Our Baby Friendly Journey

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& Baby Friendly Team
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Humble beginning…

<table>
<thead>
<tr>
<th>Maple Grove Hospital</th>
<th>North Memorial Medical Center</th>
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<tbody>
<tr>
<td>• Pitched to Directors and CEO at MGH</td>
<td>• Pitched to Directors, senior leadership and CEO at NMMC</td>
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<tr>
<td>• Focused on:</td>
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<tr>
<td>- Market share growth</td>
<td>- Regaining market share</td>
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<tr>
<td>- Competition</td>
<td>- Standard of care</td>
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<tr>
<td>- Standard of care</td>
<td>- Meeting hospital CMS Core Measure (exclusive BF rate)</td>
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<tr>
<td>• Pledged support</td>
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<tr>
<td>- Secured BF coordinator</td>
<td>- Volunteered LCs</td>
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Team formation

BF Coordinator = Key PM

Medical & Operation Directors Dyad

MGH Team (BF coordinator, LCs, FBC managers & nurse champions)

NMMC Team (LCs, W&C managers & nurse champions)

Education (RN, Provider, Prenatal Pt. Ed)

Lactation (Feeding plan, competency assessment, support resources)

Workflow (Epic documentation tool changes, nursing workflow changes, provider workflow changes)

Successes & Challenges

Successes
• Unique Feeding Plan in Epic
• Good resource allocation
• Education
  • RN, Prenatal education
    • 3 part series pt ed.
  • Childbirth Education classes
  • Breastfeeding class
• Culture change acceptance (pre-BF survey staff & providers)
• Leadership support
• PDSA changes (workflows)
• Improving breastfeeding rates
• Improved STS rates

Challenges
• Slow provider uptake (OB and anesthesiology)
• Culture change for front line supervisors
• IT/Epic documentation tool changes
• Competing priorities (with other workgroups & hospital priorities for same group of nurses’ time and attention)
• Educators (Limited)
Skin to Skin right after birth rates

STS right after birth Rates

Skin to skin documentation & workflow live

Ever Breastfeeding Rates

Ever Breastfeeding Rates

STS documentation live
Exclusive Breastfeeding Rates

Formula-fed before 2 days of life (supplementation documentation not live yet)
## 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