Quality Assurance Is Not Quality Control: Where Does OTIS/MotherToBaby Fit In?

In September of 2015, OTIS/MotherToBaby launched our texting program, adding an option for women to text our specialists. Our goal was to meet the overwhelming demand of women everywhere for a quick but accurate answer to their pregnancy and breastfeeding exposure questions. Texting would allow us to serve more people with fewer financial resources, and to better serve populations that our traditional phone and clinic based teratogen counselling services had previously not reached. These populations included pregnant teens, Hispanic and American Indian Women, and women in the lower social-economic classes. Along with developing and introducing our new texting program, we were faced with the huge task of developing quality assurance and quality control guidelines and protocols. Prior to the establishment of the MotherToBaby texting program, most of our affiliate teratogen services had acted independently within their own programs, some for the past 20 or 30 years. Suddenly we had multiple teratogen specialists from different services, all coming together and being expected to provide the same information to consumers and health care providers, every time, for every question! So how to develop a quality assurance program? And what is quality assurance (QA)? In researching this, we find that QA is process oriented, the way we manage quality. So, then what is quality control (QC)? QC is product oriented, the way we verify the quality of our output, in this case, the text messages that we are providing to consumers and HCP’s. My talk will explore how OTIS went about developing our QA process and look at what level of success we have reached. Along the way, we had to look at our standards of performance, are we consistently providing both high quality and accurate information to all who use the texting program? Also, what type of client satisfaction tool are we using? Good QA and QC require evaluation, observation, feedback, and document review. Where does OTIS fit into all of this? What about our Live Chat and email services? Our daily phone counselling and in-clinic services? Does OTIS consistently meet the QA standards that we have set for ourselves?