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Cayuga Birthplace Recognized for Higher Quality in Maternity Care

Met rigorous Blue Cross Blue Shield Distinction Center criteria for maternity care.

April 9, 2021 Ithaca, NY – Cayuga Birthplace at Cayuga Medical Center was recently recognized by Excellus Blue Cross/Blue Shield with a Blue Distinction® Centers (BDC) for Maternity Care designation, as part of the Blue Distinction Specialty Care program.

"Cayuga Birthplace is proud to be recognized by Excellus Blue Cross/Blue Shield for meeting the rigorous BDC quality selection criteria for maternity care set by the Blue Distinction Specialty Care program," states Dr. Martin Stallone, President & CEO of Cayuga Health.

"I've been here for 25 years, and in that time we've always striven to provide a quality service and do a good job for our patients," states Dr. Stephen Gelber, Medical Director of Cayuga Birthplace. "It's nice to get an award and be recognized for offering such an important and outstanding service to our community."

"The team at Cayuga Birthplace is just amazing, and I think that receiving this award is great because for the first time it has really given them the recognition for the care they have been providing for a super long time," states Nicole Alsopp, RN - Director of Cayuga Birthplace.

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, and 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 the management of hypertension and hemorrhage. In addition, they must meet clinical outcome metrics at a higher standard than required previously. Specifically, the rate for low risk first time cesarean sections (NTSV c-section rate, PC-02) has been aligned with the revised Healthy People 2020 goals. Facilities eligible for the Blue Distinction Centers for Maternity care show statistically significant differences in key clinical outcomes compared to their peers.

Since 2006, the Blue Distinction Specialty Care program has helped patients find quality specialty care in the areas of bariatric surgery, cancer care, cardiac care, cellular immunotherapy, fertility care, gene therapy, knee and hip replacement, maternity care, spine surgery, substance use treatment and recovery, and transplants, while encouraging healthcare professionals to improve the care they deliver. Research shows that, compared to other providers, those designated as Blue Distinction Centers demonstrate better quality and improved outcomes for patients.

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About Cayuga Health
Cayuga Health (CH) has two hospitals, Cayuga Medical Center and Schuyler Hospital, as well as a multi-specialty group, Cayuga Medical Associates. Combined employment, including affiliated organizations, is over 2,500 employees. CH is clinically linked to Mayo Medical Laboratories, Rochester Regional Health for cardiac services, Roswell Park Comprehensive Cancer Center for cancer services, and the University of Rochester for neurosciences. Visit www.cayugahealth.org for more information.

About the Blue Cross Blue Shield Association
The Blue Cross Blue Shield Association is a national federation of 36 independent, community-based and locally operated Blue Cross and Blue Shield companies that collectively provide health care coverage for one in three Americans. BCBSA provides health care insights through The

Health of America Report series and the national BCBS Health Index℠. For more information on BCBSA and its member companies, please visit bcbs.com. We also encourage you to connect with us on Facebook, check out our videos on YouTube, follow us on Twitter and check out our blog.

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 healthcare. 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 Plans' 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 www.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.