



Achieving Baby Friendly Designation Mercy Hospital, Moose Lake, MN

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Director of Patient Care Services



Decision to support Baby Friendly Initiatives

- **Participation in the NE MN Statewide Health Improvement Program**
- **Educational opportunities for best practices**
- **Leadership acknowledgement of success.**

Partnerships

- **Partnership with Gateway Clinic physicians.**
- **Future partnerships through the Wilderness Health Coalition.**

Birthing Suites

Moving Forward...

We moved into our new space in January 2015 and wanted to ensure that we developed a facility that supported best practices in Obstetric Care.



Progress

- **Support from OB Clinical Directors.**
- **Evaluated the fee schedule and assistance available**
- **Review of the Self Appraisal Tool**
- **Work group developed for action plans**

Roles

- **CEO/CFO: Approval to support financial obligations.**
- **Director of Patient Care Services: Support staffing and Implementation of Policy Changes**
- **Medical staff support: Approve and support new procedures.**
- **Staff Responsibilities: Education and Follow through with processes.**

- **Challenges Included:**
 - Fees (expected and unexpected)
 - Allocation of time for Workgroup to meet
 - Resistance from Medical Staff
- **Overcoming these Challenges:**
 - Grant opportunity
 - Education
 - Foundation Support

Formula Requirements

- **Discharge Bags are no longer purchased and given away.**
- **Contractual changes with our Group Purchasing Organization**

Marketing Opportunities

- **Mentioned in Commons Health News Article (press release) January 8th, 2014**
- **Joint Marketing with our partners (Gateway Clinic) in Obstetrics.**

Questions?

