 2015 to provide mobile simulation education to OB/GYN physicians and perinatal nurses at all 45 birthing hospitals in the state.

- Managing Abstinence in Newborns (MAiN), an innovative treatment model for opioid-dependent newborns, is a therapy that proactively targets symptoms associated with Neonatal Abstinence Syndrome (NAS). SCDHHS provided $1.2 million to support the initial pilot and analysis of the program at Prisma Health-Upstate and designated $2.5 million over five years to expand the MAiN program to as many as 10 additional hospitals across the state.

- South Carolina was accepted into The Alliance for Innovation on Maternal Health (AIM), a national data-driven maternal safety and quality improvement initiative to promote consistent and safe maternity care to reduce maternal mortality and severe maternal morbidity. As part of AIM, the University of South Carolina Institute for Families in Society, in partnership with other agencies and SCBOI, is launching a statewide dashboard to share key data points on maternal child health to South Carolina hospitals and help drive quality improvement in the health outcomes of moms and babies.
South Carolina BlueCross BlueShield of South Carolina is an independent licensee of the

Healthy People. Healthy Communities.

March of Dimes

South Carolina Health & Human Services

South Carolina Hospital Association