



OBI Patient Voices: Project Description

Last Updated September 2025

An overview of the project and resources to support implementation of OBI Patient Voices at your hospital.

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I. Background, Rationale, and Aims

Background: The Obstetrics Initiative (OBI) leads statewide collaboration to optimize maternity care experiences and health outcomes for Michigan families. By collecting clinically credible data, comparing performance among peers, sharing best practices, and implementing changes in clinical behavior, we will achieve more efficient utilization of healthcare resources, improve care delivery in our own hospitals, and enhance the quality, value, and outcomes of treatment provided to individuals undergoing childbirth in Michigan. A key part of OBI's quality improvement efforts includes the collection of information from individuals undergoing childbirth in Michigan. [View the publications that informed OBI Patient Voices.](#)

Rationale: Survey items assessing Patient Reported Experience Measures (PREMs) and Patient Reported Outcomes (PROs) provide a standardized way of incorporating patient perspectives into quality improvement activities. The OBI Patient Voices project provides unique information, not available in administrative datasets, to measure important domains of healthcare quality, including patient-centeredness. Such data allow for the identification of best practices, the development of quality improvement resources, and collaborative efforts to improve maternity care at both the hospital and statewide levels. Patient Voices comprises surveys in both the inpatient and outpatient settings to ensure patients have opportunities to provide timely feedback.

Aims: The specific aims of the OBI Patient Voices project are as follows:

- Conduct patient survey data collection, analysis, performance feedback, and sharing of best practices
- Develop and disseminate quality improvement resources designed to improve the patient experience of maternity care
- Optimize patient experiences, improve health outcomes, and address gaps in care

II. Methodology

Patient Eligibility Requirements:

- Undergoes childbirth in Michigan on or after May 1, 2023, at an OBI hospital

Patient Enrollment:

The collection of patient survey data will be ongoing to monitor the patient experience of care and patient-reported health outcomes, provide performance feedback to OBI hospitals, and improve the quality of care that is provided to birthing patients in Michigan.

Justification for Not Regulated Status & Disclosure of PHI:

HIPAA Business Associate Agreements (BAAs) have already been established between OBI hospitals and the OBI Coordinating Center which allows the collection of PRO surveys by OBI. A HIPAA BAA is also in place between the OBI Coordinating Center and the online registry vendor ArborMetrix. Therefore, disclosing Patient Voices data is permitted and in compliance with the Department of Health and Human Services HIPAA laws.

New Inpatient Survey Process:

OBI strongly supports the value and necessity of including the voices of our patients in our quality improvement work. We are moving to a new process in 2025 to collect patient surveys before discharge and to include all birthing people, not just those who are in the NTSV population. The goal is to offer the opportunity to complete the short survey to all patients before discharge.

OBI hospitals will have [unique QR codes](#) that direct patients to a survey asking about their birth experience (e.g., shared decision-making experience).

Patients will have the option to use the hospital's QR code to access the survey through fliers posted on the unit or through staff who ask if they are interested in participating. The survey is voluntary, and patients can choose whether to complete the survey once they are offered the opportunity.

Future contact by email: The CDA will continue to abstract emails for all NTSV individuals, and post-discharge surveys may be implemented, focusing on specific initiatives. During the inpatient survey process and the post-discharge survey process, patients can choose to receive communications from OBI if they are interested in participating in future QI projects related to survey findings.