



MATERNAL & INFANT HEALTH IN THE DIGITAL WORLD:

Patient-Centered Care During COVID and Beyond

VIRTUAL CONFERENCE | OCTOBER 26 - 28

This activity has been submitted to Georgia Nurses Association for approval to award contact hours. Georgia Nurses Association is accredited as an approver of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

This activity is pending approval from the National Association of Social Workers.



**HEALTHY MOTHERS,
HEALTHY BABIES**

healthy mothers, healthy babies

Coalition of Georgia

Monday

Pre-Conference

10:00 AM	Waiting Room Opens
10:30 AM	Opening & Welcome
11:00 AM	Breakout Session A
12:00 PM	30 Minute Break
12:30 PM	Lunch Panel
1:30 PM	30 Minute Break
2:00 PM	Breakout Session B
3:00 PM	30 Minute Break
3:30 PM	Breakout Session C
4:30 PM	End of Day One

5:00 PM - 7:00 PM: Opening Reception & Wetzels Award

Sponsored By:



Tuesday

9:00 AM	Breakfast Meetups
10:00 AM	Opening & Welcome
10:15 AM	Morning
11:30 AM	30 Minute Break
12:00 PM	Lunch Plenary
1:00 PM	30 Minute Break
1:30 PM	Breakout Session D
3:00 PM	30 Minute Break
3:30 PM	Breakout Session E
4:45 PM	Happy Hour

Wednesday

9:00 AM	Breakfast Meetups
10:00 AM	Morning Plenary
11:00 AM	30 Minute Break
11:30 AM	Breakout Session F
12:30 PM	30 Minute Break
1:00 PM	Conference Keynote
2:00 PM	Closing Remarks
2:30 PM	End of Conference

We highly encourage all participants to visit our virtual exhibition hall during breaks!

Carolyn Wetzels Continuum Award

Presented To:

Rose L. Horton, MSM, RN, NEA-BC



"Rose is the type of leader that other nurses want to follow. Rose encourages those she works with to practice gratitude, build resilience and find joy at work."

The Wetzels Continuum Award recognizes a volunteer or health professional who contributes to the health and well being of Georgia's families by being a positive change agent in the public arena of advocacy and policy. This award is in memory of Carolyn Wetzels, a long-time HMHBGA member, friend, and dedicated public health advocate for mothers and babies.

Horton has cared and advocated for birthing people and their families for over 25 years as a women's health nurse. Prior to taking on her current position, Horton coordinated the opening of two freestanding birth centers in Tennessee and Colorado. Horton now serves as the Specialty Director for Women and Infant Services at Emory Decatur Hospital (EDH) where she oversees nurses, patient experience, quality initiatives, and development opportunities.

As a past President of the Association of Women's Health and Obstetric and Neonatal Nurses, Horton routinely speaks on the national level on topics such as joy at work and nurses' role in improving maternal mortality and morbidity. Horton leads nurses in making lasting change by pursuing partnerships between hospitals and community organizations such as WIC, Reaching Our Sisters Everywhere (ROSE), Black Mamas Matter Alliance (BMMA), Center for Black Women's Wellness (CBWW), and HMHBGA.

Featured Speakers



Latham Thomas

Celebrity Doula and Maternity Wellness Expert
Opening Remarks & Wetzel Reception

Named one of Oprah Winfrey's Super Soul 100, Celebrity Doula and Maternity Wellness Expert Latham Thomas supports women in embracing optimal wellness and spiritual growth as a pathway to empowerment. Latham is leading a revolution in radical self-care, guiding women everywhere to "mother themselves first." Latham is the founder of Mama Glow, a global women's health and education brand serving women along the childbearing continuum. Mama Glow supports women and families during the fertility period, pregnancy, birth as well as during postpartum offering hand-holding through their bespoke doula services. Her book, *Own Your Glow: A Soulful Guide to Luminous Living and Crowning the Queen* releases on paperback from Hay House on June 16



Dr. Vanessa Jacoby, MD, MAS

University of California San Francisco
The Pregnancy Coronavirus Outcomes Registry - A National Perspective

Dr. Vanessa Jacoby is an obstetrician gynecologist with a research program focused on surgical gynecology. She has studied long-term health outcomes of hysterectomy and oophorectomy. Dr. Jacoby is a co-principal investigator for the Pregnancy Coronavirus Outcomes Registry (PRIORITY), the national COVID-19 pregnancy registry. Her research has also focused on studies of new minimally invasive treatments for women with uterine fibroids including procedures, medications, and complementary and alternative treatments. She is also the principal investigator of a nationwide registry for women with fibroids undergoing laparoscopic radiofrequency and has conducted multiple randomized trials of magnetic resonance guided focused ultrasound for fibroids.



Charles Johnson

Founder of 4Kira4Moms

Engaging Fathers in the Fight to Prevent Maternal Morbidity and Mortality

Entrepreneur, advocate for change and philanthropist. Charles is a graduate of Florida A& M University and native of Atlanta who has spent his entire career being an entrepreneur in many different areas, such as governmental contracts, global sourcing and jointly being a small business owner with his wife, Kira. He is a strong advocate of supporting our youth and in turn has played a vital role in organizations like Boys Speak Out, Inc.; a nonprofit that focuses on tutoring, mentoring and advocating being a role model while making a difference in our youth's lives. After the sudden passing of his wife Kira due to complications following a routine scheduled C-section, Charles has dedicated his life mission to launching the 4Kira4Moms Foundation. A nonprofit committed to reducing the maternal mortality rate and raising awareness about the maternal death crisis in the United States where we have over 1200 women die annually.



Dr. Joia Crear-Perry, MD, FACOG

Founder of National Birth Equity Collaborative

Keynote Speaker

Dr. Crear-Perry is the Founder and President of the National Birth Equity Collaborative. Recently she addressed the United Nations Office of the High Commissioner for Human Rights to urge a human rights framework to improve maternal mortality. Previously, she served as the Executive Director of the Birthing Project, Director of Women's and Children's Services at Jefferson Community Healthcare Center and as the Director of Clinical Services for the City of New Orleans Health Department where she was responsible for four facilities that provided health care for the homeless, pediatric, WIC, and gynecologic services. After receiving her bachelor's training at Princeton University and Xavier University, Dr. Crear-Perry completed her medical degree at Louisiana State University and her residency in Obstetrics and Gynecology at Tulane University's School of Medicine. She was also recognized as a Fellow of the American College of Obstetrics and Gynecology.

Panels & Plenaries

Georgia Program Leaders Discussing Response to COVID:

Leaders throughout the state share their insights on their organization's response to the COVID-19 pandemic. Anticipated panel discussion will center around program shifts, staff impacts, and other impacts their organization experienced and how those challenges were addressed.

Latosha Elbert

Heart of Georgia Healthy Start



Mrs. Latosha Elbert is the Heart of Georgia Healthy Start Program Director located in Dublin Georgia. She maintains a major role in the development and maintenance of local, state, and national partnerships that extend the capabilities of the Heart of Georgia Healthy Start Initiative and support the perinatal health efforts of other organizations and agencies, health care providers, and the community at large. She provides direct program oversight and budget development. Since joining the Healthy Start Initiative in 2008, Ms. Elbert has served as a community health worker and case manager, behavioral specialist where she provided case management and mental health counseling to clients who were diagnosed or undiagnosed with a mental illness.

Jeannine Galloway, MPH

Georgia Department of Health



Jeannine Galloway, MPH serves as the Maternal and Child Health Director at the Georgia Department of Public Health. She oversees programs and services related to early intervention, children and youth with special health care needs, home visiting, Healthy Start, autism, fatherhood and initiatives to improve birth outcomes. In addition, she serves as the Principal Investigator for the Georgia Title V Block Grant. Ms. Galloway has over 15 years of experience in public health that includes increasing funding, expanding community outreach and awareness, mobilizing partners, developing strategic plans, and growing program reach with federal, state and non-profit organizations.

Dr. Denise Jamieson, MD, MPH

Emory university



Jamieson earned a medical degree from Duke University School of Medicine and a masters degree in public health from the University of North Carolina at Chapel Hill. She completed a residency in obstetrics and gynecology at University of California at San Francisco. Following residency, Jamieson joined the U.S. Public Health Service and served as an Epidemic Intelligence Service Officer at the Centers for Disease Control and Prevention (CDC). She served in a variety of leadership roles at the CDC, including as medical care task force lead for the Ebola response in 2014 and as incident commander for CDCs response to Zika in 2016-17. Upon retirement from the U.S. Public Health Service as a captain in July 2017, she received the Distinguished Service Medal, the highest award granted to an officer in the Commissioned Corps, for notable contributions to reproductive health and public health practice.

Memora Health

Redefining Postpartum Health During The COVID-19 Pandemic

Memora Health and Penn Medicine are redefining postpartum care delivery with a virtual care assistant that is available 24/7 for parents during the "fourth trimester." This service automatically addresses health concerns of the baby and parents, provides feeding resources and encouragement, and screens for postpartum health risks.

Todd Joseph, MBA

Todd has spent his career launching and scaling high-tech medical products across the healthcare ecosystem. He has an award-winning track record in medical device sales and business development with wide-ranging clinical expertise that includes interventional cardiology, cardiac electrophysiology, heart failure, medical oncology, orthopedics, and women's health. Todd is the Head of Growth at Memora Health, an innovative VC-backed digital health company that leverages natural language processing to guide patients through personalized care journeys. There he has helped launch several new products across various specialties, ranging from orthopedics to postpartum care. Todd is driven by an interest in expanding access to healthcare through the effective design of medical technology resources. He holds a BSE in biomedical engineering and electrical engineering from Duke University and an MBA from Harvard Business School.



Kirstin Leitner, MD

Dr. Kirstin Leitner, MD is an Assistant Professor of Clinical Obstetrics and Gynecology at the University of Pennsylvania Perelman School of Medicine. She graduated with a B.A. from Bowdoin College in 2005, and earned her M.D. from University of Pennsylvania School of Medicine in 2011. Her research and clinical experience include postpartum care, female athlete triad, and the use of technology to improve patient care.



Abigail Mandel

Abigail Mandel has focused her educational and professional life on health equity, accessibility, and efficiency. Having studied Anthropology during her undergraduate education, she is interested in storytelling as a means to justice. In her current role at Memora Health, Abigail focuses on new program implementation, existing program maintenance, patient narrative representation. She has experience with many medical specialties, ranging from primary care to obstetrics to oncology. Abigail will be pursuing a medical degree starting in Fall of 2021. She plans to use her M.D. to open a free clinic for maternal car



Breakout Sessions

Monday, October 26

Session A - 11:00AM

A Health Equity Approach to Addressing Disparities in Maternal Morbidity and Mortality

This session describe how individual, social, and community-level factors interact to contribute to maternal health disparities and why a health equity approach is critical to addressing key drivers of maternal morbidity and mortality.

Session B - 2:00PM

Pregnancy Related Care in Georgia's Emergency Departments (PRECEDE): Opportunities to Improve Rural Healthcare System for Pregnant Patients

This presentation focuses on results from the Pregnancy Related Care in Georgia's Emergency Departments (PRECEDE) study. The project explores the organizational and individual-level factors that are related to the provision of care for early pregnancy bleeding in emergency departments and identifies approaches to address gaps in care

Session C - 3:30PM

A Call to Action: Evolving Disparities in Feto-Infant Mortality Rates (FIMR), Georgia 1981-83, 2001-03, and 2013-17

This study applied the B.A.B.I.E.S framework to vital records data to analyze Georgia's total and excess feto-infant mortality rate (FIMR) for 1981-83, 2001-03, and 2013-17. Despite reductions in the overall FIMR, excess FIMR persists across and within groupings by race/ethnicity and sociodemographic characteristics. Improving health equity and the health of women before and between pregnancies hold the greatest promise for reducing Georgia's excess FIMR.

Tuesday, October 27

Session D - 1:30PM

State and National Policy Landscape: Doulas

Doulas are trained professionals that offer a unique form of perinatal service by providing emotional and other support throughout labor to delivering mothers and their families. Research has shown that doulas have a positive impact on a number of maternal and infant health indicators. Participants will hear from advocates across the country about the work they are doing to expand doula care in their respective states. They will learn the role and benefits of doulas and why they are an important part of one's birthing team.

When Up is Down and Down is Up: Unrealistic Expectations, lack of Breastfeeding Support and Risk Factors for Suboptimal Lactation

This one-hour program explains how mothers' milk volumes are initiated, built, and maintained throughout the breastfeeding journey, how risk factors for suboptimal lactation affect milk volumes and describes research based methods to overcome these challenges

Responsible Data Sharing During (and after) a Pandemic

This presentation will cover best practices for responsible data sharing in normal times and during a crisis. We'll also discuss how to pivot to meet urgent needs during a crisis, and the responsible data sharing challenges unique to COVID-19.

Beyond the Bundles: Advocacy Initiatives to Improve Maternal Health

No other high-income country in the world ranks poorer than the US for maternal death rate while spending more money than any other country on maternity care. For over 20 years, the maternal death rate has been steadily rising until 2017, when public and policy maker awareness began to take hold. Why now?

Redesigning Care With Black Women: Collaborating with Clinical and Community partners in New Orleans

This session highlights the collaborative work in Atlanta and New Orleans as part of the Better Maternal Outcomes: Redesigning Systems with Black Women initiative, focused on co-designing safer maternal supports. Presenters will highlight how they collaboratively applied quality improvement and co-design methods to implement needed supports.

Crafting Reassuring, Relatable, and Reliable Messages to New and Expectant Moms During COVID-19 and Beyond

Many women report feeling anxious and worries during pregnancy, but the COVID-19 pandemic has heightened many of these fears and has perpetuated misinformation. During a time where information and guidelines are constantly evolving, Expecting Health applied the principles of person-centered communication to share COVID-19 information to new and expectant moms.

PregSource: Crowdsourcing to Understand Pregnancy

PregSource is a crowdsourcing research project that aims to gather information about pregnancy. PregSource asks pregnant women to answer questions about their experiences, health, and (eventually) their babies' health.

Wednesday, October 28

Session E - 11:30PM

Case Study of California's MotherToBaby Affiliate: increasing Access and Addressing Inclusion in Our Telehealth Service

In this case study of MotherToBaby's California affiliate, we look at a model of increasing adoption of our telehealth service. It involves working with California's Medicaid provider and building relationships with local WIC offices and other providers such as San Diego's Black Infant Health Program

Centering Community Voices: The Safer Childbirth Cities Initiative

The Safer Childbirth Cities Initiative supports 10 organizations to foster local solutions that help cities become safer - and more equitable- places to give birth. Community-based organizations will share their efforts to innovatively collaborate and intervene in structural inequities producing radical disparities in maternal health in their communities.

Elevating Women's Voices to Eliminate Disparities in Maternal Health:

This presentation will provide a high level discussion of the social and structural determinants that affect women's health, with specific attention to factors affecting women's experience in accessing prenatal and postpartum care, and mental health services. The journey map will be utilized as an exemplar of how to capture women's voices, provider and other stakeholder input to aid understanding of pain points within the perinatal care continuum. Participants will have to provide input as to their experiences as patients, providers and stakeholders to illustrate how such input can help create a full picture of the pain points and opportunities within the perinatal care experience.

Maternal and Infant Health Advocacy Training

Advocacy is an important role for allied health professionals to play in improving maternal and infant health outcomes at the State level. Join us for an advocacy training and learn the skills needed to promote policies to improve maternal child health. Attendees will be able to identify the role they play in advocacy, best strategies for engaging at the Capitol during the legislative session and how to impact legislation specific to maternal & infant health.

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