

Commission for the Accreditation of Birth Centers



Noteworthy: A Conversation with a CABC-Accredited Birth Center

Kayla Lawrance, Overland Park Clinical Director and Cathy Gordon, Co-founder recently sat down with CABC Staff Member Robyn Davis to chat about the birth center.

Robyn: Hi Kayla. Tell us why the birth center opened.

Kayla: It was driven by the people. The community wanted an out-of-hospital option.

Robyn: Here's your chance to brag :) Tell us what you're most proud of about your birth center.

Kayla: Our collaborative agreements. First, our collaborative physician is located in the same building. We have two choices of great hospitals nearby and the transfer relationship is seamless. We're also well-established in our community. I feel there is trust and respect.

Robyn: Speaking of the community, please describe your client population for readers.

Kayla: From the homeless to college professors, and everyone in between. We have a mix of 50/50 private insurance vs.

This is the next installment in the series, "Noteworthy: A Conversation with a CABC-Accredited Birth Center"

New Birth Company is a free-standing birth center with locations in Overland Park and Kansas City, Kansas. Overland Park opened first in 2011 and became CABC-accredited in 2013.

cash. We believe "Everyone Deserves an Incredible Birth."

Robyn: We've talked about your accomplishments, but what is your biggest challenge?

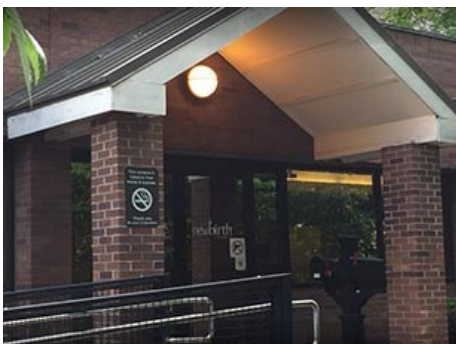
Cathy: Staffing. Nursing reimbursement in particular. Minimum wage has increased but not reimbursement for care. Paying staff is tough when reimbursement has not changed but people want more money based on minimum wage.



Robyn: Why do you think it's important for your birth center to be CABC-accredited?

Cathy: Legitimacy. It gives us a place at the table. Also, it gives credibility with patients. Accreditation keeps you safe and let's you "stay in your lane."

Robyn: As a result of becoming accredited, have you changed anything about your birth center or how you do something?



Have an idea for a future newsletter topic? Let us know!

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Kayla: Policies are updated regularly. This makes the re-accreditation process easier because we update regularly.

Robyn: What was the best thing that happened to your birth center in the past year?

Kayla: We're happy that we got an ultrasound machine.



Robyn: What advice would you give to someone who is thinking about opening a birth center?

Cathy: Work in one! See what out-of-hospital birth looks like. See what it takes to be an accredited birth center. In a successful, accredited birth center, you are a business partner so you need to know the business side of the birth center too.



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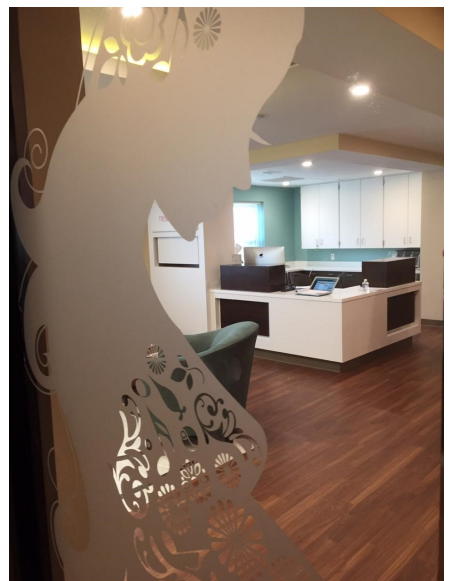
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Robyn: Is there anything else you want to share?

Cathy: We recently had a mom have her 7th baby - all her children were born at the birth center! That was wonderful. You really can impact a lot of women working at a birth center.

Robyn: Thanks Kayla and Cathy for talking with me!



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