

3rd Annual Perinatal Hospital Leadership Summit

Achieving Excellence in Mother-Baby Care

Crown Plaza Minneapolis West, Plymouth, MN – May 15, 2015

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 Equity in Minnesota: A Call to Action - <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>John Kvasnicka, MD, MBA and Jeanette Schwartz, RNC-IPOBN (HealthEast)</i> <i>Michael Delfs, CEO, MBA and Donita Korpela, RN, MHA (Mercy Moose Lake)</i> <i>James Garvey, MBA, MHA and Cindy Kent, RN, MS (Essentia Duluth)</i>
12:15 p.m. – 1:10 p.m.	Lunch provided
1:10 p.m. – 1:30 p.m.	Hospital Survey Results; MBC Update
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>John Kvasnicka, MD, MBA and Jeanette Schwartz, RNC-IPOBN (HealthEast)</i> <i>Michael Delfs, CEO, MBA and Donita Korpela, RN, MHA (Mercy Moose Lake)</i> <i>James Garvey, MBA, MHA and Cindy Kent, RN, MS (Essentia Duluth)</i> <i>Alison Stuebe, MD, MSc, FABM, FACOG and Lori Feldman-Winter, MD, MPH, FABM, FAAP</i>
3:45 p.m. – 4:00 p.m.	Hospital Workplace Recognition Award, Beginning Baby-Friendly Grant Announcement, Evaluations and Closing

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Breastfeeding and Health Equity in Minnesota: A Call to Action

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

HealthEast, Twin Cities - John Kvasnicka, MD, MBA, VP/Executive Medical Director and Jeanette Schwartz, RNC-IPOBN, Clinical Director, Maternity Care Services

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

Essentia Health - St. Mary's Medical Center, Duluth - James Garvey, MBA, MHA, Senior Vice President Hospital Operations and Cindy Kent, RN, MS, Interim CNO

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.
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Panel II. Collaboration and Change Management: A Team Approach

HealthEast, Twin Cities - John Kvasnicka, MD, MBA, VP/Executive Medical Director and Jeanette Schwartz, RNC-IPOBN, Clinical Director, Maternity Care Services

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

Essentia Health - St. Mary's Medical Center, Duluth - James Garvey, MBA, MHA, Senior Vice President Hospital Operations and Cindy Kent, RN, MS, Interim CNO

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.