

CMS

Birthing-Friendly Hospital Designation

CMS Maternity Care Action Plan



Advancing
**MATERNITY
CARE** *Together*

- I. Coverage and Access to Care
- II. Data
- III. Quality
- IV. Workforce
- V. Social supports
- VI. Payment



Birthing-Friendly designation

- On November 8, 2023, CMS started displaying the ‘Birthing-Friendly’ designation icon on CMS’s [Care Compare](#) online tool.
- CMS created the new designation to identify hospitals and health systems that participate in a statewide or national perinatal quality improvement collaborative program and that implement evidence-based care to improve maternal health.
- The public can use the Care Compare tool — along with a complementary [interactive map](#) — to find a hospital or health system with the ‘Birthing-Friendly’ designation in their area.

Background – the data



- In August 2022, CMS established a “Birthing-Friendly” designation to identify hospitals and health systems that participate in a statewide or national perinatal quality improvement collaborative program and have implemented the recommended quality intervention.
- In October 2022, CMS posted the first data on the Care Compare website.
- Future reporting will occur on an annual basis and include data spanning the preceding calendar year.
- Thus, the release of data on Care Compare in Fall 2023 reflects measure data spanning January to December 2022.

Background – the measures



- CMS is initially awarding the Birthing-Friendly designation to hospitals or health systems that report “yes” to both of the following questions,
 - the first is participation in maternal or perinatal quality collaborative
 - the second is implementation of evidence-based patient safety practices or bundles related to maternal morbidity.
- If a hospital answers “yes” to both, they receive the Birthing Friendly Designation.

The logo



- On December 13, 2022, leaders from across government and industry gathered for CMS's first convening on maternal health since the agency launched its [Maternity Care Action plan](#) as part of the Biden-Harris Administration's [Blueprint for Addressing the Maternal Health Crisis](#).
- As part of the convening, CMS unveiled this logo for the Birthing-Friendly designation, which will be posted on Care Compare as well as the websites of participating health plans to indicate "Birthing-Friendly" facilities.

This is the first-ever hospital quality designation by HHS that specifically focuses on maternal health.

The Designation




- Based on the data hospitals submitted during 2022
- CMS began displaying the “Birthing-Friendly” designation on the care compare website on November 8, 2023
- CMS also released an interactive map showing Birthing-Friendly hospitals and health systems throughout the U.S.



Web-Based Care Compare Tool

Find & compare providers near you.



 Not sure what type of provider you need?
[Learn more about the types of providers.](#)

-  Welcome
-  Doctors & clinicians
-  **Hospitals**
-  Nursing homes including rehab services
-  Home health services

Find hospitals near me

Find and compare information about the quality of care at over 4,000 Medicare-certified hospitals, including over 130 Veterans Administration (VA) medical centers and over 50 military hospitals, across the country.

MY LOCATION *

NAME & TYPE (optional)

Search

Filter by:

Distance: 25 mi

Overall star rating

Patient survey rating

View All Filters

3.

Spring Grove Hospital Center

4.1 mi

PSYCHIATRIC

55 Wade Avenue
Catonsville, MD 21228
(410) 402-7455

Overall star rating
Not available

Patient survey rating
Not available

Compare



4.

Saint Agnes Hospital

5.8 mi



ACUTE CARE HOSPITALS

900 Caton Avenue
Baltimore, MD 21229
(410) 368-2101

Overall star rating
★★★★☆

Patient survey rating
★★★★☆

Compare



5.

Sinai Hospital of Baltimore

5.8 mi

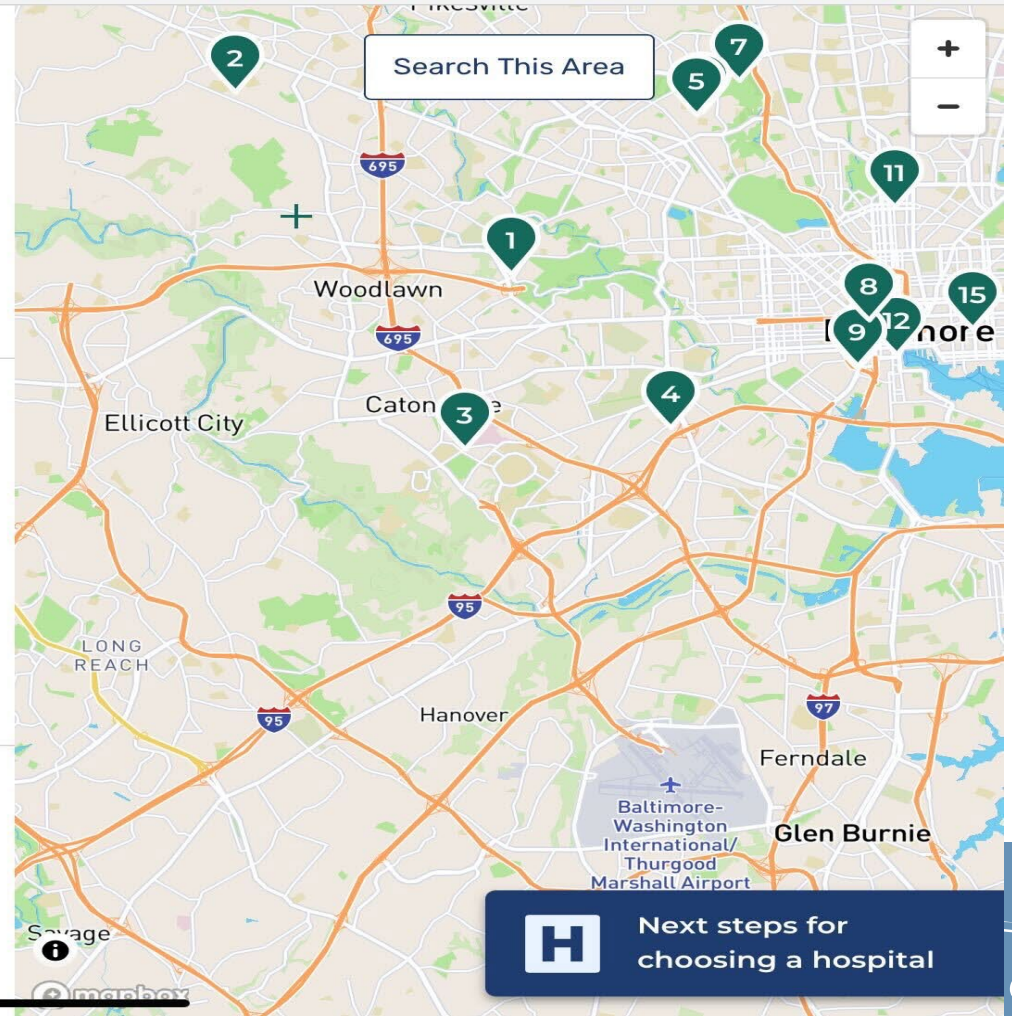


ACUTE CARE HOSPITALS

2401 West Belvedere Avenue
Baltimore, MD 21215

Overall star rating
★★★☆☆

Patient survey rating
★★★★☆



Next steps for choosing a hospital

<https://www.medicare.gov/care-compare/?providerType=Hospital>

These measures aim to improve maternal health. By providing care to pregnant individuals that follows best practices that advance health care quality, safety, and...

[Read more](#)

[Find out why these measures are important](#)

[Get more information about the data](#)

[Get current data collection period](#)

Percentage of mothers whose deliveries were scheduled too early (1-2 weeks early), when a scheduled delivery wasn't medically necessary

↓ Lower percentages are better

0%

of 90 patients

National average: 2% ²⁶

Maryland average: 1% ²⁶



Whether a hospital participated in a state or national program aimed at improving maternal and child health

Yes



The absence of a "Birthing-Friendly" icon may mean the hospital doesn't qualify for the designation or it doesn't provide inpatient labor and delivery care.

<https://www.medicare.gov/care-compare/?providerType=Hospital>

	Spring Grove Hospital Center	Saint Agnes Hospital	Sinai Hospital of Baltimore
	55 Wade Avenue Catonsville, MD 21228	900 Caton Avenue Baltimore, MD 21229	2401 West Belvedere Ave... Baltimore, MD 21215
National average: 2% ²⁶ MD average: 1% ²⁶			
Whether a hospital participated in a state or national program aimed at improving maternal and child health	Not Available ⁵ This hospital didn't provide data on inpatient labor and delivery care	Yes 	Yes 

The absence of a "Birthing-Friendly" icon may mean the hospital doesn't qualify for the designation or it doesn't provide inpatient labor and delivery care.

Data last updated: November 8, 2023
 To explore and download hospital data, [visit the data catalog on CMS.gov](#)
 To explore data on ambulatory surgical centers (ASC), [visit the ASC data on CMS.gov](#)

Consider this when choosing a hospital

<https://data.cms.gov/provider-data/birthing-friendly-hospitals-and-health-systems>

Birthing-Friendly Hospitals and Health Systems

"Birthing-Friendly" is the first-ever CMS designation to describe high-quality maternity care. To earn the designation, hospitals and health systems report their progress on CMS's Maternal Morbidity Structural Measure to the Hospital Inpatient Quality Reporting (IQR) Program. The measure identifies whether a hospital or health system has:

1. Participated in a statewide or national perinatal quality improvement collaborative program; and,
2. Implemented evidence-based quality interventions in hospital settings to improve maternal health.

Disclaimer: Please note that, in some cases, the specific address represents a "Birthing-Friendly" health system and not an individual hospital.


Find Birthing-Friendly Hospitals and Health Systems

The map below shows Birthing-Friendly hospitals and health systems throughout the United States. Users can search by city, state, or zip code to find a hospital or health system with the designation in their area. The map is interactive; users can zoom and select a data point to see address information.



<https://data.cms.gov/provider-data/birthing-friendly-hospitals-and-health-systems>

Search by city, state or zip code



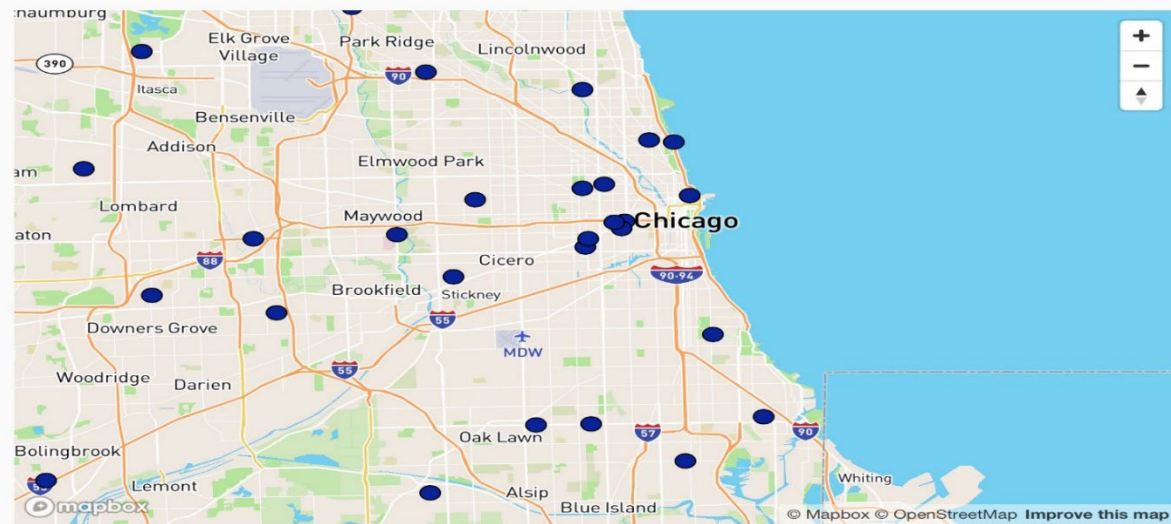
Birthing-Friendly Hospital and Health System Locations

Hospital Name ↑	Address	City ↑↓	State ↑↓	Zip Code ↑↓
A R Gould Hospital	Po Box 151	Presque Isle	ME	04769
Abbeville General Hospital	118 N Hospital Dr	Abbeville	LA	70510
Abbott Northwestern Hospital	800 East 28th Street	Minneapolis	MN	55407
Abington Memorial Hospital	1200 Old York Road	Abington	PA	19001
Abrazo Arrowhead Hospital	18701 North 67th Avenue	Glendale	AZ	85308

<https://data.cms.gov/provider-data/birthing-friendly-hospitals-and-health-systems>

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Chicago, Illinois, United States



Birthing-Friendly Hospital and Health System Locations

Hospital Name ↑	Address	City ↑↓	State ↑↓	Zip Code ↑↓
Advocate Illinois Masonic Medical Center	836 West Wellington Avenue	Chicago	IL	60657
Advocate Trinity Hospital	2320 E 93rd St	Chicago	IL	60617
Amita Health Resurrection Medical Center	7435 W Talcott Avenue	Chicago	IL	60631
Humboldt Park Health	1044 N Francisco Ave	Chicago	IL	60622