

**Upcoming Webinar: Strong Start for Mothers and Newborns – Reducing Early Elective Deliveries**

Strong Start for Mothers and Newborns is an initiative to reduce early elective deliveries prior to 39 weeks and to offer enhanced prenatal care to decrease preterm births.

On Wednesday, November 28th, the CMS Innovation Center will be holding a webinar to discuss the importance reducing early elective deliveries has on improving the health of mothers and newborns across the country. Expert speakers will share some best practices on how to reduce early elective deliveries. Individuals representing the American College of Obstetricians and Gynecologists, the March of Dimes, providers and payers will convey examples of successes and how reducing early elective deliveries can be accomplished. We invite all interested providers and payers to attend this event.

**What:** [Webinar: Strong Start for Mothers and Newborns – Reducing Early Elective Deliveries](http://innovations.cms.gov/resources/StrongStart_ReducingElectiveDeliveries.html)

**When:** Wednesday, November 28, 2012 | 3:00pm – 4:30pm ET

**Where:** [Sign up to register](https://air.omnovia.com/register/54541351276793)

Participants are strongly encouraged to use the web link for full access to the presentation. If you are unable to hear via your computer speakers, please dial 1-888-776-9631 and enter code 9100747# when prompted. Please connect to the webinar 10 minutes early to ensure that you are joined into the webinar.

Speakers include:

Erin Smith

Patient Care Models Group

CMS Innovation Center

Hal C. Lawrence, MD, FACOG

Executive Vice President

American College of Obstetricians and Gynecologists

Scott D. Berns, MD, MPH, FAAP

Senior Vice President & Deputy Medical Director

March of Dimes

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Kenneth Brown, MD, MBA, FACOG

Medical Director

Woman's Hospital (Baton Rouge, Louisiana)

Kathleen Simpson, PhD, RN, FAAN

Perinatal Clinical Nurse Specialist

Mercy Hospital (St. Louis, Missouri)

Association of Women’s Health, Obstetric and Neonatal Nurses

Vi Naylor

Executive Vice President

Lynne Hall

Quality Improvement Specialist

Georgia Hospital Association

Stephen L. Barlow, MD

Vice President & Chief Medical Officer

SelectHealth (Murray, Utah)

If you have questions or need more information on the Strong Start initiative, visit our Strong Start webpage or email us at StrongStart@cms.hhs.gov.