



Cohort 4 Collaborative Learning Session #8

January 27, 2025

**TeamBirth: Process Innovation for Clinical Safety,
Effective Communication, and Dignity in Childbirth**

Learning Session Agenda

Introduction

TeamBirth Implementation

Current core activities:

- Collect data & feedback: Huddle observations
- Socialize TeamBirth: Diffusion of innovation
- Sharing & Discussion

Looking Ahead

Action Items

Feedback Survey



TeamBirth Implementation Roadmap

Building on the priority implementation activities

PHASE	PREPARE	ENGAGE & COACH	IMPLEMENT	SUSTAIN
CORE ACTIVITIES	<ul style="list-style-type: none"> ✓ Build your team ✓ Develop your strategy ✓ Assess your context ✓ Customize TeamBirth 	<ul style="list-style-type: none"> ✓ Socialize TeamBirth ✓ Provide training & practice huddles ✓ Test & improve 	<ul style="list-style-type: none"> ✓ Collect data & feedback ✓ Launch TeamBirth ✓ Monitor & celebrate progress 	<ul style="list-style-type: none"> ✓ Embed for sustainability ✓ Evaluate impact & continuously improve

NJHCQI TeamBirth Websites

Access your cohort 4 resources at this **private website**

www.njhcqi.org/teambirthnj-cohort4

Password: Cohort42024!

Public TeamBirth NJ website

www.njhcqi.org/shared-decision-making

TEAMBIRTH NJ COHORT 4

TeamBirth is a shared decision-making program that aims to improve safe and respectful childbirth care.

It involves a series of team huddles and other tools used during labor and delivery, to improve communication and ensure care that aligns with patient preferences.

Developed by Ariadne Labs, TeamBirth was designed to operationalize best practices in communication, teamwork, and clinical care, in collaboration with experts from the major



COLLABORATIVE LEARNING SESSION SLIDES

SESSION 1

May 2024

[SLIDE DECK](#)

[SESSION HANDOUT #1](#)

SESSION 2

June 2024

[SLIDE DECK](#)

[SESSION HANDOUT #2](#)

RESOURCES

GENERAL TEAMBIRTH INFORMATION

- [Click here](#) to watch the Why TeamBirth video
- Download the [Why TeamBirth Infographic](#)
- Download [TeamBirth Board Examples](#)
- Review [TeamBirth Components](#) – includes core components and add-on components
- View the [TeamBirth Socializing Package](#)

TeamBirth Implementation



PREPARE

START >

> OUTCOMES

ENGAGE & COACH

MONITOR

Core Implementation Activity:
COLLECT DATA & FEEDBACK

USTAIN

IMPROVE

IMPLEMENT



Huddle Observations and Feedback

Gather real world data on TeamBirth huddles in order to provide timely and actionable feedback crucial to improvement

OBJECTIVES

Prepare for conducting huddle observations

Begin conducting huddle observations after launch

Iterate your observation strategy as needed

Milestones:

- Complete one observation and provide feedback to the team
- Conduct a set number of observations and review with the implementation team to inform goals for improvement

ADAPT

Your unique observation strategy and methods



Huddle Observation and Feedback

WHO	<p>Huddle participants</p> <ul style="list-style-type: none">• Clinical: nurse, provider, etc• Support person: partner, doula, etc <p>Huddle observers</p> <ul style="list-style-type: none">• Peers (a non-huddle nurse, provider, etc)• Champions, managers, etc
WHAT	<p>Documentation and communication of observed behaviors using the Huddle Observation Form</p>
WHY	<p>To provide consistent structure for:</p> <ul style="list-style-type: none">• Celebrating or highlighting strengths• Discussing opportunities to adjust or improve <p>To provide space for non-judgemental feedback that is respectful, timely, specific, relevant, and actionable</p>



Huddle Observation Form

A valuable tool for coaching huddles throughout implementation

Download, print, and share with staff the [TeamBirth Huddle Observation Form](#)

TEAMBIRTH Huddle Observation Form

ARADNE LABS

Observer Name: _____ Role / Title: _____ Date: _____ Unit: _____

PLAN

8. Did the team discuss the care plan options and make shared preferences or concerns?
 Yes No

9. Were the following care plans written or updated on the board?

	Yes, board updated	No, I did not update
Plan for Me / Mom	<input type="radio"/>	<input type="radio"/>
Plan for Baby	<input type="radio"/>	<input type="radio"/>
Plan for Labor Progress	<input type="radio"/>	<input type="radio"/>

NEXT HUDDLE

10. Did the team discuss expectations for when the next huddle will occur?
 Yes Clear expectations for the next huddle were discussed
 No The team did not discuss the next huddle

11. Were the expectations for when the next huddle may occur discussed?
 Yes Next huddle options were discussed
 Yes, previously Next huddle options were previously discussed
 No Next huddle options were not discussed

REFLECTIONS

The below reflections provide opportunities for discussion or reflection.

12. Was everything written on the board in patient friendly language?
 Yes No

13. Who wrote on the shared planning board during this huddle?
 Mom/Birthing person
 Support person (doula, family, friend, partner, spouse)

14. What went well during the huddle?

15. What challenges did you observe or experience?

16. How could the team improve next time?

17. Did you provide any feedback to any team members based on your observations?
 Yes No

18. What else do you want to share about your experience with this TeamBirth Huddle?

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WHAT

2-page form

Quick select options to document each key behavior during a huddle

Several open ended questions for providing additional detail

Share:

- As a printed form
- Digital Survey Form Link*

*Get your site specific link from Ariadne



Huddle Observations

WHEN

Observations can be done:

- During practice scenarios or simulations
- During a live patient huddle

Complete the Huddle Observation Form

- In real time during the huddle
- Immediately after the huddle concludes

HOW

Establish expectations for how you will conduct huddle observations with your teams (*see next slide*)

Make clear that the purpose of observations is to give and receive feedback on TeamBirth behaviors

Explore what approach makes sense in your context:

- Self-observation: Asking huddle members to complete the form
- Peer observation: Asking other clinical team members to observe and complete the form
- Champion observation: Establishing specific people (leader or educator) as the observer and completer of the form

Plan for how you support, monitor, and reward care teams for participating in observations



Observation and Feedback Process

Determine how you will conduct observations and provide feedback

PREPARE	OBSERVE	REVIEW & IMPROVE
<p>Who will be complete the form?</p> <ul style="list-style-type: none"> ● Someone in the huddle ● An observer <p>How is the form accessed?</p> <ul style="list-style-type: none"> ● Printed ● Emailed, pinned Word Doc 	<p>When do observations occur?</p> <ul style="list-style-type: none"> ● Practice sessions and simulations ● After specific patient huddles <p>Complete the form ASAP for each huddle</p> <p>Share completed forms with the Implementation Team</p>	<p>When does review happen?</p> <ul style="list-style-type: none"> ● Immediately together during practice ● During an implementation meeting or coaching call (for observed real patient huddles) <p>Provide coaching feedback to huddle participants (see next slide)</p> <p>Opportunities for Improvement:</p> <ul style="list-style-type: none"> ● Individuals: What can I work on in my next huddle? ● Implementation Team: How can we support staff to address gaps?



What is coaching?

Support that helps individuals make lasting changes to their behavior

WHO	Peer or trusted leader
WHAT	Tailored support to achieve goals and overcome barriers
	Opportunities to practice Actionable real time feedback
WHEN	After huddles or scenarios
	Throughout implementation and sustainability

Coaching Principles

1. Create a safe and supportive environment
2. Be curious and ask powerful questions
3. Meet people where they are
4. Acknowledge the positive
5. Empower people to reach their own solutions
6. Provide effective feedback
7. Use data to drive improvement and decision making

Providing coaching helps reinforce and improve the TeamBirth knowledge and skills that result in behavior change.



Providing Feedback

Ensure feedback supports improvement of the key behaviors

Barriers to Effective Feedback

- Generalised feedback not related to specific observations
- Lack of advice on how to improve behaviour
- A lack of respect for the source of feedback
- Fear of upsetting colleagues
- Fear of damaging professional relationships
- Defensive behaviour/resistance when receiving feedback
- Physical barriers: noise, improper time, place, or space
- Personal agendas
- Lack of confidence

Tips for Giving Effective Feedback

- Plan for the time and space in advance
- **Start with curiosity**
 - What went well? What could have been better?
- Make it prompt, right after the event
- Determine if the feedback is more appropriate one-on-one
- Be specific, referencing observed behaviors
- Encourage self-reflection
- **Be aware of nonverbal clues**
- Self-reflect after the feedback session is completed

PREPARE

START >

> OUTCOMES

ENGAGE & COACH

MONITOR

Core Implementation Activity: **SOCIALIZE TEAMBIRTH**

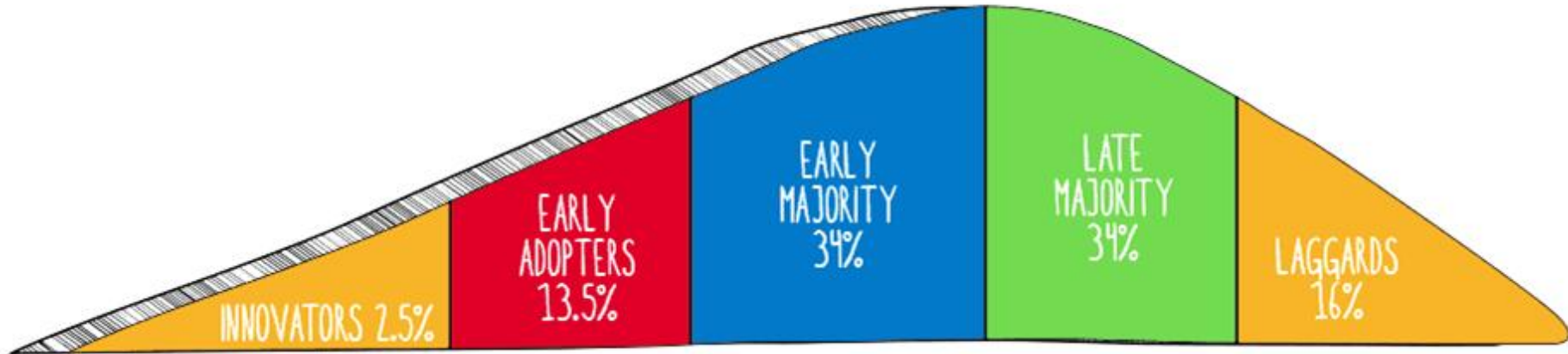
IMPROVE

USTAIN

IMPLEMENT

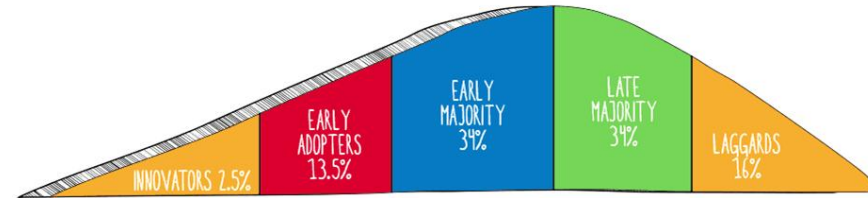
Rogers' Diffusion of Innovation Theory

Leverage this theory to better drive TeamBirth practice change



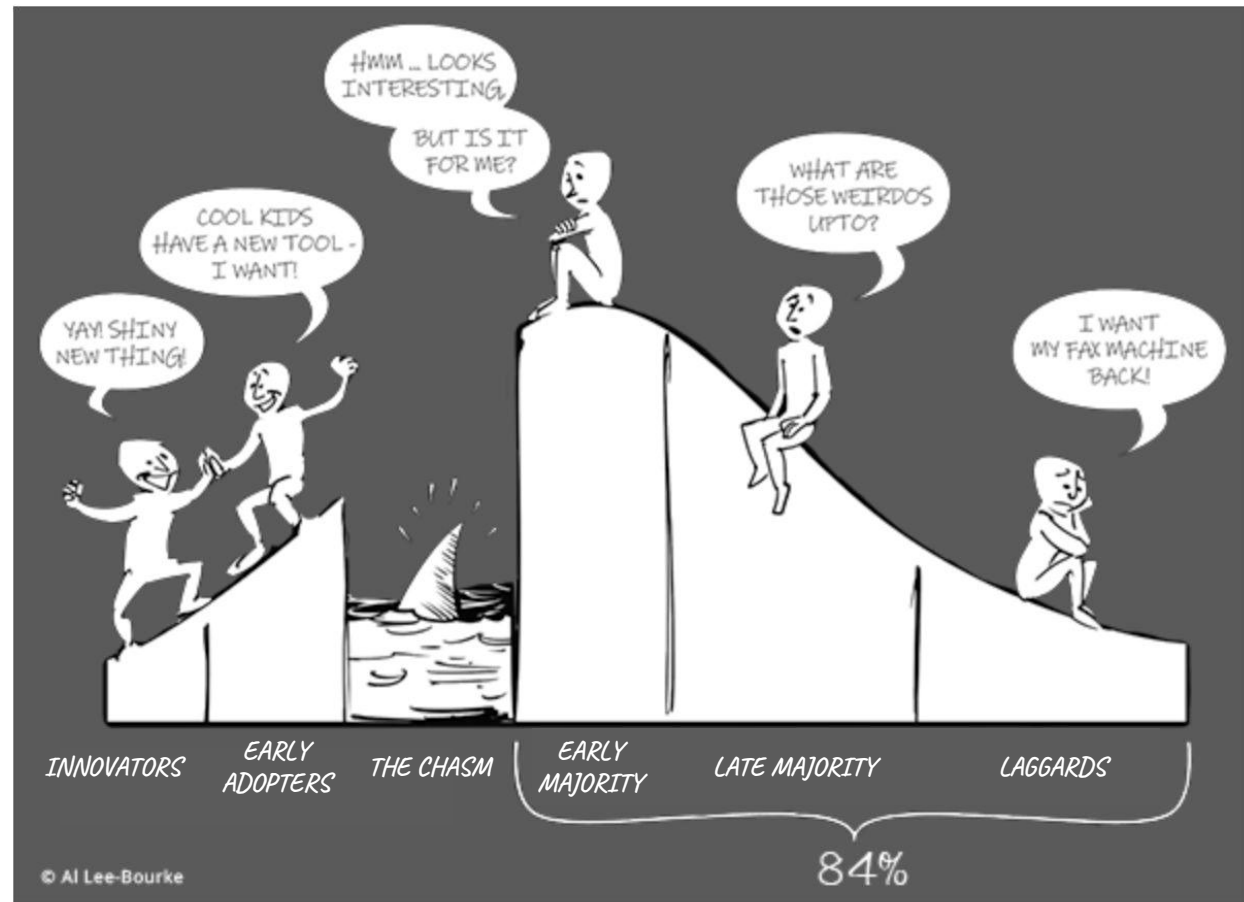
Understanding who we want to adopt TeamBirth

The goal is not to turn people into early adopters, but to ensure we meet the needs of people across the categories.



Innovators	Early adopters	Early Majority	Late Majority	Laggards
Ok with uncertainty and risk taking	Opinion leaders and role models			
Need to be involved as change agents and be creative	Need to be first to try new things			
<i>Get them involved early as champions on the implementation team and/or as trainers</i>				
<i>Leverage their engagement for small scale testing</i>				

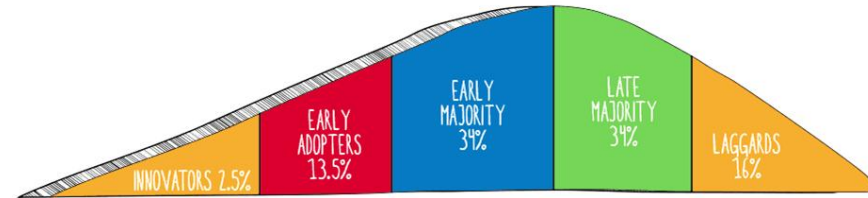
The majority of people are going to be **curious or skeptical** rather than eager, at first.



"Rogers Adoption Curve." Illustration originally published in *Change Management Field Guide* (2021).

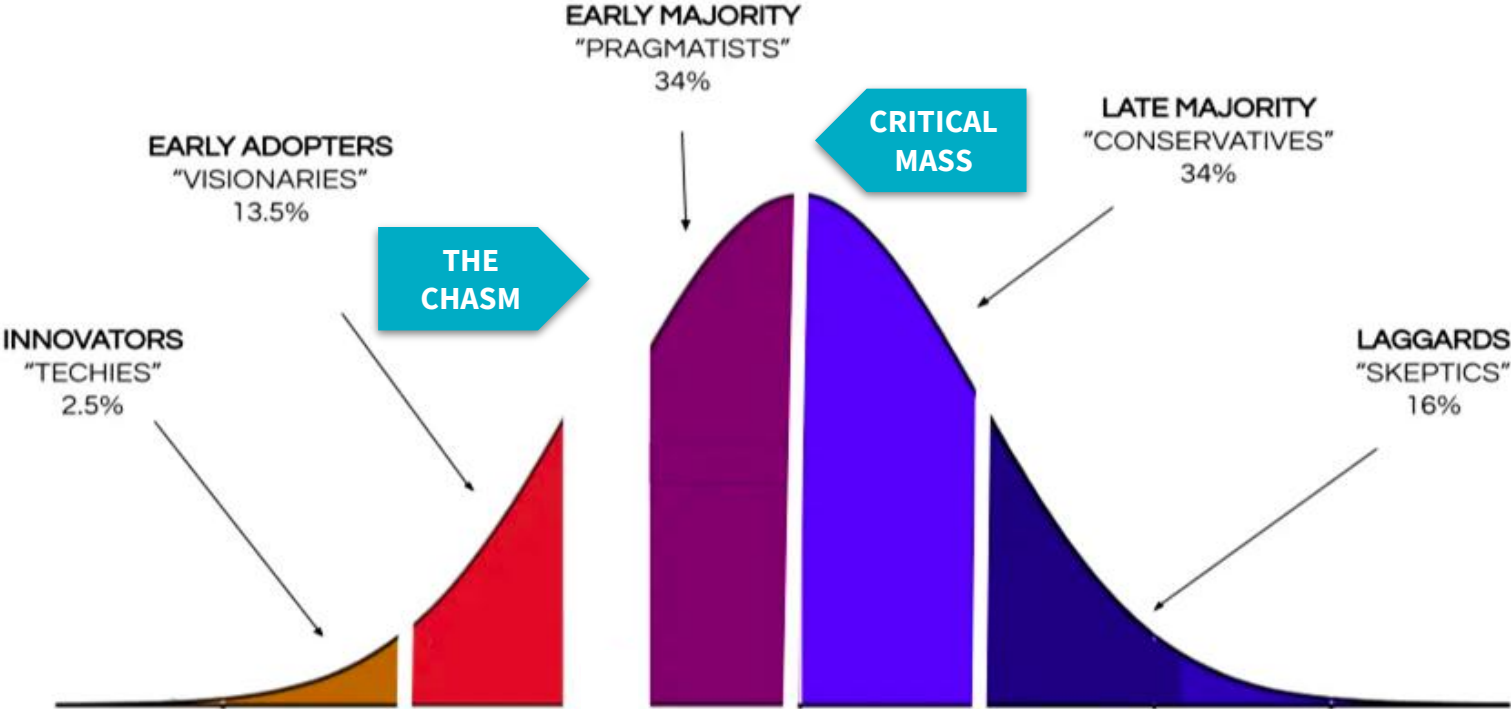
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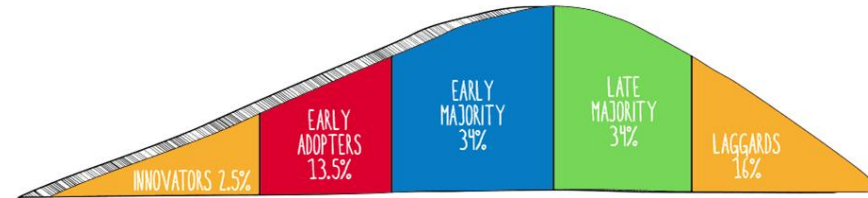
Innovators	Early adopters	Early Majority	Late Majority	Laggards
Ok with uncertainty and risk taking	Opinion leaders and role models	Late opinion leaders who value intentional change		
Need to be involved as change agents and be creative	Need to be first to try new things	Need things to be simplified and well proven		
<i>Get them involved early as champions on the implementation team and/or as trainers</i>		<i>Identify late blooming champions</i>		
<i>Leverage their engagement for small scale testing</i>		<i>Value their feedback</i>		

Leverage your early adopters to plan and carry out your strategy to get over the chasm, to reach critical mass, and to keep momentum for the late majority.



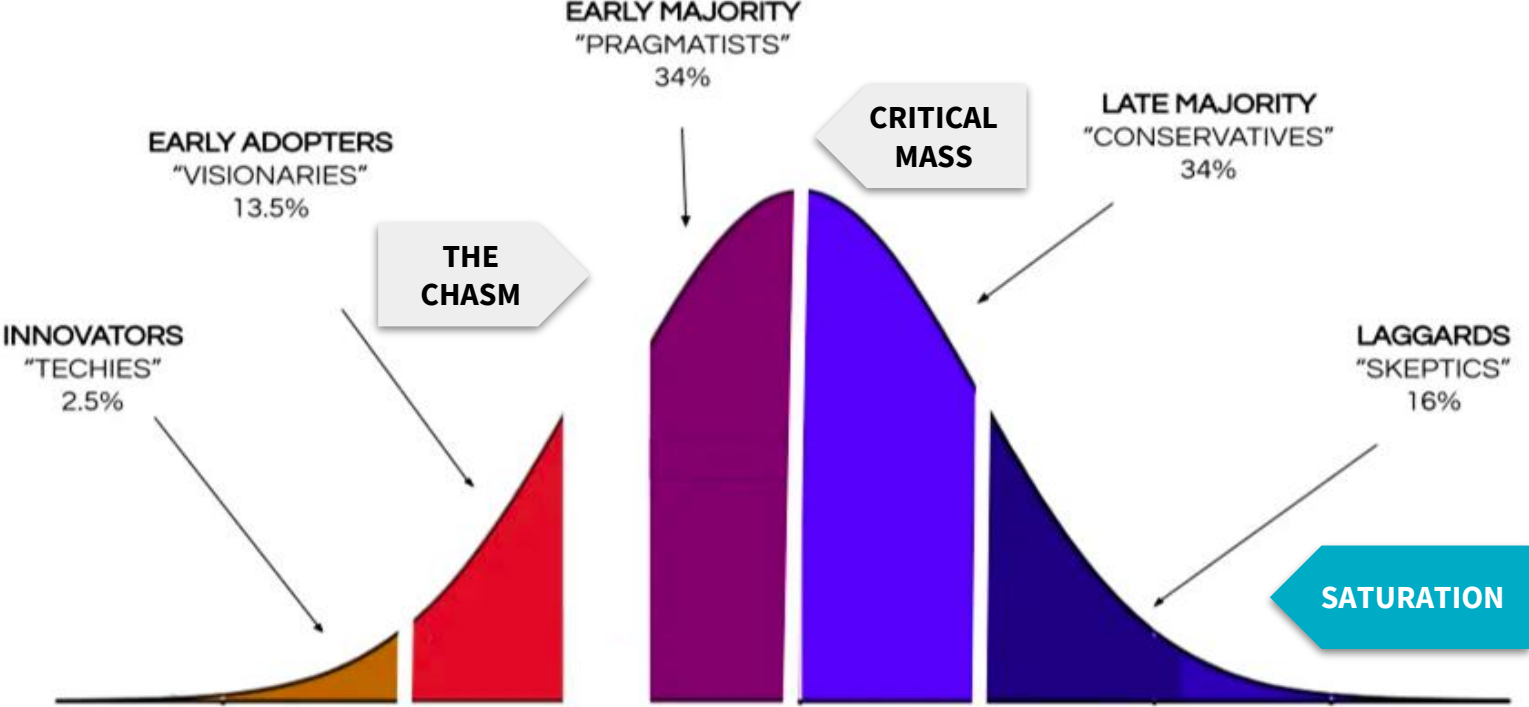
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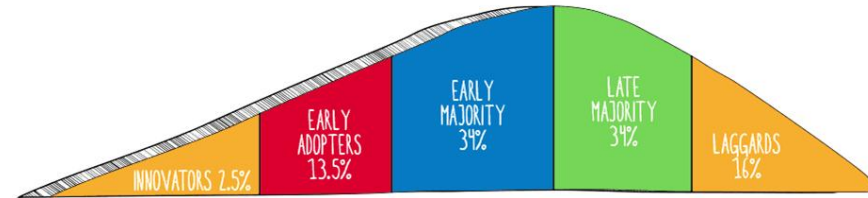
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Ok with uncertainty and risk taking	Opinion leaders and role models	Late opinion leaders who value intentional change	Cautious and change because of necessity	
Need to be involved as change agents and be creative	Need to be first to try new things	Need things to be simplified and well proven	Need their skepticism to be overcome with strong evidence and peer-pressure	
<i>Get them involved early as champions on the implementation team and/or as trainers</i>		<i>Identify late blooming champions</i>	<i>Respected role models and clear expectations help get these folks on board</i>	
<i>Leverage their engagement for small scale testing</i>		<i>Value their feedback</i>		

Reaching saturation uses a combination of persistence, accountability, and relationships



Understanding who we want to adopt TeamBirth

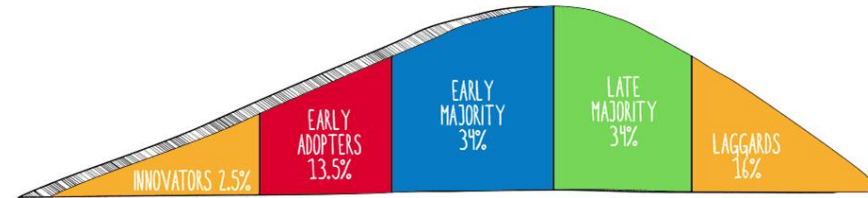
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Ok with uncertainty and risk taking	Opinion leaders and role models	Late opinion leaders who value intentional change	Cautious and change because of necessity	Suspicious and want to maintain the status quo
Need to be involved as change agents and be creative	Need to be first to try new things	Need things to be simplified and well proven	Need their skepticism to be overcome with strong evidence and peer-pressure	Need to be held accountable to new standards
<i>Get them involved early as champions on the implementation team and/or as trainers</i>		<i>Identify late blooming champions</i>	<i>Make sure messaging shares the expectations and the evidence</i>	<i>Address loud laggards early to prevent implementation sabotage</i>
<i>Leverage their engagement for small scale testing</i>		<i>Value their feedback</i>		<i>Ensure leadership can hold them accountable to change</i>

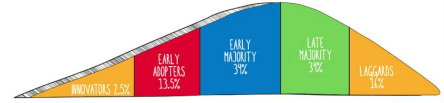
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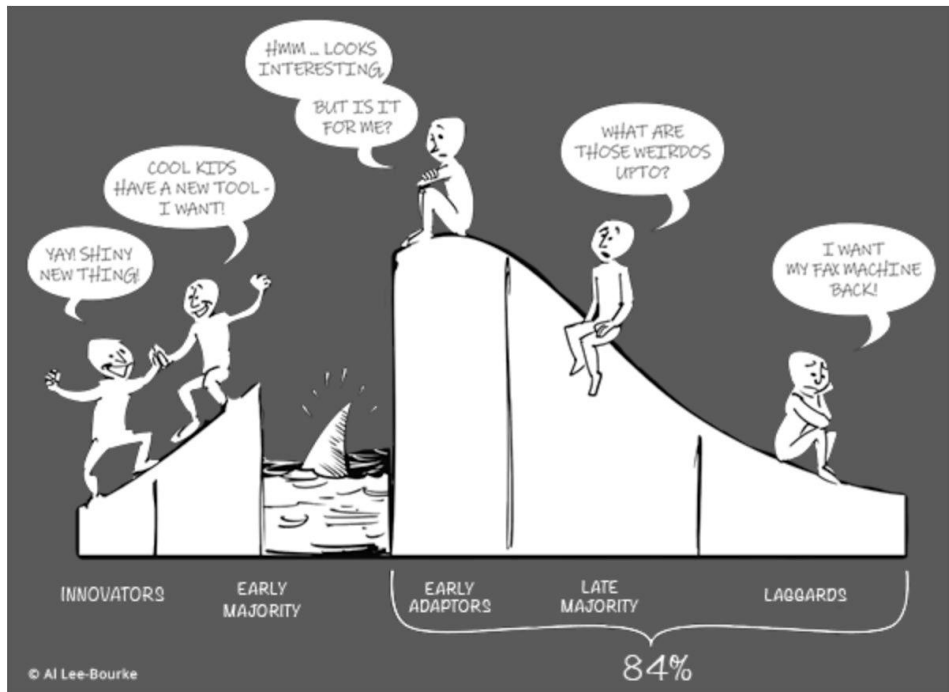
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Considerations for resistant adopters



Laggards are a small % of people but they can have a big impact

Don't Assume	Have a Plan	Address Loud Laggards
<p>Don't assume someone is a laggard because they are asking hard questions and showing resistance early on</p> <p>Early Majority folks can initially be resistant, but if their needs are met they can be valuable champions!</p>	<p>True laggards won't be won over early</p> <p>Don't waste energy in early implementation trying to convince them to adopt</p>	<p>Identify and address them early and head on</p> <p>Loud and persistently antagonistic people can sabotage implementation, stalling progress and eroding sustainability</p>
<p><i>Listen first</i></p> <p><i>Address their concerns</i></p> <p><i>Get them involved if they want some ownership of the change effort</i></p>	<p><i>Ensure you plan for late implementation effort to get laggards on board</i></p> <p><i>System leaders must hold them accountable to the new standards of care</i></p>	<p><i>Listen first (see "don't assume")</i></p> <p><i>Have 1:1 conversations and come up with an agreement and plan with them that prevents interference with implementation progress</i></p>



Check-in

Who are the people on your teams that are *not* early adopters?

What might they need in order to address their skepticism or active resistance?

PREPARE

START >

ENGAGE &

> OUTCOMES

Implementation Progress

- ✓ Build your team
- ✓ Develop your strategy
- ✓ Assess your context
- ✓ Customize TeamBirth
- ✓ Socialize TeamBirth
- ✓ Provide training & practice huddles
- ✓ Conduct patient surveys
- ✓ Go live and launch TeamBirth

Look how far we've come!

IMPLEMEN



Collect Data & Feedback

Patient Surveying

- What is your patient surveying process?**
- What has been working well?
- What has been a challenge?
- What questions do you have for the other sites?





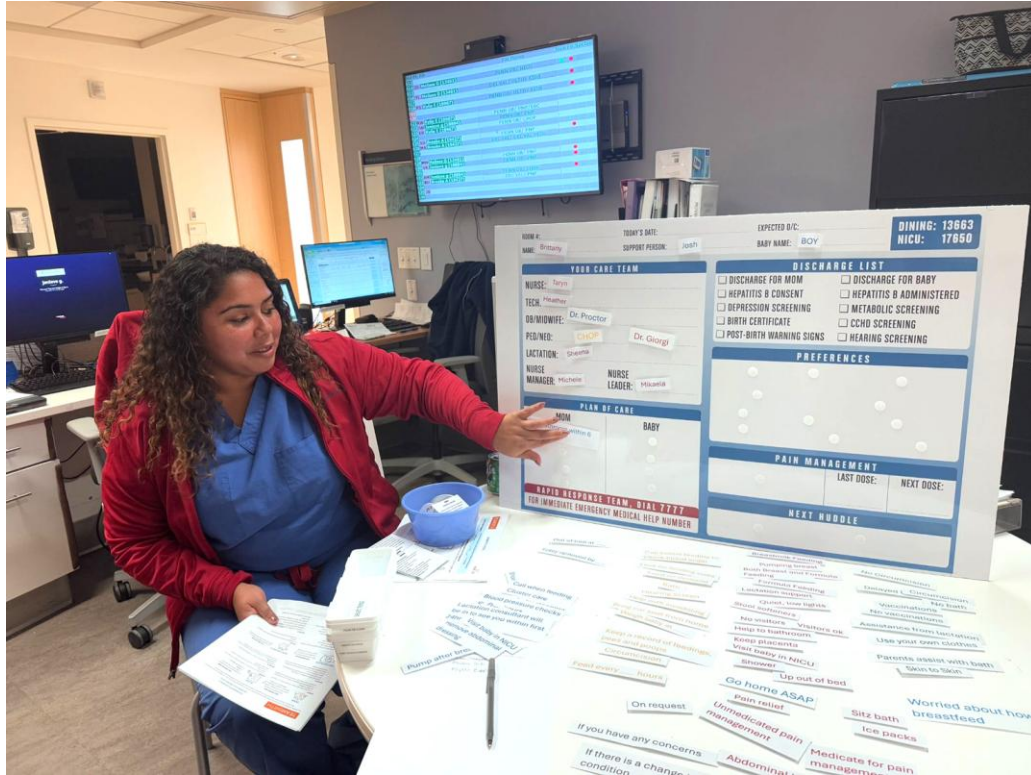
Provide Training & Practice Huddles

- What has your training and huddle practice looked like?**
- What has been working well?
- What has been a challenge?
- What questions do you have for the other sites?



Penn Med Princeton

Huddle practice road show





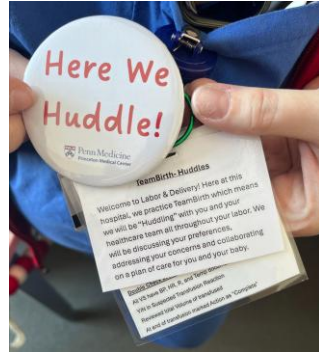
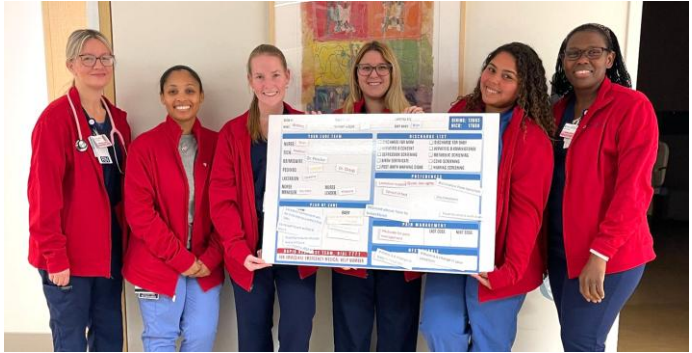
Launch TeamBirth

- What plans do you have for Launch?**
- What questions do you have for the other sites?



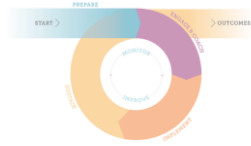
Penn Med Princeton

Launch day! Hot coco cart, huddle practice road show, swag, and more!

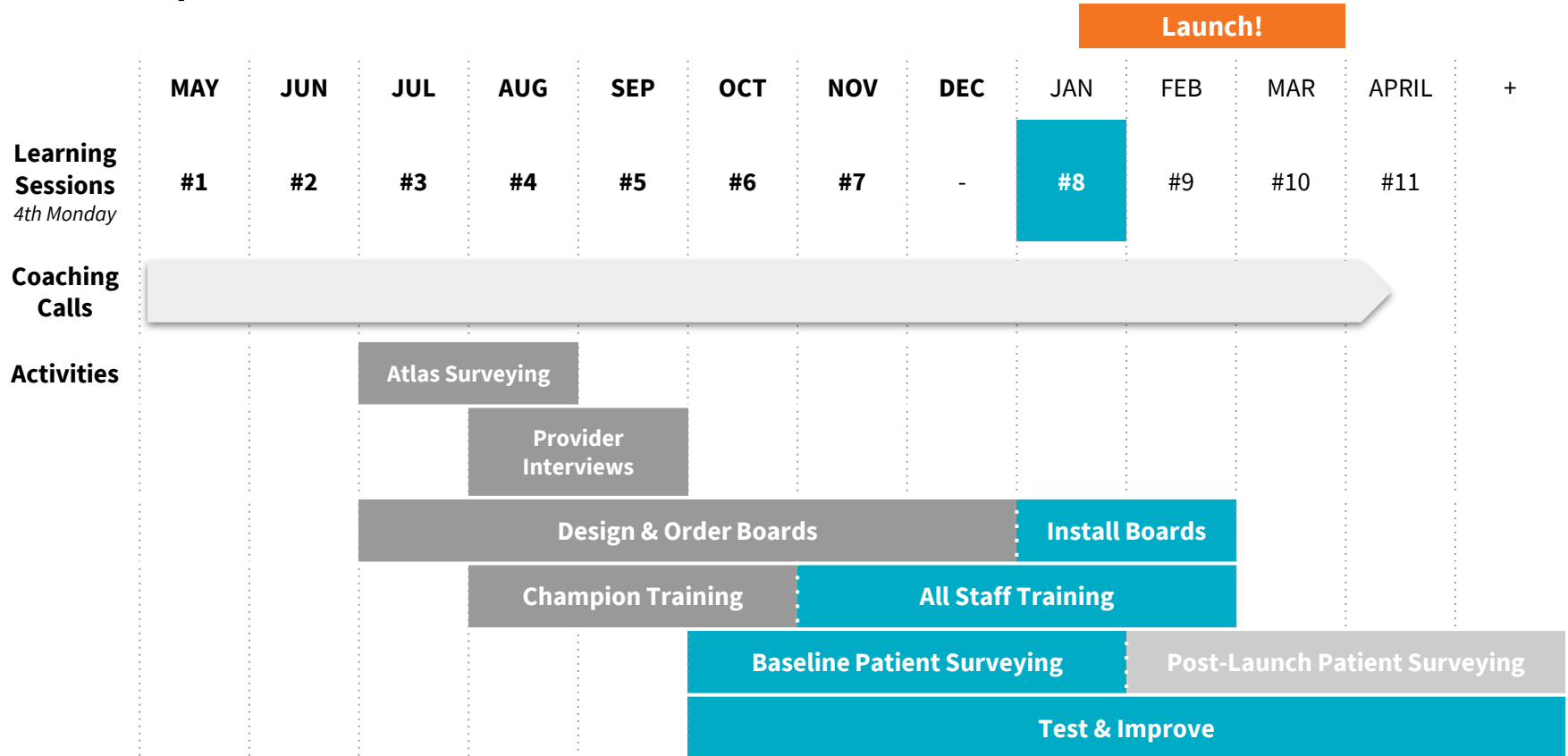


Looking Ahead





Implementation Timeline



Action Items



<i>Implementation Pathway</i>	<i>Action Items</i>	<i>Details & Resources</i>
PROVIDE TRAINING & PRACTICE HUDDLES	Implementation Team & Champions complete LMS training & practice huddles	Training Resources
	All staff complete LMS training and huddle practice opportunities	HOW TO Provide training & practice huddles Lunch & Learn Template Slide Deck
	Review and complete huddle observation forms	
CONDUCT PATIENT SURVEYS	Adjust your patient survey process as needed	HOW TO Conduct Patient Surveying NJ Cohort 4 Patient Survey Template
	Begin baseline patient surveying	HMH JFK (hold on to surveys until DUA) RWJ Trinitas (not yet started, wait until DUA)
LAUNCH TEAMBIRTH	Install your boards right before launch	
	Send Adelisa dates for launch/site visits	
	Complete launch activities! (send us photos!)	

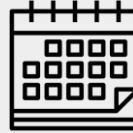
Next Steps

Next Learning Session

February 24th, 2025
12:00 - 1:00pm EST

Share your feedback!

- Anonymous
- Short survey
- Tell us what you like
- Tell us how to improve



Coaching Calls

See follow up email for Learning
Session Handout for call agenda



Email Adelisa for

- Support and updates
- Resources
- Implementation Questions & Needs

aperez@njhcqi.org