

Grand Strand Pediatrics Breastfeeding QI project

2019



JANUARY - Received challenge from QTIP for project.

FEBRUARY - Lead clinician and team met, planning began for project.

MARCH 4TH—Implemented practice wide in all 4 sites

WORKFLOW IMPLEMENTED

- Educated ALL staff through Lunch and Learns (receptionist, billing dept, clinical staff & providers)
- Informed all staff of designated nurse who provides lactation consulting and assistance: Stephanie Miller, made sure all offices had contact info and extension.
- Introduced NEW Grand Strand Pediatrics Breastfeeding Care Plan to be given out at ALL newborn visits.
- Discussed importance of documentation at all infant visits particularly formula/breast milk as well as how often and how many ounces per feeding.
- Input Stephanie Miller into our referral ordering system within our EMR. Our providers order referrals to her just as they would any other specialist. Stephanie monitors this referral tab and calls parents to schedule as these referrals come into the system. She calls and schedules her own appointments.

1st official referral came in on March 10th

*March = 10 referrals

*April = 5 referrals

*May = 17 referrals

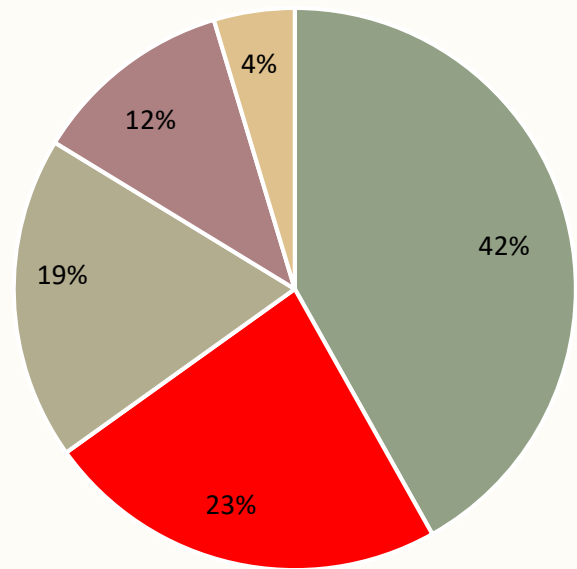
*June = 11 referrals

Total = 43 referrals



Referral tracking

Breastfeeding Referral Breakdown



■ Lact appt ■ No Answer ■ Better, BF ■ Declined/moved to Form ■ blank

42% Came for Lactation Appt

23% No Answer when called by lactation to schedule

19% Issue was resolved and breastfeeding successfully

12% Declined appt or had already moved to formula

4% blank-no details

PROS VS CONS

- PROs: Follow up calls made and communication open with Mom, Many more questions and opportunities given to mom specific to breastfeeding, 1 on 1 technique/positional involvement with Mom at appointments, pumps/equipment can be evaluated and questions resolved relating to those aspects, Moms really seem to appreciate the help, additional nurse only visits created and billed
- CONs: only 1 person for all 4 sites/practice, scheduling is difficult depending on location as Stephanie covers multiple sites, bad phone numbers or no response to phone calls

PDSA CYCLE

- **PLAN** – LEAD CLINICIAN AND PRACTICE MADE PLANS AND EDUCATED STAFF
- **DO** – SUCCESSFULLY IMPLEMENTED & COMPLETED 6 MONTHS OF DATA COLLECTION
- **STUDY** – REVIEWED ALL GRAPHS AND DATA COLLECTED
- **ACT** – REVISED OUR BREASTFEEDING CARE PLAN AND REDISTRIBUTED TO ALL SITES PRACTICE-WIDE TO INCLUDE CONTACT PHONE NUMBER FOR STEPHANIE MILLER SO MOMS CAN CALL HER DIRECT (OPEN LINE OF COMMUNICATION AND HOPEFULLY HELP WITH PHONE CALLS NOT BEING RETURNED)

Summary

- **Grand Strand Report:**

In Horry county, they do not have any of the breastfeeding or lactation centers.

Prior to this implementation, Grand Strand would only have the physician interaction and if problems we would direct them to the hospitals lactation consultants.