



## Role of the MD in cLOUDi



Preparing for the launch of every PQCNC initiative requires all hands-on deck. In preparing for cLOUDi it is our hope that you are assembling a team that includes specialists with key roles. In order to have the greatest opportunity for success, at a minimum your perinatal quality improvement team (PQIT) members should include a nurse and physician leader, a patient or family member, and an identified link to hospital leadership to support and guide PQIT leaders. A successful team must recruit others to the cause, and the structure of your team and who fills roles will vary, but what has been a constant for successful teams has been the commitment of an engaged physician partnering in leading PQCNC initiatives.

We have over the years heard regularly from PQITs led by a corps of nurses, determined to implement best practice, but unable to recruit a devoted physician to assist in leadership of a project. Understand, physician voices are critical to the success of PQCNC initiatives. Physicians, as we have been told by nurses and practitioners across the state, desperately trying to carry out initiatives, are viewed differently by leadership. Just the facts here, and when a physician tells a hospital executive staff or QI office that something is critical, demonstrates why, and requests that hospital resources be used to support a project, things happen that even the nurse willing to walk through fire cannot make happen.

This is a call to action for physicians dealing with substance use disorder and its impact on moms, babies and families in your facility. cLOUDi is an opportunity to transform care for these patients and families in your hospital or clinic and across the state. Do not assume cLOUDi is another QI project for some nurse, or practitioner or case manager or pharmacist for which you will read occasional email updates. The goals for cLOUDi are big and bold. Time for big and bold physicians across the state of North Carolina to step up. Moms, babies and families are counting on us to be a force in the effort to make North Carolina the best place to give birth and be born.

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