

How to Start a Birth Center  
**WORKSHOP REGISTRATION**

Copy this form to register additional team members.

- May 16-17, 2008 ~ Knoxville, Tennessee
- September 3-4, 2008 ~ Tucson, Arizona
- November 14-15, 2008 ~ Reading, Pennsylvania

Name: \_\_\_\_\_ Degrees: \_\_\_\_\_  
Organization: \_\_\_\_\_ Title: \_\_\_\_\_  
Address (  work  home ): \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Daytime Phone (  work  home  cell ): \_\_\_\_\_  
Email: \_\_\_\_\_  
Emergency Contact with Phone #: \_\_\_\_\_  
How did you hear about this workshop? \_\_\_\_\_

**REGISTRATION FEE:**

- AABC Members:  \$549 Member Registration  
 \$499 Add'l Registration from same organization  
 Free Developing Birth Center Member
- Non-Members:  \$599 Non-Member Registration  
 \$549 Add'l Registration from same organization
- Full-Time Students:  \$349 Full-Time Student Registration -  
School: \_\_\_\_\_  
 CNEP Student - Class # \_\_\_\_\_  
(registration fee is included in school tuition)

**BECOME A MEMBER & SAVE!**

Join now and take advantage of the member savings on the registration fee.

- Developing Birth Center Member ~ First Year Dues \$1050**  
Designed especially for individuals, groups or institutions exploring the establishment of a birth center. Benefits: 1 FREE registration to the Birth Center Workshop, Workshop Manual, Information Packet, sample Policies and Procedures Manual, Standards, AABC Uniform Data Set, participation in AABC Sisters Center Program, discounted member rates for AABC events and publications, AABC News, telephone information network, membership directory. Renewal does not include workshop registration. Renewal dues for a Developing Birth Center Member are \$600.
- Individual Members ~ Dues \$95**  
For individuals only. Benefits: AABC News, membership directory and discounted member rates for AABC events and publications.
- Associate Members ~ Dues \$45**  
For full-time students, retirees, and/or health care workers earning less than \$15,000/year. Benefits: AABC News, membership directory and discounted member rates for AABC events and publications.

**PAYMENT METHOD:**

- Enclosed is check payable to AABC for \$ \_\_\_\_\_.
- Authorized Purchase Order # \_\_\_\_\_ \$ \_\_\_\_\_
- Visa  MasterCard  American Express  
Card # \_\_\_\_\_ \$ \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ Card Verification # \_\_\_\_\_ (3 digit number on back of card)  
Name on Card: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

**SEND TO:**



**American Association of Birth Centers**  
3123 Gottschall Road ~ Perkiomenville, PA 18074  
Tel: (215) 234-8068 ~ Fax: (215) 234-8829  
www.birthcenters.org ~ aabc@birthcenters.org

**4 WAYS  
TO REGISTER**

ONLINE  
www.BirthCenters.org

BY PHONE  
866.54.BIRTH  
or 215.234.8068

BY FAX  
215.234.8829

BY MAIL  
AABC  
3123 Gottschall Rd  
Perkiomenville, PA 18074

**Continuing Education**

The workshop has been approved for continuing education the Pennsylvania State Nurses Association an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Application for CME approval has been submitted to the the American Academy of Family Physicians.

**Transfer/  
Cancellation Policy**

You may elect to transfer your registration to another workshop for a 5% processing fee.

To be eligible for a refund, notice of cancellation must be received at least three business days prior to the start of the workshop and the workshop manual must be returned in good condition. A 10% processing fee will be deducted from each refund.

**Child Care Policy**

Out of respect for others, participants must arrange for childcare (including infants) for education sessions at AABC conferences. Infants and children are not permitted in the room during education sessions.

# How to Start A Birth Center

Exploring Innovation in Maternity Care

May 16-17, 2008  
Knoxville, Tennessee

September 3-4, 2008  
Tucson, Arizona  
(Precedes the AABC Birth Institute)

November 14-15, 2008  
Reading, Pennsylvania



American Association of Birth Centers  
America's Birth Center Resource

For over 25 years, the American Association of Birth Centers has offered workshops on developing innovative maternity care services. Taught by leaders in maternal-child health, the workshops are interactive and informative. The workshops showcase:

**A Wellness Model** for outpatient maternity care

**Evidence-Based Practice** that can be put to work today

**Appropriate Use of Technology** in the face of an epidural epidemic, and rising cesarean section rates

**A Cost Containment Model** that works

**Care on a Continuum** - a portal of entry to an integrated system of health care delivery

The workshop is a full two-day conference that addresses the many issues one needs to consider when exploring the development of a birth center. Participants will tour an accredited birth center and will learn first hand from birth center personnel.

## WORKSHOP OUTLINE

### OVERVIEW

What is happening in health care?. How do Birth Centers Fit?

### BIRTH CENTER OPERATIONS

**Services and Programs:** Participants are encouraged to "think outside the box" in developing the core and complementary services that will better meet the needs of the modern woman and her family.

**Birth Center Privileges:** The pros and cons of open and closed staff models and the importance of credentialing providers for managed care organizations are discussed.

**Collaborative Practice:** Referral, transfer and collaborative practice between midwives and medical specialists are explained.

### BIRTH CENTER PRACTICUM

This is an extensive tour of an accredited birth center. The staff will role play labor and birth and answer questions about emergency protocols, consultation, referrals and transfers.

### THE BUSINESS OF BIRTH CENTERS

**Financial Management:** The reality of the bottom line in all services today is especially important in a small, single service unit. What does a budget look like? What are the pitfalls of billing and contracting with managed care? At what volume will a center break even? How do you compute salaries?

**Staffing:** A variety of staffing models are presented. What kind of staff? How much staff? What does payroll look like?

### START-UP

**Assessment & Feasibility:** What are the steps for determining the feasibility of establishing a successful birth center operation?

**Philosophy, Purpose & Program:** How are the philosophy, purpose and program of a birth center different from that of an in-hospital LDRP?

**Organizational Structure:** What are the pros and cons of not-for-profit vs. a privately-owned birth center? Are there advantages to a hospital-owned birth center?

**Business Planning:** How important is it to have a business plan? How do you write one for a birth center?

**Facility:** What determines the construction of the facility? How much space is needed for realistic utilization projections? Can it be attached to a hospital or doctor's office? Can it be attached to a surgical center?

### CQI PROGRAM

What internal and external mechanisms have been established for ensuring quality of operations in birth centers? What guidelines are available?

### MARKETING

What is marketing? How is it developed for a birth center? How much should it cost? How do you know it is working?

### NEXT STEPS / RESOURCES

What are the next steps for you to get started in your community? What resources are available?

## WORKSHOP FACULTY



**Kathryn Schrag, CNM, FNP, MSN** is a leader in the birth center field. She was instrumental in beginning the first midwifery service in Tucson, Arizona and established the state's first birth center in 1982. Ms. Schrag has guided the development of this birth center into a nationally recognized model for birth center services. She is a recipient of the American College of Nurse-Midwives' Regional Award for Excellence. At the regional level, she has worked with local managed care networks on birth center and collaborative practice arrangements and with the state of Arizona on developing regulations for birth centers. At the national level, Ms. Schrag has served on the AABC Board of Directors and is a site visitor for the Commission for the Accreditation of Birth Centers. She is currently the president of the Board of Directors of the Birth and Women's Health Center in Tucson and serves on the clinical faculty for the Frontier School of Midwifery and Family Nursing.

"I really enjoyed the thoroughness in how the information and materials were presented. I believe I have a more realistic view of the challenges to opening and sustaining a birth center. Thank you for giving us not only the confidence, but the framework on how to make a birth center happen."

## 3 DATES & LOCATIONS

### May 16-17, 2008 ~ Knoxville, Tennessee

This workshop will showcase two nationally accredited and licensed birth centers: The Lisa Ross Birth & Women's Center, established in 1991; and the Women's Wellness and Maternity Center, established in 1983.

The workshop will be held at the Holiday Inn Select Downtown Knoxville. For reservations call: 865-522-2800 and mention AABC to receive the group rate of \$109 single/double. Cut-off date: April 15, 2008

### September 3-4, 2008 ~ Tucson, Arizona

This workshop will showcase the Birth & Women's Health Center, a nationally accredited and state licensed birth center, established in 1982.

The workshop immediately precedes the 2nd Annual AABC Birth Institute: What is Optimal? It will be held at the Loews Ventana Canyon Resort. For reservations call 520-299-2020 and mention AABC to receive the group rate of \$129 single/double. Cut-off date: August 12, 2008.

### November 14-15, 2008 ~ Reading, Pennsylvania

This workshop will showcase the Reading Birth & Women's Center, a nationally accredited and state licensed birth center, established in 1987.

The workshop will be held at the Sheraton Reading Hotel. For reservations call 610-376-3811 and mention AABC to receive the group rate of \$109 single/double. Cut-off date: October 21, 2008.

## SCHEDULE

### DAY ONE

Registration  
8:00 - 8:30 AM

Morning Session  
8:30 - 12:00 PM

Afternoon Session  
1:00 - 4:00 PM

Birth Center Practicum  
4:30 - 7:00 PM

### DAY TWO

Morning Session  
8:30 - 12:00 PM

Afternoon Session  
1:00 - 5:00 PM

"Extensive information on starting a birth center. A very positive experience. The faculty are incredible!"

Learn more at  
[www.BirthCenters.org](http://www.BirthCenters.org)