



# NEW JERSEY HEALTH CARE QUALITY INSTITUTE

A BI-WEEKLY LOOK AT THE BUSINESS & POLITICS OF HEALTH CARE IN NEW JERSEY



## **PRESIDENT & CEO, LINDA SCHWIMMER** **200 Health Care Leaders Celebrate Quality Institute's 25 Years**

At our 25th Anniversary celebration last week, David Knowlton, a founder of the Quality Institute, called many of our early leaders, “disrupters.” As he spoke, I nodded my head in agreement. And I thought of how so many of those disrupters today work inside the health care system, some in powerful positions.

They're bringing much of what they learned through their support and partnership with the Quality Institute to their efforts to strengthen and improve health care for everyone — whether that's better health care for children, affordable insurance for families, improved patient safety, more equitable maternal care, and other meaningful change.

I was so appreciative of the outpouring of goodwill we heard at our celebration, where we honored five Champions of Quality, all disrupters. I'll let them speak in their own words...

[Read Full Story](#)

View QI's 25 Year Timeline



**TOM SIINO, REBC, RHU**

*PAST PRESIDENT OF THE NJ ASSOCIATION  
OF HEALTH UNDERWRITERS (NJAHU)*

## TAKE FIVE INTERVIEW

**Interviews with members, influencers, and noteworthy people**

Tom Siino, REBC, RHU, is past President of the NJ Association of Health Underwriters (NJAHU), the leading association of health care benefits professionals and insurance agents in the state. [NJAHU](#) members help employers, employees, and other individuals find comprehensive and affordable health plans in the group market, the individual market, and the Medicare market. NJAHU is a member of the Quality

Institute's Association Council.

**Interview Sneak Peek:** *What are your views on the health of the Small Employer (2-50) market in NJ?*

When I first started selling small group plans in 1992, there were about a dozen carriers in New Jersey competing in this market. Now, in 2022, we have about four traditional plans. There's been a lot of consolidation and it's more challenging for carriers to compete in this market due to strict regulations. Some of them from the Affordable Care Act in 2014, some within our own state. One regulation with the Affordable Care Act, for instance, is the age rating formula that carriers use that makes it extremely expensive for families to insure their children. A family with three children, especially if some of those children are in their early twenties, are paying \$3,000 to \$4,000 a month in premiums. Who can afford that?

The regulations make it difficult for carriers to use creativity. They use these strict, metallic tiers. Platinum, Gold, Silver, Bronze plans with no wiggle room outside these tiers. New Jersey also has more mandated benefits than just about any other state in the country. These mandates sound wonderful initially, but they all add to the overall cost of the plan and make it very difficult for carriers to offer competitive plans and for employers to afford them...

[Read Full Interview](#)

**New!**  
**Maternal Infant Health (MIH) Hub**

Join the Hub Advisory Board:  
Applications are due on 10/14

**SHARE & APPLY NOW**

**Midwifery care improves more than 50 health outcomes**

**such as**

- reduced maternal and infant mortality and morbidity
- fewer pregnancy-related interventions
- increased uptake of contraception
- improved psychosocial outcomes
- improved immunization rates for newborns

THE NEW JERSEY HEALTH CARE QUALITY INSTITUTE | THE BURKE FOUNDATION

Delivering Better Care: Midwifery Practice in New Jersey

To work toward implementing the [Delivering Better Care: Midwifery Practice in New Jersey](#) recommendations, the [New Jersey Health Care Quality Institute](#) and [The Burke Foundation](#) are launching the [Maternal Infant Health Hub](#). The Hub will convene midwives, advocates, and MIH stakeholders as a policy and learning collaborative to strengthen midwifery practice and promote birth equity and justice in New Jersey.

**The MIH Hub will feature:**

- **Hub Advisory Board:** The Hub Board will advance recommendations from the Delivering Better Care report and address other emerging priorities. The Hub Board also will guide the Maternal Infant Health Midwifery Collaborative focus areas. The 12-member multidisciplinary Hub Board will be instrumental in determining the main focus areas for implementing policy change. Members will represent a diverse group of stakeholders including midwives and midwifery students, other health care providers, payer, administrator, and the



voice of the community.

- **MIH Midwifery Collaborative:** These virtual and in-person convenings for midwives, midwifery students, and other health care stakeholders will focus on midwifery policy and advancing the report's recommendations. The Collaborative will provide space for health care leaders to learn, connect, and participate in policy discussions related to working in the field and advancing the Hub's goals.
- **MIH Policy Spotlight:** This virtual education program for midwives and other MIH stakeholders will feature subject matter experts on relevant policy and regulatory-related maternal child health care issues. These quarterly sessions will be recorded for use in independent learning.

**We are seeking applicants to join the Hub Advisory Board, specifically: New Jersey-based midwives and midwifery students, health care leaders, community members, health care providers, insurers, advocates, and those with lived experience in the maternal health space.**

[Applications](#) to join the board are due October 14th. Please contact [Armonie Pierre-Jacques](#), Community Health and Policy Associate, at [apierrejacques@njhcqi.org](mailto:apierrejacques@njhcqi.org) with any questions.

[View & Share NEW MIH Hub](#)

[Apply to the Hub Advisory Board](#)

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## TEAMBIRTH NJ

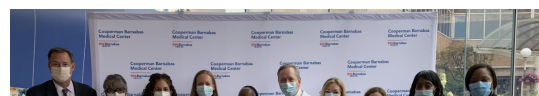
### Three New Jersey hospitals and a birthing center launch TeamBirth to enhance patient experience during labor and delivery

Last week, three New Jersey hospitals and a birthing center launched TeamBirth NJ, an evidence based, national model for better provider and patient communication. TeamBirth NJ will enhance birthing experiences and improve outcomes for people giving birth and their babies.

The Quality Institute, in partnership with [Ariadne Labs](#), is leading this initiative. The state [Department of Health](#) provided funding and will ensure lessons learned will be shared across the state. Sites involved in the launch are [RWJBarnabas Health's Monmouth Medical Center](#), [Cooperman Barnabas Medical Center](#), [Virtua Voorhees Hospital](#) and their [Midwifery Birth and Wellness Center](#).

The initiative ensures that people giving birth and the clinicians who are caring for them have shared input and understanding into decisions during labor and delivery.

[Learn More about TeamBirth NJ](#)

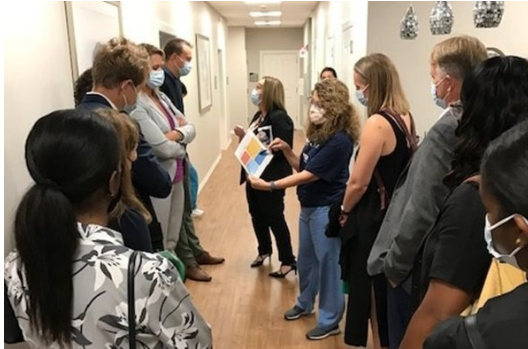




Virtua Voorhees TeamBirth NJ Launch event on Monday, 9/13.\*



RWJBarnabas Health Cooperman Barnabas TeamBirth NJ Launch event on Monday, 9/12.



Virtua Health's Midwifery Birth and Wellness Center TeamBirth NJ Launch Event on Monday, 9/13.



RWJBarnabas Health Monmouth Medical Center TeamBirth NJ launch event on Monday, 9/12.\*

*\*The Virtua Voorhees event featured Dr. Nicole Lamborne, VP of Clinical Operations, as the emcee of the event. The RWJBarnabas Health Monmouth Medical Center event featured: Eric Carney, President & CEO; Tammy Murphy, First Lady of NJ; Judy Persichilli, Commissioner of NJDOH; Linda Schwimmer, President & CEO, Quality Institute; Mark Manigan, President, RWJBarnabas Health; and Dr. Robert Graebe, Chair of Obstetrics & Gynecology.*



For information on how to join, please contact Virginia Tesser at [vtesser@njhcqi.org](mailto:vtesser@njhcqi.org).

To learn more about our current initiatives, please visit our website at [www.njhcqi.org](http://www.njhcqi.org).

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