

ANI Innovator Profile

Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)

Interview with Karen Peddicord PhD, RN
Chief Executive Officer, Association of Women's
Health, Obstetric and Neonatal Nurses (AWHONN)

www.awhonn.org

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<http://www.allianceni.org/>

The Alliance for Nursing Informatics (ANI) is a collaboration of organizations that represents more than 5,000 nurse informaticists and brings together 30 distinct nursing informatics groups globally.

Mission: To advance NI leadership, practice, education, policy and research through a unified voice of nursing informatics organizations

Vision: Transform health and health care through nursing informatics and innovation

ANI Innovator Profiles Program

The purpose of this program is to capture an ANI Innovator Profile for each ANI member organization to increase awareness and visibility, and to describe their contribution towards a unified voice for nursing informatics.

ANI Innovator Profile – AWHONN

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) was founded in 1969 and is the foremost nursing authority that advances the health care of women and newborns through advocacy, research and the creation of high quality, evidence-based standards of care.

AWHONN's 24,000+ members worldwide are clinicians, educators and executives who serve as patient care advocates focusing on the needs of women and infants.

A leader in professional development, AWHONN is the first and only association to be awarded the designation Premier Provider by the American Nurses Credentialing Center for innovation and excellence in Continuing Education.

AWHONN Interview with Karen Peddicord:

1. What is the primary mission of the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)?

AWHONN is a specialty nursing organization and our mission is to promote the health of women and newborns and our strategic plan is built around that mission.

2. How many members do you currently have?

We have almost 25,000 members. AWHONN members span different roles within the organization. Nurses who are bedside nurses, nurse executives, nurse midwives, nurse faculty members, researchers, and advanced practice nurses make up our membership composition.

3. What projects are you working on to advance informatics and innovation in healthcare?

We recently have accomplished a number of things in the area of nursing informatics that are able to assist nurses within this specialty with nursing informatics at their facilities. We published a position statement in 2011, "[Health Information Technology in the Perinatal Setting](#)", and this position statement really gave AWHONN the opportunity to talk about the need for standard data collection across the perinatal setting and also demonstrated that AWHONN recognized the critical need for interoperability and archiving in a data collection system. AWHONN's goal is that we will have standardized language in the EMR and that we can integrate and have interoperability across systems in an organization. Many of the perinatal systems were the first out and newer systems developed more recently do not include the perinatal component. That becomes very difficult for the perinatal area, both from the time perspective as well as the documentation perspective to make systems work effectively.

In addition, AWHONN released a resource for perinatal nurses called [The Perinatal Nursing Informatics Guide for Clinical Health Information Technology](#), a free resource to our members. This resource addresses the challenges of converting to and adapting clinical practice in OB/GYN, neonatal, NICU and women's health settings to the use of electronic data management systems. It provides the necessary fundamentals of nursing informatics and health information technology tailored to the perinatal setting. So that was another initiative that we undertook to help support our members in nursing informatics in their setting.

We also have a long standing commitment to perinatal measurement and we released staffing guidelines in 2010. AWHONN has since formed a data collaborative where data is submitted by 175 member hospitals, so we can benchmark staffing practices across the country in perinatal nursing within that collaborative. We hope to grow a lot of things out of that in the measurement area, specifically looking at triage and other aspect of perinatal staffing.

4. What value do you see in AWHONN being an ANI member?

The unique perspective that we bring to ANI is our specialty focus. ANI does not have a large number of specialty members in the governing body so I think it gives us the opportunity to bring a clinical perspective to the table. That is unique but extremely important combined with all of the other expertise at the ANI table.

It also gives us opportunities that flow from our membership, such as commenting on items related to nursing informatics, from our specialty perspective that is very important. Because we have electronic fetal monitoring and some very unique needs as we transition across the spectrum of care from prenatal care to post-partum care, and the work actually involves a second patient through the course of our documentation records. That makes us very unique and gives us the opportunity to share what some of those challenges are for us and to take one step further towards the integration that needs to happen.

5. In what way(s) is AWHONN supporting ANI Initiatives e.g. the [ANI Consumer Pledge](#), ANI Comments & Testimony, the Emerging Leader Program, etc.?

AWHONN has signed the ANI Consumer pledge and is working for all of the components that are within that pledge, to help facilitate the work of ANI.

6. What is AWHONN's vision for the future of nursing informatics?

Our position statement addresses what we hope for in the future. This includes standardization of records in the perinatal area, so that everyone is using the same language which allows us to collect data from that standardization which we need to move toward the next point in our vision. We hope for more interoperability and integration across systems so that we can eliminate a lot of the duplicate documentation, the potential for error in our environment, and integration of the systems. Adapting other systems that are not designed for perinatal is very difficult but important because of the electronic fetal monitoring that takes place and the need that it be an integral part of the record and the related documentation. Also, because we move from one ambulatory environment to acute care environment, and then to home care, any integration that can be achieved would be ideal for our specialty.

Archiving is also extremely important because of the electronic monitoring component and I think as a specialty, perinatal had a difficult road with archiving of records for electronic fetal monitoring. In our vision of the future, we would really like to see these things addressed and to make progress to achieve these outcomes as we move to electronic data management. It is our vision that AWHONN be the standard bearer in terms of perinatal nursing measurement. We partner closely with NQF and the Joint Commission and our physician partners as well, but we believe that there is a significant component of perinatal measurement that involves nursing as well.

We currently have several initiatives underway in the area of perinatal measurement and having a standardized electronic record from which we could draw would enable the data collection to support the definition of the outcomes that we want in the electronic record. That is the real challenge facing us, being able to get from the electronic record what we need to support perinatal measurement. Perinatal measurement is going to be a necessary component because about 50% of the women's care in this country is paid for by CMS and with the Affordable Care Act there is a strong interest in being able to know how much it costs and where we can be more cost efficient going forward and still achieve optimal patient care outcomes. That is going to demand that we can measure those outcomes effectively. Informatics is really key to so

much of what I just described in terms of our vision and where we see ourselves needing to go in this specialty's capacity and the need to do perinatal measurement.

7. Additional Comments

We welcome the opportunity to partner in this capacity with ANI, to be part of this group and interface with our informatics colleagues. We certainly have a number of perinatal informatics specialists in our organization and this is very important to their work, so we think it's important that we are engaged and able to help our membership understand informatics and to help develop our specialty in the direction it needs to go to support nursing informatics.

Biography for Karen Peddicord PhD, RN

Karen Peddicord is presently the Chief Executive Officer for the Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) in Washington, DC. In this position, she has responsibility for the AWHONN organization and carrying out its mission to promote the health of women and newborns through the organization's 24,000 member nurses. From 2003 until 2008, Dr. Peddicord was the Director for Research, Education and Publications at this same organization.

Prior to her position at AWHONN, she was the Clinical Administrator for Women's and Children's Services at Anne Arundel Medical Center in Annapolis, MD from 1995-2003. In this position, Dr. Peddicord grew the women's and children's service line from 2800 deliveries and a level II center to 4700 deliveries and a level III+ center. She has been an AWHONN member since 1983 and supported the organization as a member of the editorial advisory board for *JOGNN* and the research committee. She also served as an ACG consultant for AWHONN prior to her staff appointment. Dr. Peddicord has also taught at the University of Maryland, School of Nursing for much of her career, and received all three of her educational degrees from this same institution.

Recorded: February 26, 2013

For the full interview recording you can [click here](#) or visit <http://www.allianceni.org/members.asp>