

## What Employers Can Do

With labor and delivery making up nearly a quarter of all hospitalizations, employers have a strong incentive to support high-quality maternity care. Unnecessary interventions, like C-sections, not only extend recovery time but also cost more than twice as much as vaginal births.<sup>8</sup>

### Employers can:

- Advocate for hospital participation in the Leapfrog Hospital Survey and recognize those that do, ensuring employees have access to critical maternity care data that is publicly available only at [leapfroggroup.org](https://leapfroggroup.org).
- Educate employees about choosing the right hospital— not just the right OBGYN—using Leapfrog’s [free ratings website](#).
- Consider direct contracting, Centers of Excellence, value-based purchasing or other purchasing agreements to ensure high quality maternity care for employees.
- Ensure health plans include covering doulas, midwives, lactation support and other key maternity services. The Purchasers Business Group on Health offers the PBGH Comprehensive Maternity Care Common Purchasing Agreement (below), a guide to set quality standards and create mechanisms for purchaser action and health plan/provider accountability.
- Encourage hospitals to improve maternity care standards by leveraging their collective influence.

## RESOURCES

[\*Leapfrog Employer Value Toolkit\*](#), The Leapfrog Group

[\*PBGH Comprehensive Maternity Care Common Purchasing Agreement\*](#),  
Purchaser Business Group on Health

[\*PBGH Maternal Health & Birth Equity Lay Conference Summary\*](#),  
Purchaser Business Group on Health

[\*Transforming Maternity Care Access\*](#), Business Group on Health

[\*The Crucial Role of Doulas for Black Birthing Patients\*](#), Business Group on Health

[\*The Value of Doula Care in Maternal Health\*](#), 2024 Leapfrog Annual Meeting Panel