



**Engaging Reading Materials**



**Educational Videos**

**The Peri-FACTS Channel**

# Peri-FACTS<sup>®</sup>

How to stay on the leading edge of obstetrics



**Real Clinical Case Studies**

How do you earn your continuing education credits?

# Peri-FACTS<sup>®</sup>

*An eJournal for Lifelong Learning in Obstetrics*

## **STAY ON THE LEADING EDGE OF FETAL HEART RATE MONITOR INTERPRETATION AND OBSTETRICS**

Peri-FACTS<sup>®</sup> is the nation's preeminent eJournal for obstetric nurses, doctors, and midwives. Every month, it brings you the most current and relevant information available in the field.

Through engaging reading materials, educational videos, and real-life clinical case studies, our continuing education program helps you stay at the forefront of fetal heart rate monitoring interpretation and other critical obstetric issues. Every topic brings you leading edge information that you can apply today to give your patients the very best care.

### **HOW PERI-FACTS<sup>®</sup> WORKS**

Using Peri-FACTS<sup>®</sup> is easy. Each group that participates chooses a coordinator. That coordinator acts as a liaison between the participants in your group and our Peri-FACTS<sup>®</sup> office. Members of your group access our eJournal online. Participants view the videos, read the articles, interpret the fetal heart rate tracings, answer the clinical case study questions, and submit their answers. Peri-FACTS<sup>®</sup> provides you with all the materials you need to complete the clinical case study questions and uses the National Institute of Child Health and Human Development's (NICHD) nomenclature for fetal heart rate monitoring interpretation.

Peri-FACTS<sup>®</sup> is based on a 12-month curriculum. Each month focuses on a specific obstetric topic. During the course of the year, twelve different topics are covered. Each month, obstetric nurse specialists and perinatologists at the University of Rochester Medical Center provide you with the following:



- Two educational videos;
- Two articles devoted to the topic;
- Two clinical case studies (tests)—each clinical case study will correspond specifically with one of the articles and contains a fetal heart rate tracing for interpretation.

For more information about Peri-FACTS<sup>®</sup> and a free sample issue, visit <http://www.urmc.edu/obgyn/Peri-FACTS> or E-mail us at [Peri-FACTS@urmc.rochester.edu](mailto:Peri-FACTS@urmc.rochester.edu).

## THE PERI-FACTS® VIDEO CHANNEL

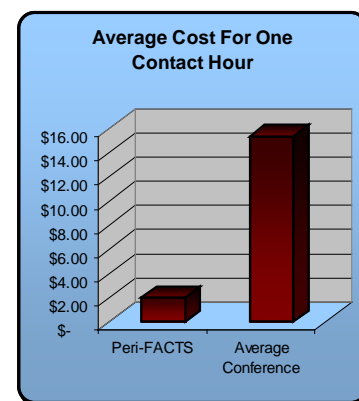


Every month, you will have access to two new teaching videos on The Peri-FACTS® Video Channel. Filmed in our Peri-FACTS® studio, these short, educational videos reinforce the materials presented in the articles and clinical case studies. The videos focus on a variety of topics, such as fetal heart rate monitoring interpretation, strip reviews of fetal heart rate tracings, general obstetric topics, patient safety topics (i.e., hand hygiene, universal precautions), and disease-related topics (i.e., twin-to-twin transfusion syndrome).

## FLEXIBLE, COST-EFFECTIVE EDUCATION

Peri-FACTS® teaches you on site rather than at a distant location. As a result, you can customize Peri-FACTS® to fit your needs. Many groups participate online, while others download the course materials and incorporate Peri-FACTS® into their staff meetings. You also can use the program materials to enhance your perinatal library. However you use Peri-FACTS®, you will appreciate the convenience and flexibility it offers as a life-learning tool.

Peri-FACTS® is very affordable—a fraction of the cost of even a single professional conference. The annual subscription fee for Peri-FACTS® is based on the number of individuals who participate. There is a one-time, institutional startup fee that covers the cost of initiating the program and includes a set of Peri-FACTS® reference textbooks, *Principles of Fetal Heart Rate Monitoring* and our two most recent *Years in Review*. While we do offer individual online memberships, we encourage your healthcare providers to join as a group since it is more cost-effective and enhances the program's learning experience.



## CONTINUING NURSING/MEDICAL EDUCATION CREDITS



Continuing Nursing Education contact hours provided. The University of Rochester Medical Center/Strong Memorial Hospital and Strong Health Affiliates is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. For enduring education, activities are good for two years. Peri-FACTS® is approved for up to 30 contact hours per year.

Physicians, nurse practitioners, nurse midwives, and physician assistants also may participate in the program. The University of Rochester School of Medicine and Dentistry is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. The University of Rochester School of Medicine and Dentistry designates this educational activity for a maximum of 30 AMA PRA Category 1 Credits. Physicians should only claim credit commensurate with the extent of their participation in the activity.



## AN OUTSTANDING PROGRAM DEVELOPED BY A PROMINENT PERINATOLOGIST



James R. Woods, Jr., M.D., the creator of Peri-FACTS<sup>®</sup>, is Chairman and Henry A. Thiede Professor of Obstetrics and Gynecology at the University of Rochester Medical Center.

Dr. Woods started Peri-FACTS<sup>®</sup> in 1991 when he recognized the need to provide quality outreach education to regional referring hospitals in Upstate New York. In many of these hospitals, obstetric nurses provide a large part of the primary care for women in antepartum, labor and delivery, as well as postpartum units. He recognized that it was essential for these nurses to have access to information that could validate their skills and raise the standard of patient care—without taking them away from their daily responsibilities. He also recognized the need for nurses and doctors to use the same language for safe patient care.

Through Peri-FACTS<sup>®</sup>, Dr. Woods hopes to encourage obstetric care providers to expand their knowledge beyond traditional boundaries while creating a cooperative and collegial learning environment for all obstetric nurses, doctors, and midwives.

## OTHER PROGRAMS OFFERED BY PERI-FACTS<sup>®</sup>

### NEW NURSE FETAL MONITORING STARTUP KIT

Peri-FACTS<sup>®</sup> developed the New Nurse Fetal Monitoring Startup Kit to assist obstetric nurse managers in their orientation of new employees. Using NICHD nomenclature, the New Nurse Fetal Monitoring Startup Kit teaches the basics of fetal heart rate monitoring interpretation and basic fetal physiology. Upon completion of the program, new employees will take a review test that allows them to apply what they have learned to actual fetal heart rate monitor tracings by interpreting them and determining what, if any, interventions are required to achieve a good outcome.

### PERI-FACTS<sup>®</sup> STUDENT TUTORIAL: AN INTRODUCTION TO FETAL HEART RATE MONITORING

The Student Tutorial was inspired by discussions we had at national conferences with nursing school educators who expressed concerns regarding the level of teaching in fetal heart rate monitoring that their students were receiving when they are on clinical rotations. This program is aimed specifically at nursing schools and their students. This is an extension of our education program for obstetric care professionals.

Using NICHD nomenclature, the Student Tutorial introduces students to the basics of fetal heart rate monitoring interpretation and is offered to nursing schools **free of charge**.

## Peri-FACTS<sup>®</sup>

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<http://www.urmc.rochester.edu/obgyn/Peri-FACTS>



# Peri-FACTS<sup>®</sup> Registration Form

Please return a copy of this form to register for a one-year subscription to Peri-FACTS<sup>®</sup>.

**Contact Person:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_ **Fax Number:** \_\_\_\_\_  
**E- mail Address:** \_\_\_\_\_ **Number of Participants:** \_\_\_\_\_  
**Hospital:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
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Please check subscription type.

**Individual Subscription**  
(Must be taken on-line)

Nurse Participant: \$135.00/year  
 Residents: \$135.00/year  
 Nurse Practitioners: \$195.00/year  
 Nurse Midwives: \$195.00/year  
 Physician Assistants: \$195.00/year  
 Physicians: \$240.00/year

**ONE YEAR SUBSCRIPTION – NURSES**

No. of nurses \_\_\_\_\_

**ONE YEAR SUBSCRIPTION – OTHERS**

No. of residents \_\_\_\_\_

No. of nurse practitioners \_\_\_\_\_

No. of nurse midwives \_\_\_\_\_

No. of physician assistants \_\_\_\_\_

No. of physicians \_\_\_\_\_

**Group Subscription**  
(Requires a minimum of 5 participants)

# of Nurses	Per Nurse
5 – 30	\$59.00/year
31 – 50	\$57.00/year
51 – 75	\$55.00/year
76 – 100	\$53.00/year
<b>101 +</b>	<b>\$51.00/year</b>

Residents: \$59.00/year  
 Nurse Practitioners: \$78.00/year  
 Nurse Midwives: \$78.00/year  
 Physician Assistants: \$78.00/year  
 Physicians: \$98.00/year

**SUBSCRIPTION TOTAL \$** \_\_\_\_\_

STARTUP FEE \$ **100.00**  
 (one-time only fee) \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

**Mail to: Peri-FACTS<sup>®</sup>**  
 University of Rochester Medical Center  
 Dept. of OB/GYN, Box 8668  
 601 Elmwood Avenue  
 Rochester, NY 14642

Payment: \_\_\_\_\_ Check/Money Order \_\_\_\_\_ Mastercard \_\_\_\_\_ Visa  
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 Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Please make checks payable to:** Dept. of OB/GYN, University of Rochester Medical Center

If you have any questions or need any further information, please contact Yvonne Dougherty at (585) 275-0789 ♦ E-Mail: [yvonne\\_dougherty@urmc.rochester.edu](mailto:yvonne_dougherty@urmc.rochester.edu) ♦ Fax: (585) 276-2080

\* Prices guaranteed through 1/1/2010