**Category 3: *AIM lead coordinating organizations/entities, e.g. state PQCs***

1. Why did your state collaborative/hospital system decide to participate in AIM?  
   [**Prompt**: Participation of other states or professional organizations? Local, state, or national performance measures, policies, regulations, guidelines, or financial incentives? External directives? Internal directives?]
2. How would you describe your state collaborative/hospital system’s working relationship with the AIM national program leadership?
   1. How would you describe your state collaborative/hospital system’s working relationship with the hospitals?
3. Does your state collaborative/hospital system have specific internal goals related to the implementation of the AIM program? If yes, what are they?
4. How long has it taken to implement the AIM maternal safety bundles in your state?
   1. What were barriers to engaging partners in your state?
   2. What are some of the main challenges you have noted with regard to implementation of the AIM maternal safety bundles?

[**Prompt**: establishing program structure, implementing bundle tasks, establishing training, data reporting, identification of leads, quality improvement?]

1. How did your state collaborative/hospital system engage hospitals to participate in the AIM program?
   1. How easy or difficult was it to recruit hospitals in your state collaborative/hospital system?
   2. Were there key influential individuals you needed to get on board first? Who were the key influential individuals? How did they influence hospitals to participate in AIM and/or use the AIM bundle(s)?
2. What would you add and/or change to enhance the intended effect of the AIM program?
3. Can you describe any aspects of training occurring in the AIM program?
   1. Who provides these trainings? Who attends these trainings? What feedback have you received on training?
4. What additional training outside of the AIM bundles are you offering participating hospitals for implementing the AIM program?
   1. Who provides these trainings? Who attends these trainings? What feedback have you received on training?
   2. What do you know about teamwork and safety culture training programs (e.g., TeamSTEPPS)?
   3. Do you think your state collaborative/hospital system would benefit from specific teamwork and safety culture focused trainings/tools for hospitals?
5. 5 years from now:
   1. Let’s assume that it is five years in the future and AIM has been wildly successful in terms of improving perinatal outcomes and has been adopted nationally. What components do you think will have most contributed to that success? What components would need to be repeated?