

Essentia Health



Essentia Health
Here with you

The Birthplace

1500+ Deliveries Yearly

13 LDRP Rooms

9 Post Partum Rooms

4 Long Stay Perinatal Care Rooms

Patients come to us from Northern Minnesota,
Northern Wisconsin and Michigan's UP



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Support for Baby Friendly Initiative

- Best Practice
- Lactation Program – inpatient and outpatient
- Evidence based policies
- 4 IBCLC's on staff
- Staff support



Decision: System Wide or Single Hospital ?

- Decided in East region to focus on Duluth with intent of simultaneously assisting smaller hospitals in our region
- Brainerd, in Central region, was well on their way and very helpful to us.
- Held a day of “idea sharing” in November with OB nursing leadership from each of our hospitals across all three regions.
- OB Leadership across the east region has a collaborative working relationship



Timeline

- October 2013 - Convened Baby Friendly Work Group
- November 2013 - Signed letter of intent and submitted to Baby Friendly
- January 2014 - Received grant from Essentia Health for funding of staff education.
- February 2014 - Contracted with Step 2 Education based in Australia for on line training of physicians (3 hours) and nurses (15 hours)
- April 2014 - Submitted prenatal education, curriculum, and hospital education plans to BF for review.
- July 2014 - Moved to D3 Phase. Transitioned to couplet care. Nursery closed.



Timeline- Continued

- July 2014 - 24/7 recovery of infants and mom's together after a C/S.
- September 2014 - Began monthly audits of the 10 steps
- October 2014 - 10 Steps posters developed and posted
- November 2014 - "Day of Learning" across all three Essentia Health regions.
- January/February 2015 - Intensive 8 hour skills day for all OB and MCH float staff. Mini sessions done for NICU and Peds staff during their skills day.
- January 2015 - Started TLC – The Lactation Club, a weekly time for breastfeeding moms to drop in and talk with an IBCLC and other nursing moms.
- June 2015 - Will begin paying for formula



CEO and CNO Roles

- Learned about designation from OB leadership and championed the cause with the rest of the Senior Leadership Team
- Explained patient care, marketing, and financial implications of the designation
- Obtained approval and then stood back and watched the team deliver the results
- Provided ongoing support for designation both with other Senior Administrative Leaders and with Marketing Leaders



Paying for infant formula

Removal of diaper bags

- Worked with formula rep and Purchasing dept. to determine fair market value
- Budgeted for next fiscal year after looking at past years usage.
- Working with supply chain buyers to make sure we have not only invoice, but also proof of payment.
- Diaper bags were removed almost 10 years ago from the hospital setting. Need to continue to be diligent as new staff are hired and as we acquire new clinics.



Challenges

- Moving to couplet care and the closing of the nursery.
- Infant exams done in the rooms
- Infant procedures done in the rooms
- Managing physician completion of on line training
- Workflow changes for “seasoned staff”



Wins and Ways to Celebrate

- New staff easily embraced the changes.
 - Wonderful support from OB section chief, lactation staff, OB leadership, Marketing Department.
 - Nurse Manger of The Birthplace instrumental in making this a reality.
 - Parents were so happy!!!
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- Display certificate that you get from Baby Friendly congratulating you on moving to the next phase so staff can see it.
 - Display survey results so staff can see improvement.
 - Display the positive HCAHPS comments from patients about your changes and how much they like them.



Things We Learned

- Change is very hard but well worth it
- It is key to involve your prenatal clinic staff to be sure that the education is being given out at regular intervals. Involve them early as it impacts their work flow in a big way.
- Use the action plan from Baby Friendly instead of developing your own
- Involve people from all disciplines in regular work group meetings. Include staff from quality department, outpatient clinic, prenatal education, lactation, OB leadership, OB nurses, and physicians from OB, Peds, Neonatology, and Family Practice.
- Learn from other hospitals who are also working on designation
- Parents are our best ambassadors for the program



Questions?



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