

3rd Annual Perinatal Hospital Leadership Summit Achieving Excellence in Mother-Baby Care



BY INVITATION ONLY FOR HOSPITAL LEADERS

- CEOs, CNOs, Quality Improvement and Administrative Leaders
 - Nurse Managers: Labor and Delivery/Postpartum
 - Chief Medical Officers and Medical Directors
 - All physicians and maternity care providers in Minnesota, especially Obstetrics, Family Practice and Pediatrics
- CMEs, CEUs and Baby-Friendly training credits available*

Friday, May 15, 2015
8:00 a.m. – 4:00 p.m.

Crowne Plaza - Minneapolis West
3131 Campus Drive
Plymouth, MN 55411

REGISTRATION FEE

\$125/person
\$100/person for 2 - 4 leaders from same hospital
Registration deadline April 24.

\$25/per person additional fee after April 24, contact Juliann at 515-777-4179. For questions, email mnbreastfeedingcoalition@gmail.com. Rooms are available for \$109 per night plus tax. Reserve by May 1 to qualify for the "Hospital Summit" block rate. <http://cpplymouth.com> or call (763) 559-6600.

REGISTER ONLINE

<https://hospitalleadershipsummit2015.eventbrite.com>



Minnesota Chapter



3rd Annual Perinatal Hospital Leadership Summit

Achieving Excellence in Mother-Baby Care

The Perinatal Hospital Leadership Summit promotes statewide collaboration to improve Mother-Baby health care. Hear from Commissioner Dr. Ed Ehlinger about his Call to Action to reduce Minnesota's health disparities and increase breastfeeding support in hospitals throughout the state. Learn from Minnesota hospital leaders about their experiences and insights implementing the Baby-Friendly Hospital Initiative. Obstetric and Pediatric national experts will provide Joint Commission updates and discuss ways to help families achieve their infant feeding goals. Please join us as we continue to learn from one another and strive for excellence in family-centered care.

Agenda

7:30 a.m. – 8:00 a.m.	Registration
8:00 a.m. – 8:15 a.m.	Welcome
8:15 a.m. – 8:45 a.m.	Breastfeeding and Health Disparities in Minnesota: A Call to Action and Next Steps - <i>Commissioner Ed Ehlinger, MD, MSPH</i>
8:45 a.m. – 9:45 a.m.	How Obstetric Providers can Enable Women to Achieve Their Breastfeeding Goals - <i>Alison Stuebe, MD, MSc, FABM, FACOG</i>
9:45 a.m. – 10:00 a.m.	Break
10:00 a.m. – 11:00 a.m.	The Business Case for Baby-Friendly: Building a Family-Centered Birthing Environment - <i>Lori Feldman-Winter, MD, MPH, FABM, FAAP</i>
11:00 a.m. – 12:15 p.m.	Panel I: The Baby-Friendly Journey: Hospital Leadership Panel - <i>Deb Hurd (Health East), Michael Delfs and Donita Korpela (Mercy Moose Lake), James Garvey and Sandra McCarthy (Essentia Duluth)</i>
12:15 p.m. – 1:10 p.m.	Lunch provided
1:10 p.m. – 1:30 p.m.	MBC Update; Hospital Survey Results - <i>Lisa Roberts</i>
1:30 p.m. – 2:30 p.m.	Why Exclusivity Matters: the Joint Commission Perinatal Care Core Measure and the Impact of Just One Bottle - <i>Lori Feldman-Winter, MD, MPH, FABM, FAAP</i>
2:30 p.m. – 2:45 p.m.	Break
2:45 p.m. – 3:45 p.m.	Panel II. Collaboration and Change Management: A Team Approach - <i>Deb Hurd, Michael Delfs, Donita Korpela, James Garvey, Sandra McCarthy, Alison Stuebe, MD and Lori Feldman-Winter, MD</i>
3:45 p.m. – 4:00 p.m.	Hospital Workplace Recognition Award, Evaluations and Closing

2014 SUMMIT COMMENTS:

"Excellent information – very valuable"

"Very good speakers"

"Panel to initiating Baby-Friendly was good"

"Everything presented today was so helpful!"

"This was fantastic – great job. Thank you for organizing!"

"Great material – creates great ideas & excitement to go back to facility and make change happen!"

"We are in the process of trying to start a breastfeeding support group. I was encouraged today to continue on this path. Will have a goal of implementing a breastfeeding support group by next Summit."

I like the expert speakers as well as peer panels"

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Speaker Information and Objectives

Breastfeeding and Health Disparities in Minnesota: A Call to Action and Next Steps

Ed Ehlinger, MD, MSPH, Minnesota Commissioner of Health

Objectives:

1. Discuss the current rates of breastfeeding in Minnesota by ethnicity.
2. Review the 2014 MDH Call to Action encouraging implementation of the Baby-Friendly Ten Steps in all Minnesota maternity centers.
3. Describe the health disparities present in Minnesota for infant mortality and breastfeeding and the impact of Baby-Friendly on reducing these disparities.
4. Outline the new MDH breastfeeding recognition program for maternity centers in Minnesota.

About the speaker:

Ed Ehlinger, MD, MSPH is the Minnesota Commissioner of Health. He has served in this office since January 2011. Dr. Ehlinger is responsible for directing the work of the Minnesota Department of Health (MDH). As the state's lead public health agency, MDH is responsible for protecting, maintaining and improving the health of Minnesotans.

How Obstetric Providers can Enable Women to Achieve Their Breastfeeding Goals

Alison Stuebe, MD, MSc, FABM, FACOG, Associate Professor

Maternal-Fetal Medicine, Department of Obstetrics and Gynecology, University of North Carolina School of Medicine

Objectives:

1. Review public health impact of breastfeeding on mother and infant.
2. Review how the Ten Steps of Baby Friendly can help mothers achieve their goals.
3. Describe ways OB providers can integrate breastfeeding advice into prenatal and postpartum care and the impact of their advice on mother's feeding choice.

About the speaker:

Dr Alison Stuebe is Associate Professor of Maternal-Fetal Medicine in the Department of Obstetrics and Gynecology at the University of North Carolina. She is a nationally recognized researcher and policy leader. She is a member of the ACOG Committee on Obstetrics Practice and serves as chair of the Communications Committee of the Society for Maternal-Fetal Medicine.

The Business Case for Baby-Friendly: Building a Family-Centered Birthing Environment

Lori Feldman-Winter, MD, MPH, FABM, FAAP, Professor of Pediatrics

Division Head, Adolescent Medicine, Cooper University Hospital, Cooper Medical School of Rowan University, Camden, NJ

Objectives:

1. Understand the economic implications of effective breastfeeding support.
2. Learn how the Ten Steps of the Baby-Friendly Hospital Initiative allows families to reach their infant feeding goals.
3. Discuss the impact of breastfeeding support on patient satisfaction and family centered care.

About the speaker:

Dr. Lori Feldman-Winter is Professor of Pediatrics at Cooper Medical School of Rowan University in Camden, NJ. She is recognized nationally and internationally for her work related to breastfeeding education programs and nutrition policy. She is the Chair of the Policy Committee for the AAP Section on Breastfeeding and serves as National Faculty Chair of the CDC sponsored NICHQ Best Fed Beginnings Project.

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Speaker Information and Objectives

Why Exclusivity Matters: the Joint Commission Perinatal Care Core Measure and the Impact of Just One Bottle

Lori Feldman-Winter, MD, MPH, FABM, FAAP, Professor of Pediatrics, Division Head Adolescent Medicine, Cooper University Hospital, Cooper Medical School of Rowan University, Camden, NJ

Objectives:

1. Describe the importance of exclusive breastfeeding for mother and baby.
2. Discuss the Joint Commission Perinatal Care Core Measure of exclusive breast milk feeding.
3. Identify the impact of formula supplementation, just one bottle, on the infant microbiome and the effect on outcomes.
4. Define methods to improve rates of exclusive breast milk feeding in hospitals.

Panel I. The Baby-Friendly Journey: Hospital Leadership Panel

Health East, Twin Cities - Deb Hurd, Vice President of Acute Care Nursing

Mercy Hospital, Moose Lake - Michael Delfs, CEO and Donita Korpela, Director, Patient Care Services

Essentia Health - St. Mary's Medical Center, Duluth - James Garvey, Senior Vice President Hospital Operations and Sandra McCarthy, Chief Nursing Officer

Objectives:

1. Discuss why and how hospitals and health systems have implemented the Baby-Friendly Hospital Initiative and the role of hospital leadership.
2. Describe different models of facilitating maternity care change:
 - Becoming Baby-Friendly as a system (HealthEast, Twin Cities)
 - Becoming Baby-Friendly as a small hospital (Mercy Hospital, Moose Lake)
 - Working together via a collaborative (Essentia Health - St. Mary's Medical Center, Duluth)
3. Describe how each hospital or health system decided to pay for formula and the ongoing process of removing formula marketing.

Panel II. Collaboration and Change Management: A Team Approach

Health East, Twin Cities - Deb Hurd, Vice President of Acute Care Nursing

Mercy Hospital, Moose Lake - Michael Delfs, CEO and Donita Korpela, Director, Patient Care Services

Essentia Health - St. Mary's Medical Center, Duluth - James Garvey, Senior Vice President Hospital Operations and Sandra McCarthy, Chief Nursing Officer

Alison Stuebe, MD, MSc, FABM, FACOG and Lori Feldman-Winter, MD, MPH, FABM, FAAP

Objectives:

1. Discuss how collaboration between Pediatric and Obstetric providers can improve breastfeeding support in health systems.
2. Discuss collaboration between hospital administration, nurses and physicians with regard to Baby Friendly implementation.
3. Outline ways to overcome resistance, manage change and encourage sustainability of the change.