

Village Wellness and Birth Center

Birthing a Novel Healthcare Solution

Village is the first combined integrative primary care clinic and freestanding birth center in the U.S. with a genuinely collaborative approach to all aspects of pregnancy, labor, postpartum and primary healthcare throughout the lifespan. Our inaugural site for testing and later replication is in Seattle. Our providers combine the best of midwifery, naturopathic and conventional medical treatments. Village generates collective impact via interrelated positive outcomes for mothers, babies, families, practitioners, communities, the health care system and the environment.

Needs

- **The health care system needs to stop compartmentalizing** western, complementary and alternative models.
- **Individuals and communities need effective and affordable health care.**
- **Families need places and ways to participate in birth** as a natural part of a healthy life.
- **Patients need understanding, support and encouragement** from healthcare providers and peers to obtain good health.
- **Patients with low incomes and Medicaid or no insurance** need access to high quality health care.
- **Providers need increased professional satisfaction** and reduced workplace stress.

Solutions

- ▶ **Integrate** the best of all healthcare models and **activate** people's innate abilities for healing.
- ▶ **Reverse pattern** of treating diseases with expensive interventions; instead, focus on wellness and prevention.
- ▶ **Experience** birth in a safe and nurturing birth center, achieving better outcomes at lower cost.
- ▶ **Offer group care** so participants spend more time with their provider and others with similar health concerns.
- ▶ **Reduce disparities** in health status by providing equal access for all.
- ▶ **Create compassionate healthcare workplace.**

Goals

- **By Year 5:** 80% of patients involved in group care and maternity services achieve desired outcomes.
- **By Year 3:** Births exceed 600 a year; funding and commitments to be self-sufficient secured by end of Year 2.
- **By Year 1:** Complete construction and furnishing of birth center; all providers meet fee-for-service revenue forecasts for 2012; at least one research study developed.
- **Overall:** Village has devised a replicable health and wellness model where individuals, family, community and the health care system all flourish in mutually-reinforcing ways.

Implementation Plan

- **Highest quality of care:** Refer out high-risk pregnancies and transfer to hospital if problems develop during labor; meet or exceed all relevant standards; seek accreditation for birth center.
- **Electronic medical records:** Automate and streamline providers' workflow; support quality management, outcomes reporting and research.
- **Self-help:** emphasize education, wellness, prevention, and self-reliance with patients for health maintenance; offer evidence-based programs on site.
- **Maximize integration practices:** Protocols require providers to consistently practice integrative care to maximize benefits of model.
- **Marketing and communication:** Develop and distribute compelling messages about services available at Village and their advantages.
- **Compassionate workplace to improve patient care:** Each provider takes responsibility for his or her well-being; Village facilitates use of mindfulness practices in clinical practice so providers can be fully attentive to and compassionate with patients.

Team and Partners

Founder/CEO: Tara Johnie Shelby, a naturopathic physician and licensed midwife.

Board: Roger Johnson, Ron Rabin, Jane Reisman, and Yaffa Maritz.

Providers: 5 Medical Doctors, 4 Naturopathic Doctors, 8 Midwives, Acupuncturists, Massage Therapists and more

Key partners:

- UW, Centering Healthcare, Mindful Birthing, and Bastyr University for research
- Open Arms Perinatal Services for referral of diverse maternity patients

Traction and Year 1 Success Metrics

- Secure outside funding for 2013 operations by Nov. 1, 2012.
- Develop and implement internal process and outcome evaluation, connected to continuous quality improvement process.
- 70% of women who are pregnant enroll in and are satisfied with group pregnancy care.
- At least 500 births.
- At least 12,000 primary care patients.

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