

Axia Women's Health – Women's Health Care Specialists Division

Success Coach

Few things are more important than a healthy pregnancy. Prenatal care that supports the health of the pregnant patient and the health of their baby is what every family wants. Obstetric providers want to ensure this care. Part of that care is communication with the patient and family so that they understand how that care is delivered, the changes that pregnancy induces on the patient, what the patient can do to stay healthy and how to recognize potential problems. Patients are bombarded by friends and media with information, most of which may be false and alarming. How can an inexperienced soon-to-be mom and family process all that they hear and read without a base of understanding?

The time that providers spend with their pregnant patients during their scheduled visits is never enough. Questions may be asked and answered but the information that is delivered is piecemeal and fragmented. Testing and screening may be explained, but it may not be explained in a context that patients understand as to what is being screened for and why. It is no wonder that this all so confusing and patients develop misconceptions.

But there is a way to provide care in an organized way, so patients and families can receive a base of knowledge about their pregnancy, how care will be delivered, what is appropriate testing, what they can do to stay healthy and even how to navigate that dreaded insurance environment. The result will be great care, educated patients and a close bond between the patient, family and provider that is needed to build trust and confidence.

The Success Coach can aid in this process. This is a staff member that will be an active resource to come alongside the patient and family through their prenatal and postpartum care. The coach does not take any of the responsibilities away from the doctor but comes alongside the doctor as an additional aid. The Success Coach will meet periodically with the patient and family, either individually or in a group setting, and, reach out from time to time by telephone and messaging. The patient will also have access to the Success Coach through telephone (during office hours) and messaging. Of course, 24/7 emergency contact with the physician is always available.

After the first visit the patient (and family) will make an appointment to meet with the Success Coach in an office visit that will last at least 30 minutes. This is most valuable to first-time-moms and families but patients who have already had a baby are encouraged to take advantage of this service. We do understand that the experience of a previous pregnancy may decrease the importance of this first meeting, but the Success Coach will be available to all patients as they may need. We understand that all families are busy with work and the demands of life. We encourage at least two face-to-face meetings with the Success Coach, one in the first trimester and one in the third trimester.

The Success Coach will be in constant communication with the doctor, bringing them up to date with new questions, complaints or developments that have come up since the last visit. The patient may even choose to make some of their routine scheduled obstetric visits with the Success Coach instead of the doctor. The obstetric record is constantly documented with the up-to-date care and all providers will know everything through the obstetric record.

The Success Coach will provide counselling during the three trimesters of the pregnancy. Here is what you can expect from the face-to-face visits and telephone/messaging contacts.

First Trimester (face-to-face)

(After first prenatal visit establishing pregnancy)

Review plan of care; frequency of visit, what are the purposes of the visits and what to expect with each visit including the "landmark" visits when screening and immunizations are recommended

Explain normal and abnormal symptoms that can occur during pregnancy, what is common and what should be reported immediately

Review genetic screening, the options for each patient and the value

Explain how results are communicated to the patient (face-to-face, telephone, messaging)

Review umbilical cord blood banking

Ensure that portal communication is set up

Draw obstetric panel

Second Trimester (telephone)

(After the second trimester fetal anatomy scan)
Review current findings; labs, US, genetic testing
Ensure all testing is complete and current
Inquire symptoms, fetal movement, explain kick counting
For those with complications review follow up
Schedule labor class between 30-34 weeks
Facilitate preregistration at BMH

Third Trimester (face-to face)

(During labor classes to be schedule between 30-34 weeks. If not participating in a labor class this will be done through a scheduled visit between 30-34 weeks and will not include labor teaching)
Review GBS screening, what it means, why it's done, how it's treated
Labor classes, why and when to call, explanation of the dynamics of labor, what to expect when you arrive at the hospital in triage, anesthesia options, indications for operative vaginal delivery and Cesarean Section
Indications for induction of labor and methods, timing and risks of induction
Review of delayed umbilical cord clamping and skin-to-skin
Indications for episiotomy and recovery from perineal repair
Expected length of hospital stay
Postpartum recovery

Postpartum (telephone)

(Check in to see how all is going)
Address problems or complaints
Schedule follow-up visit if needed
Review postpartum care
Facilitate contraception if desired

Some patients may have complicated pregnancies and may require more frequent contact with the Success Coach than is outlined above. Our goal is to meet the specific needs that each pregnancy requires and level of communication that each individual patient desires. And, again, the Success Coach is an aid to delivering care and does not take the place of the doctor's role in delivering care. The doctors are always available.

Many patients try to find answers to questions through search engines to websites. We prefer to refer our patients to the American College of Obstetricians and Gynecologists (ACOG) website for patient education. At the bottom of this letter is a QR code. By pointing your smart phone camera at the code and tapping on the link that comes up the ACOG Patient Education page opens, or go to <https://www.acog.org/patients> for access to this page.

Please make sure that the patient is enrolled with messaging through the eCW portal for messaging contact.

We are here to provide the best care possible. The Success Coach will be a valuable resource of education and communication to aid in the process of providing a successful pregnancy and delivery.

