

2026 Maternal Health Priority Award

The Maternal Health Priority Award, part of SCHA's Zero Harm Priority Awards, given in partnership with the South Carolina Department of Health and Human Services (SCDHHS) and USC Institute for Families in Society (IFS) recognizes facilities that are working to reduce maternal deaths through the efforts of the Statewide AIM Collaborative ([Alliance for Innovation on Maternal Health](#)). The overall goal of this award is to fully recognize SC birthing facilities that are seeing improvements in their severe maternal morbidity outcomes and following best practices as defined by the AIM collaborative.

All SC birthing facilities are eligible to receive this award. Hospitals do not need to complete an application for this award. All SC birthing facilities will be automatically reviewed and validated by our third-party partners (SCDHHS and IFS) to receive this award. Hospitals must meet the requirements of both Part 1 and 2 to qualify. In other words, hospitals must be assessed to be fully engaged in AIM & have outcome data criteria met to receive the award.

PART 1: Hospital is identified as fully engaged in AIM (hospital fulfilled all requirements)

In May 2019, SC officially became an Alliance for Innovation on Maternal Health (AIM) state. Over the years, hospitals have had various avenues in which they can inform and involve themselves in the AIM program and its patient safety bundles. Approved hospital users can access the SCBOI dashboard to track bundle outcome measures. Staff and AIM Champions can also attend the Quality and Patient Safety (QPS) meetings to learn more about best practices for bundle implementation. In addition, they can promptly complete AIM surveys to track bundle process and structure measure progress.

The following definitions are used to determine when a hospital was identified as fully engaged in AIM:

1. SCBOI Dashboard Portal - Having a portal user (either general or AIM Champion) AND having logged in within the 6-month period from August 1, 2025 to January 31, 2026.
2. QPS - Two quarters worth of Quality and Patient Safety meetings marked as "Yes". (Q1, 2025, Q2, 2025, Q3 2025, Q4, 2025)
3. Survey – Either AIM Survey June 2025 OR September 2025 completion marked as "Yes"

PART 2: Hospital meets all the criteria on one of four maternal outcomes

Maternal outcomes:

1. Severe Maternal Morbidity (SMM)
2. SMM/Severe Hypertension
3. SMM/Obstetric Hemorrhage
4. Potentially Avoidable Cesarean Outcome data

Criteria to meet in one of the above outcomes:

1. Quartile Ranking: Hospital State Fiscal Year (SFY) 2025 outcome rates for both all payer and Medicaid are in the lowest (best) quartile.
2. Three-Year Trend: Both three-year outcome trends (SFY 2023-2025; all payer and Medicaid) must have significantly decreased or been maintained.