



News Release

Contact: Amy Blaser, Vice President

Phone: (402) 562-3371

Email: aebblaser@columbushosp.org

Date: May 3, 2021

Columbus Community Hospital recognized for high-quality maternity care

For Immediate Release

(COLUMBUS, Neb.) – Columbus Community Hospital is proud to be recognized by Blue Cross and Blue Shield of Nebraska with a Blue Distinction® Centers (BDC) for Maternity Care designation as part of the Blue Distinction Specialty Care Program.

The hospital is one of just 13 Nebraska medical facilities to receive this high honor.

The program recognizes health care providers that demonstrate expertise in delivering quality and affordable health care to meet consumers' specialty care needs — safely, effectively and cost-efficiently.

“Providing the highest quality care for mothers and their newborns is central to our maternal child health department,” said Mike Hansen, president and CEO of Columbus Community Hospital. “We are very pleased that Columbus Community Hospital is a Blue Distinction Center for Maternity Care.”

The Blue Cross Blue Shield Association's Maternity Care Program evaluates acute care facilities and children's hospitals that offer maternity services for adult patients age 18 and over. The program helps address gaps in care and ensure the better health of mothers. It does so by evaluating facilities on critical factors, such as preventable or treatable pregnancy-related conditions, high utilization of Caesarean sections and racial and ethnic disparities in maternal health care.

Columbus Community Hospital is proud to be recognized by Blue Cross and Blue Shield of Nebraska for meeting the rigorous BDC quality selection criteria for maternity care set by the Blue Distinction Specialty Care Program.

“This confirms that we're doing what's right and best for our patients by delivering the highest-quality care,” said Kim Eisenmann, director of CCH's maternal child health department. “If you come to our hospital, you can expect to receive excellent care.”



In 2020, the Blue Distinction Centers for Maternity Care Program was expanded beyond traditional outcome measures to include assessments of internal quality improvement, data collection and dissemination, as well as internal protocols that better address clinical quality and equity issues in maternity care. New in the evaluation cycle, facilities must collect race-ethnicity data, have a maternal quality improvement program, commence drills and simulations for adverse events and have dedicated protocols and procedures for managing hypertension and hemorrhage. Also, they must meet clinical outcome metrics at a higher standard than required previously.

Facilities eligible for the Blue Distinction Centers for Maternity care show statistically significant differences in key clinical outcomes compared to their peers.

“It is great for our providers, staff and facility to be recognized for our expertise in delivering top notch maternity care,” said Dr. Nicholas Wulf, obstetrician and gynecologist for Columbus Women’s Healthcare. “It shows that we are putting quality into action by meeting rigorous metrics in all phases of our maternity care program, and ultimately delivering better care for our patients and the community.”

Columbus Community Hospital was one of the first hospitals to receive a Blue Distinction for Maternity Care designation in 2016. The hospital has consistently maintained it with re-certification every two years since that date.

“With maternal outcomes, fetal outcomes, maternal morbidity and mortality being a key focus of the healthcare system today,” Wulf said, “this award shows that every day we strive to provide excellent care to the patients in our community, and we are always looking to improve.”

“The timing of this news is also great, as it coincides with the opening of our new maternal child care unit,” he added “Patients can be reassured that they are getting the highest quality care in a state-of-the-art facility with highly trained staff, whose goal is to deliver the very best care day in and day out.”

Research shows that, compared to other providers, those designated as Blue Distinction Centers demonstrate better quality and improved outcomes for patients.

For more information about Columbus Community Hospital and its high-quality maternity care, please visit www.columbushosp.org.

About Blue Distinction Centers

Blue Distinction Centers (BDC) met overall quality measures, developed with input from the medical community. A local Blue plan may require additional criteria for providers located in its



own service area; for details, contact your local Blue plan. Blue Distinction Centers+ (BDC+) also met cost measures that address consumers' need for affordable health care. Each provider's cost of care is evaluated using data from its Local Blue Plan. Providers in CA, ID, NY, PA, and WA may lie in two local Blue plan's areas, resulting in two evaluations for cost of care; and their own local Blue plans decide whether one or both cost of care evaluation(s) must meet BDC+ national criteria. National criteria for BDC and BDC+ are displayed on BCBS.com. Individual outcomes may vary. For details on a provider's in-network status or your own policy's coverage, contact your local Blue plan and ask your provider before making an appointment. Neither Blue Cross and Blue Shield Association nor any Blue Plans are responsible for noncovered charges or other losses or damages resulting from Blue Distinction or other provider finder information or care received from Blue Distinction or other providers.

###