



**North Memorial**




**MAPLE GROVE  
HOSPITAL**

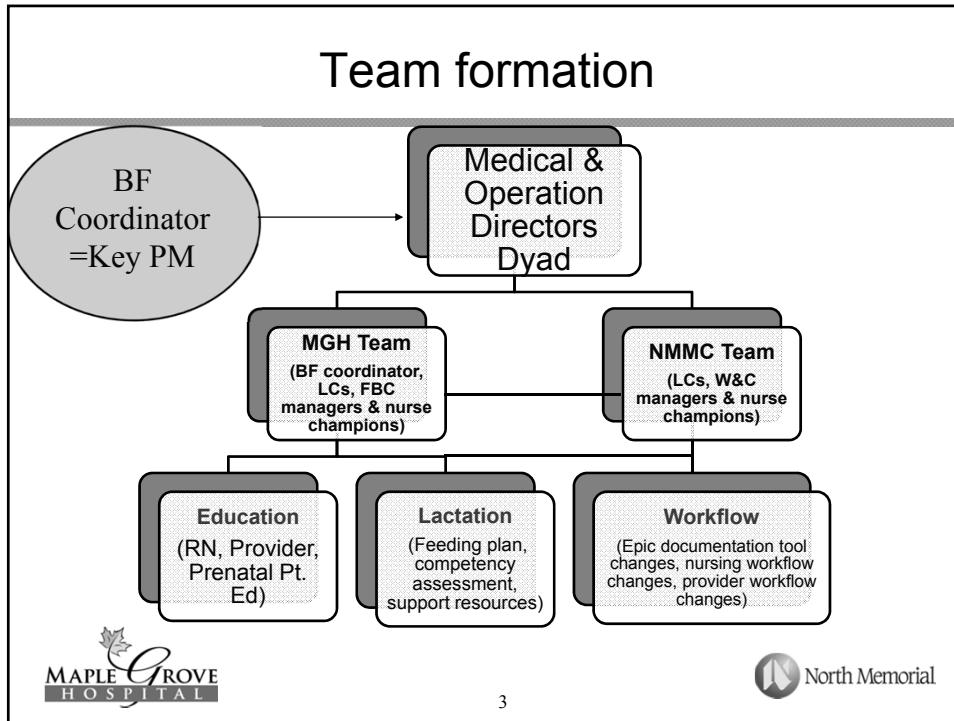
**Our Baby Friendly Journey**

**Yeng M. Yang, MD, FAAP  
& Baby Friendly Team  
May 2016**

## Humble beginning...

<p><b>Maple Grove Hospital</b></p> <ul style="list-style-type: none"> <li>• Pitched to Directors and CEO at MGH</li> <li>• Focused on:             <ul style="list-style-type: none"> <li>- Market share growth</li> <li>- Competition</li> <li>- Standard of care</li> <li>- Meeting hospital CMS Core Measure (exclusive BF rate)</li> </ul> </li> <li>• Pledged support             <ul style="list-style-type: none"> <li>- Secured BF coordinator</li> </ul> </li> </ul>	<p><b>North Memorial Medical Center</b></p> <ul style="list-style-type: none"> <li>• Pitched to Directors, senior leadership and CEO at NMMC</li> <li>• Focused on:             <ul style="list-style-type: none"> <li>- Regaining market share</li> <li>- Standard of care</li> <li>- Meeting hospital CMS Core Measure (exclusive BF rate)</li> </ul> </li> <li>• Pledged support             <ul style="list-style-type: none"> <li>- Volunteered LCs</li> </ul> </li> </ul>
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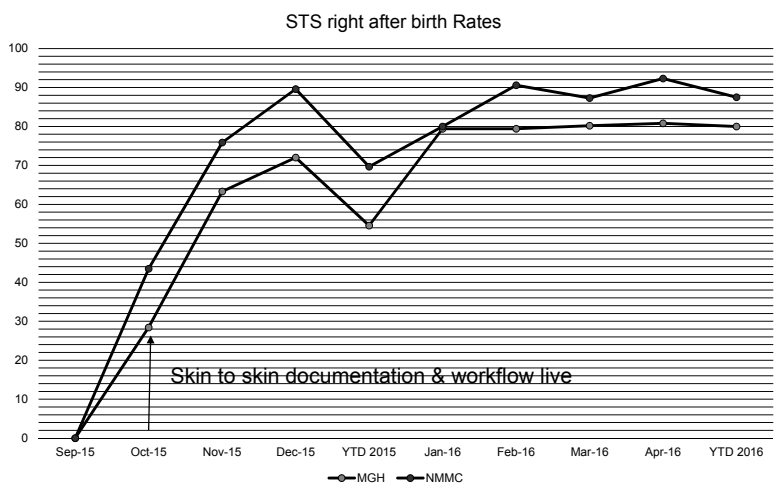




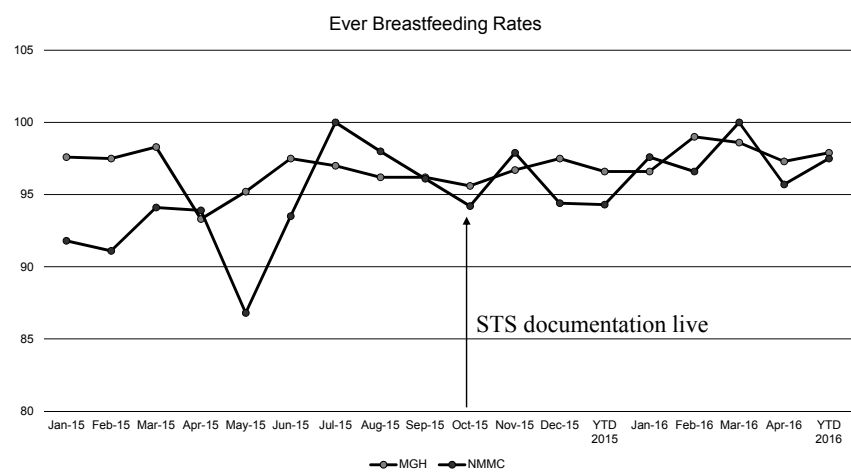
Successes	&	Challenges
<ul style="list-style-type: none"> <li>• Unique Feeding Plan in Epic</li> <li>• Good resource allocation</li> <li>• Education                             <ul style="list-style-type: none"> <li>- RN, Prenatal education                                     <ul style="list-style-type: none"> <li>• 3 part series pt ed.</li> </ul> </li> <li>- Childbirth Education classes</li> <li>- Breastfeeding class</li> </ul> </li> <li>• Culture change acceptance (<i>pre-BF survey staff &amp; providers</i>)</li> <li>• Leadership support</li> <li>• PDSA changes (workflows)</li> <li>• Improving breastfeeding rates</li> <li>• Improved STS rates</li> </ul>		<ul style="list-style-type: none"> <li>• Slow provider uptake (OB and anesthesiology)</li> <li>• Culture change for front line supervisors</li> <li>• IT/Epic documentation tool changes</li> <li>• Competing priorities (<i>with other workgroups &amp; hospital priorities for same group of nurses' time and attention</i>)</li> <li>• Educators (Limited)</li> </ul>

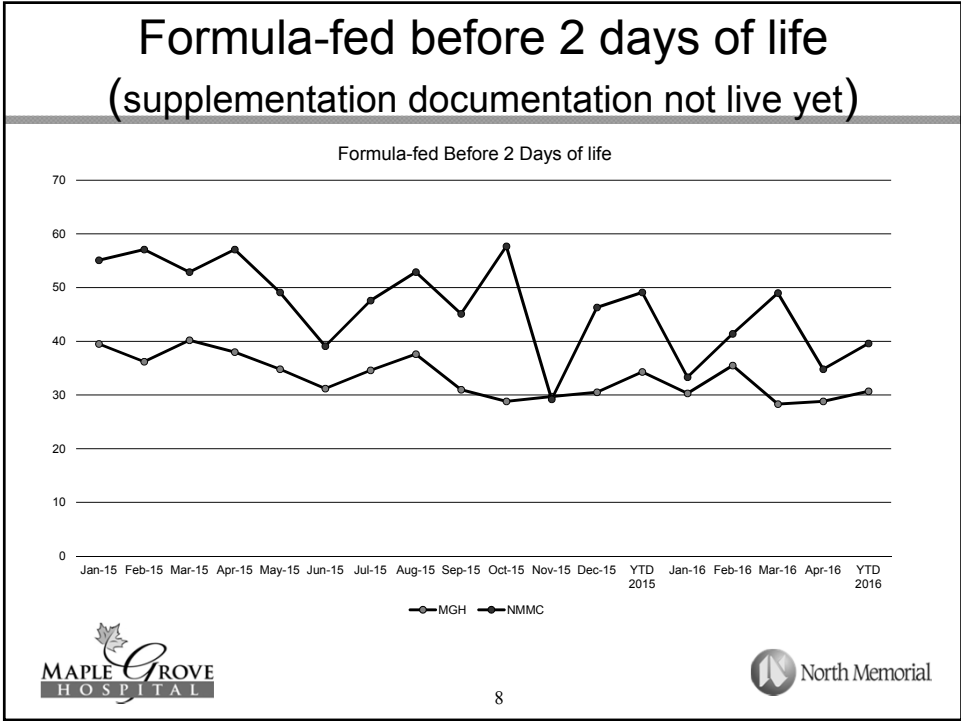
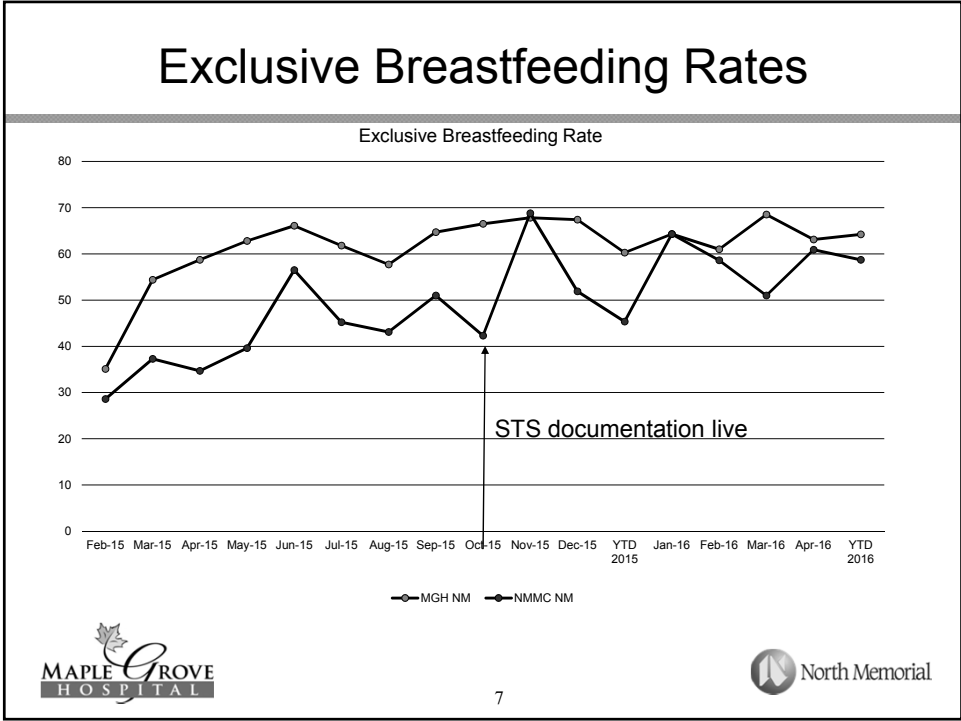
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### Skin to Skin right after birth rates



### Ever Breastfeeding Rates





## Sustainability plan

- Hardwiring education & policy training for onboarding process for new hires
- Showing data (*outcomes and patient experience*) to front line and providers for benchmarking and improvements
  - Drive PDSA changes
- Leadership support
  - Resource allocation
  - Policy change (formula purchase and vendor policy)
- Continue culture of accountability for all
- Ensure ongoing education
  - Annual updates & competency validation

