

Utilizing Joeybands During Postpartum Period to Increase Exclusive Breastfeeding, Patient Satisfaction & to Decrease Infant Falls

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VISION, MISSION AND VALUES



YaleNewHaven**Health**

Objectives

– OVER A 5 MONTH INITIAL PERIOD:

1-INCREASE THE EXCLUSIVE IN HOSPITAL BREASTFEEDING
RATE

2. DECREASE NEWBORN FALLS

3. MEASURE PATIENT OVERALL SATISFACTION WITH SKIN TO
SKIN EXPERIENCE WHEN USING THE JOEYBAND

Methods

Measures

Press Ganey patient satisfaction survey

Joeyband Satisfaction Survey

EMR computerized data for exclusive breastfeeding rates and newborn falls

Patient Survey

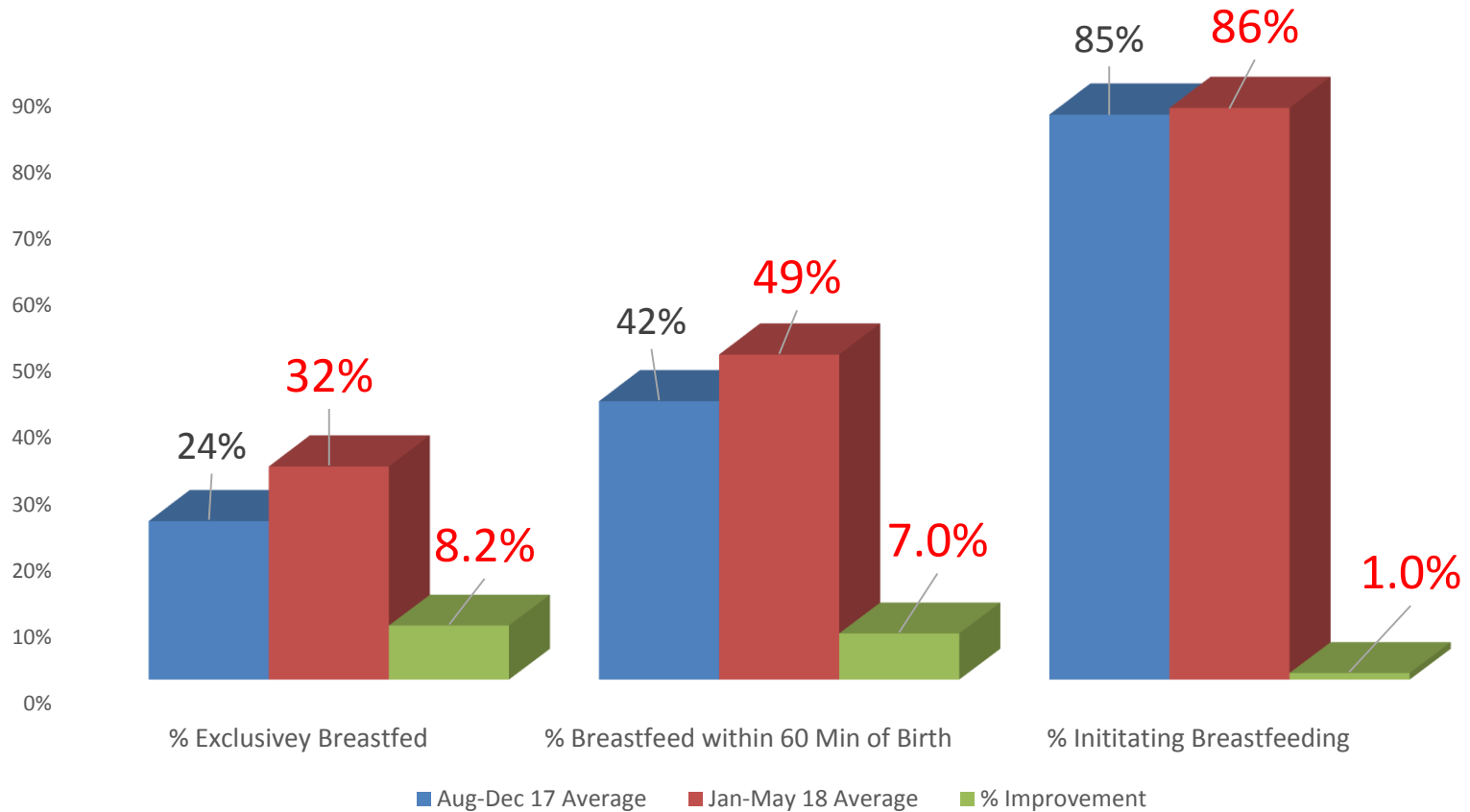
Improvement Strategies/Interventions

All postpartum women delivering vaginally or via cesarean delivery were given a Joeyband skin to skin securement device & provided education regarding its use.

Plan, Do, Study, Act quality improvement tool was used.

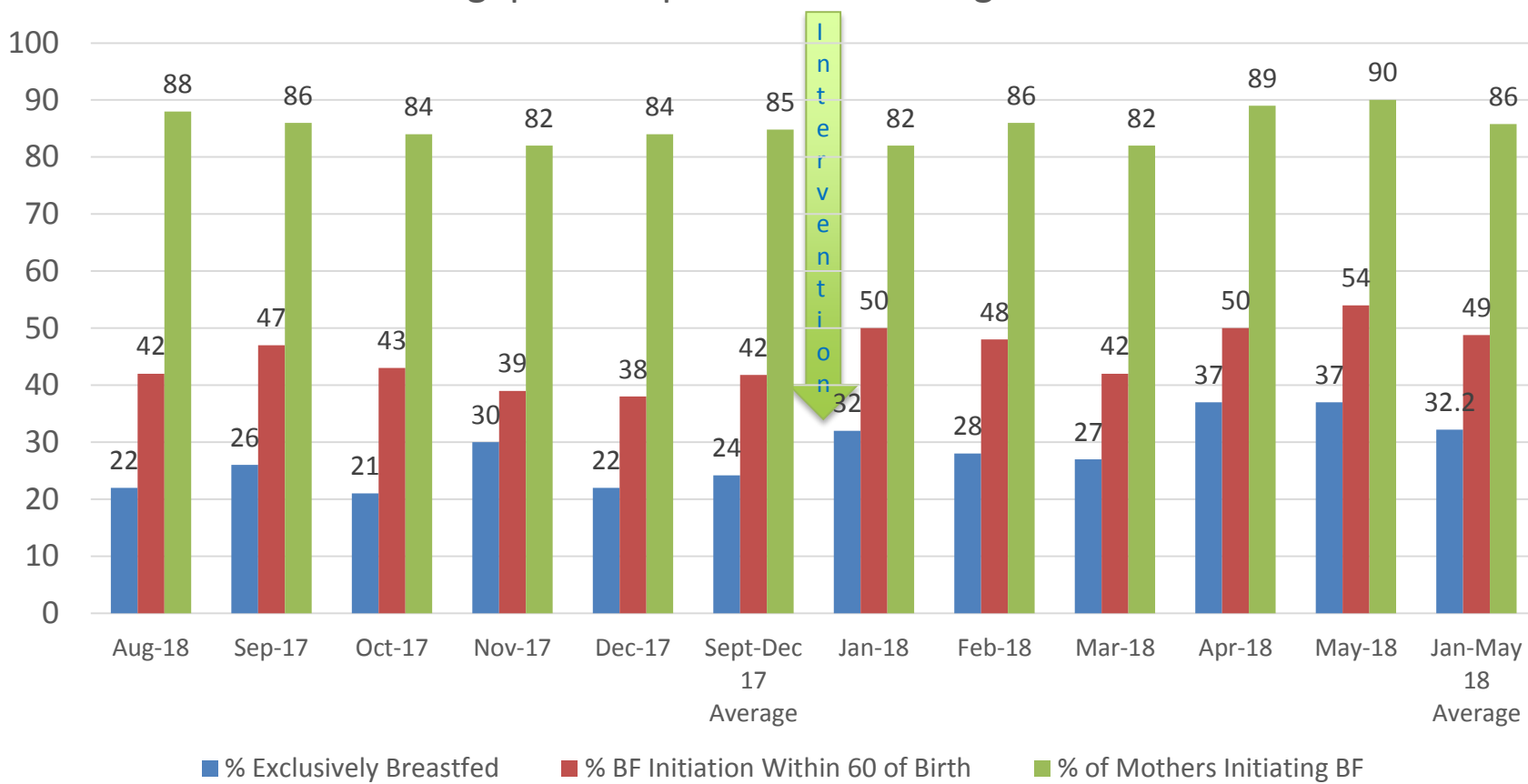
Bridgeport Hospital – Results

Well Baby Breastfeeding Statistics



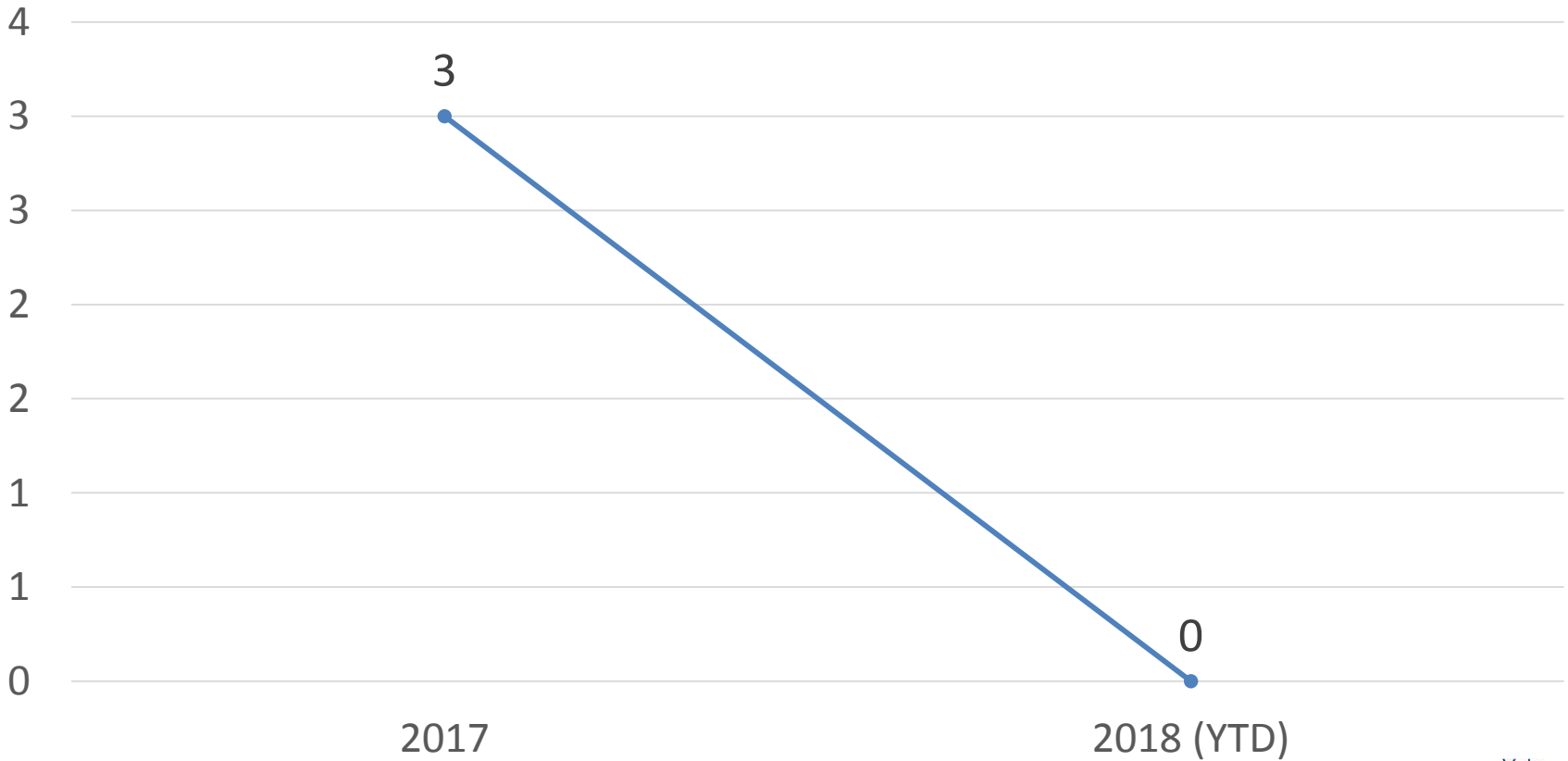
Bridgeport Hospital – Breastfeeding Statistics

Bridgeport Hospital Breastfeeding Statistics

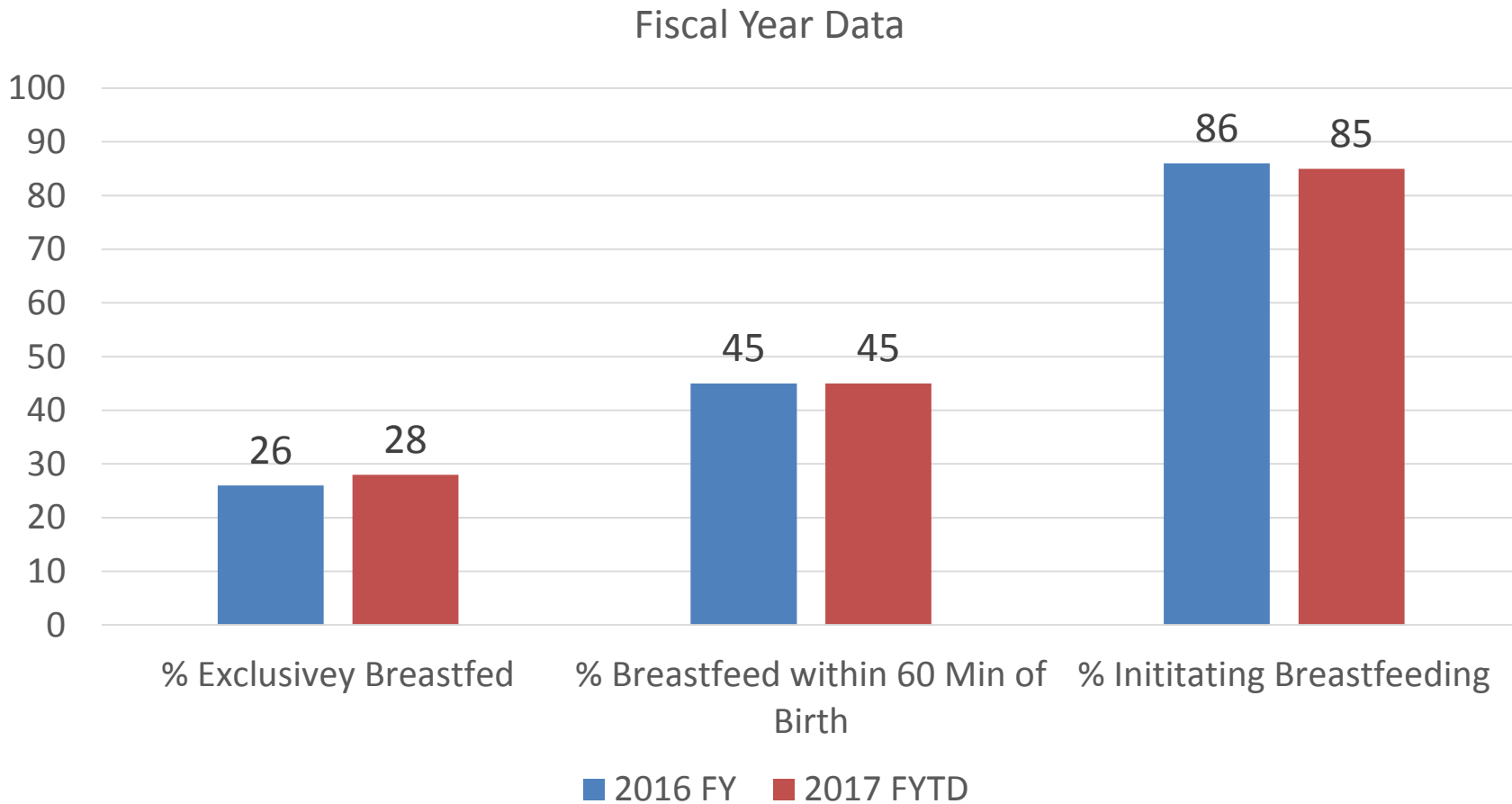


Bridgeport Hospital – Infant Fall Rate

Infant Falls

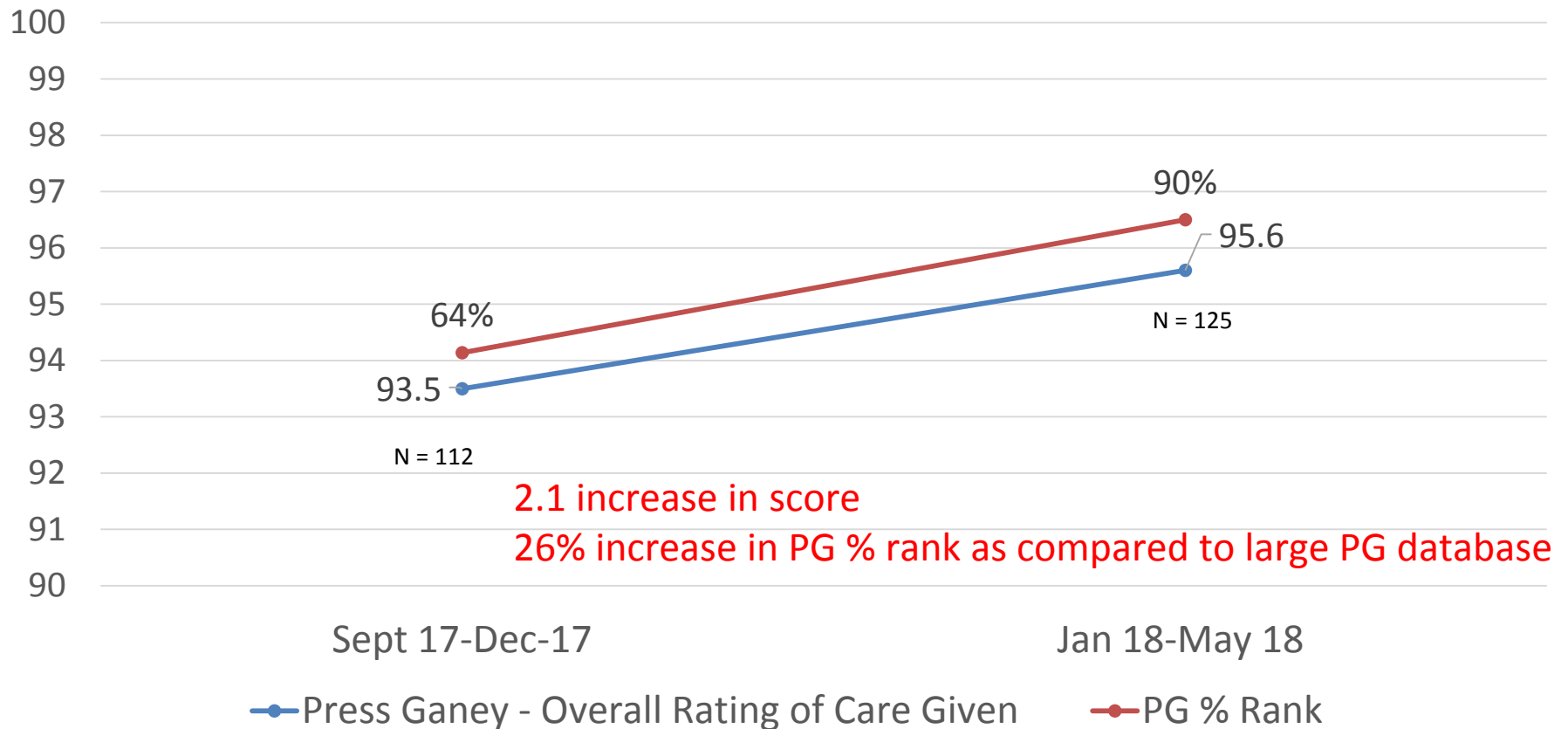


Fiscal Year 2017 vs Fiscal Year 2018 (YTD)



Press Ganey Patient Satisfaction

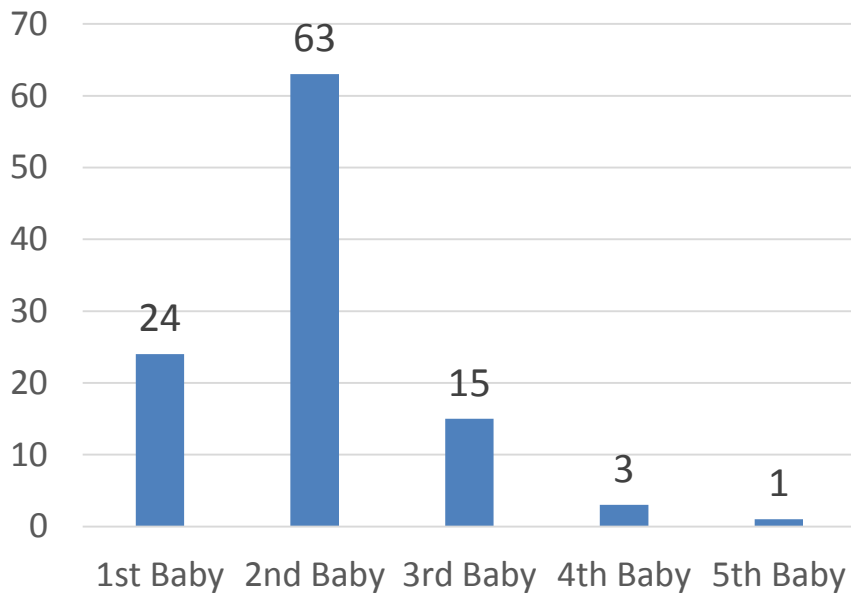
Overall Rating of Care – by receive date - % rank against large PG database in OB/GYN



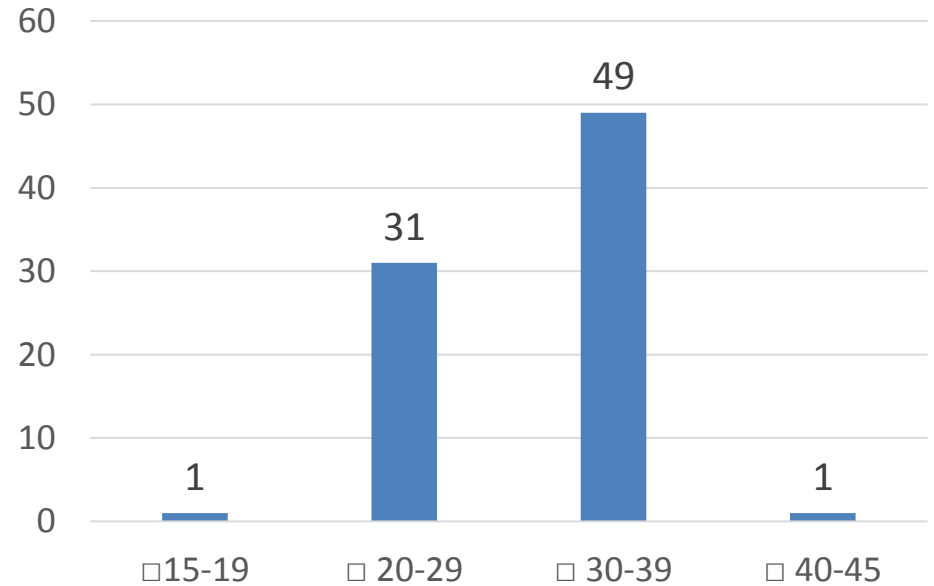
Joeyband Survey Objective Data

What number baby is this for you:

N = 106

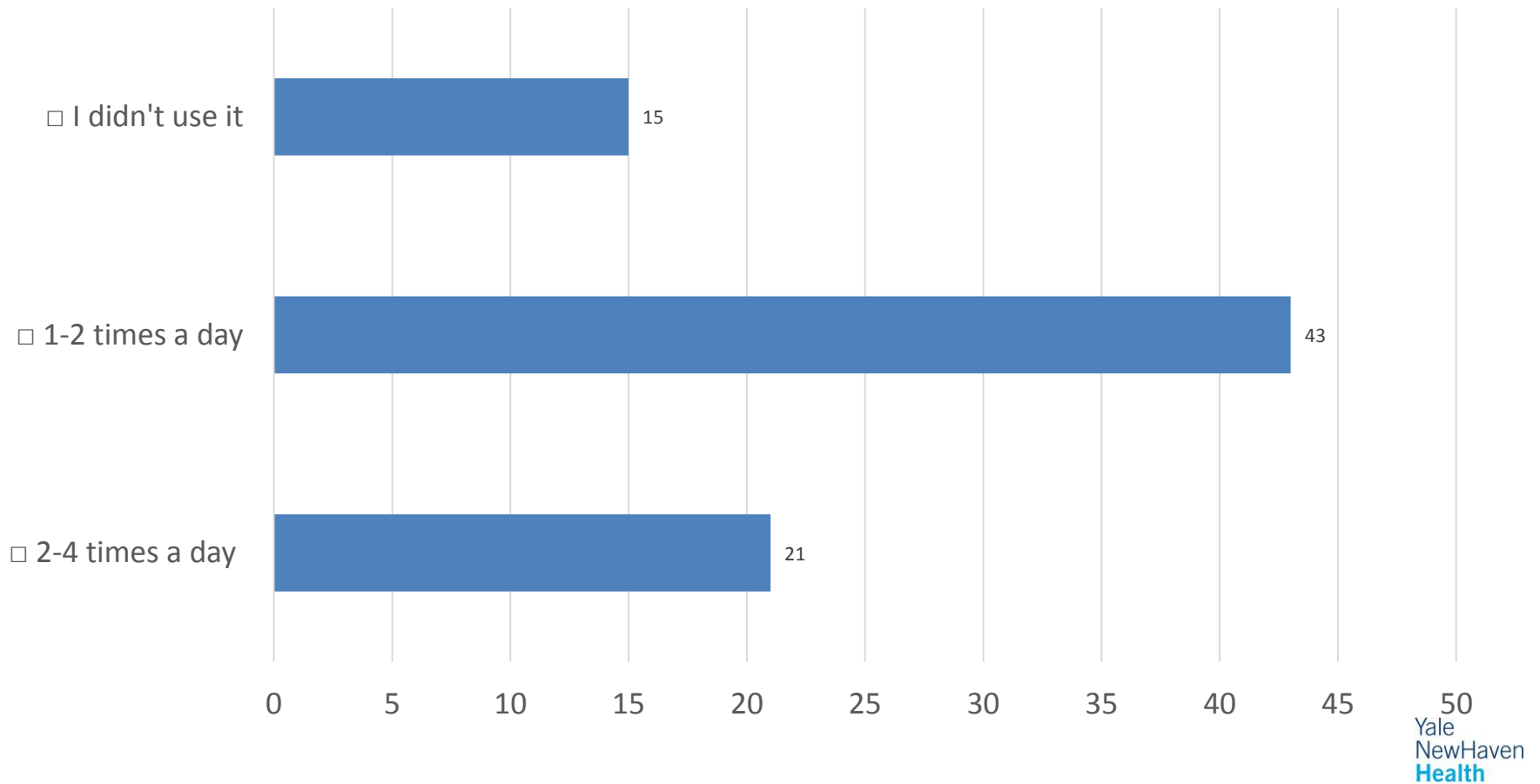


My Age is:



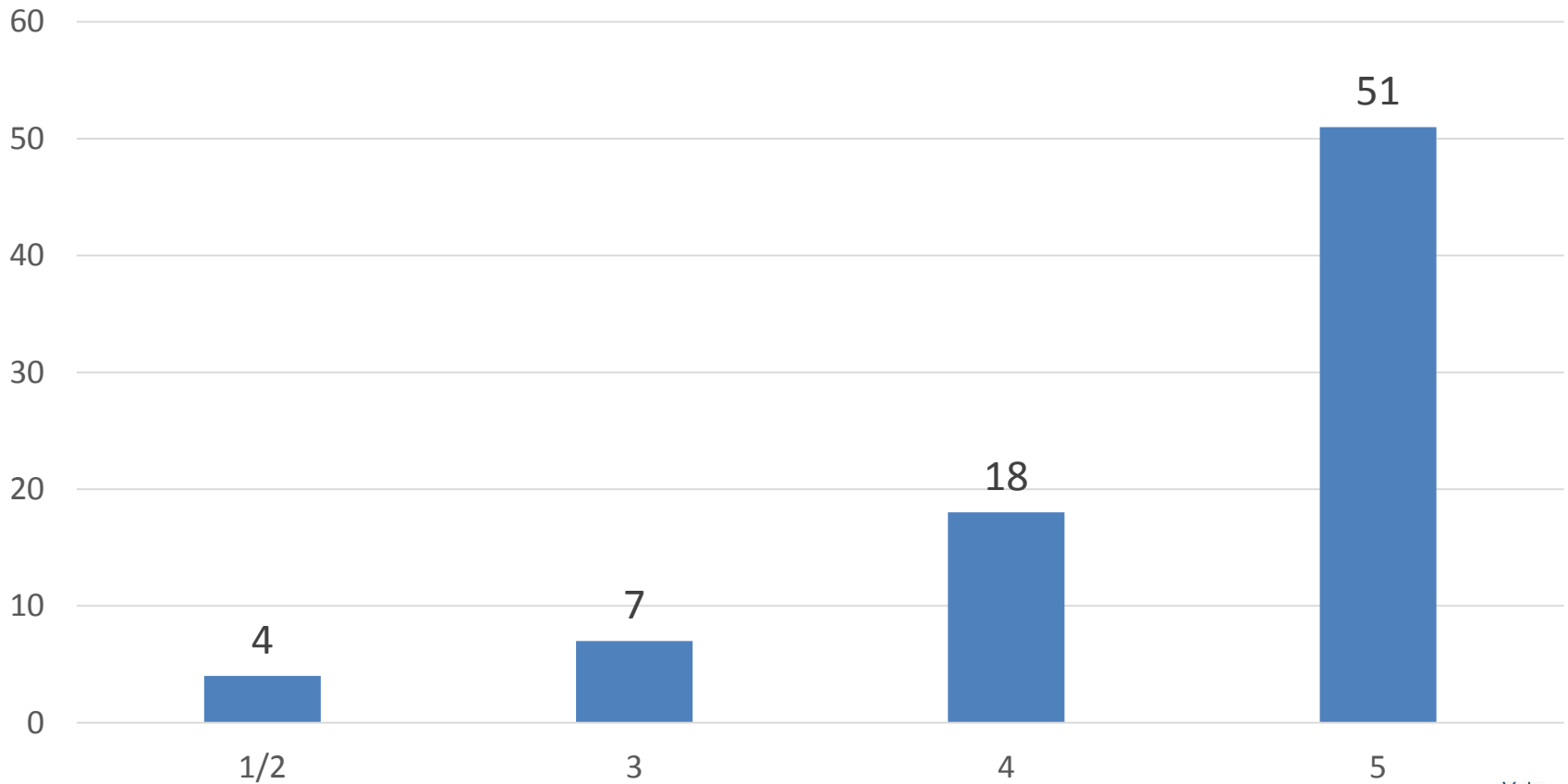
How often did you use the Joeyband while you were in the hospital?

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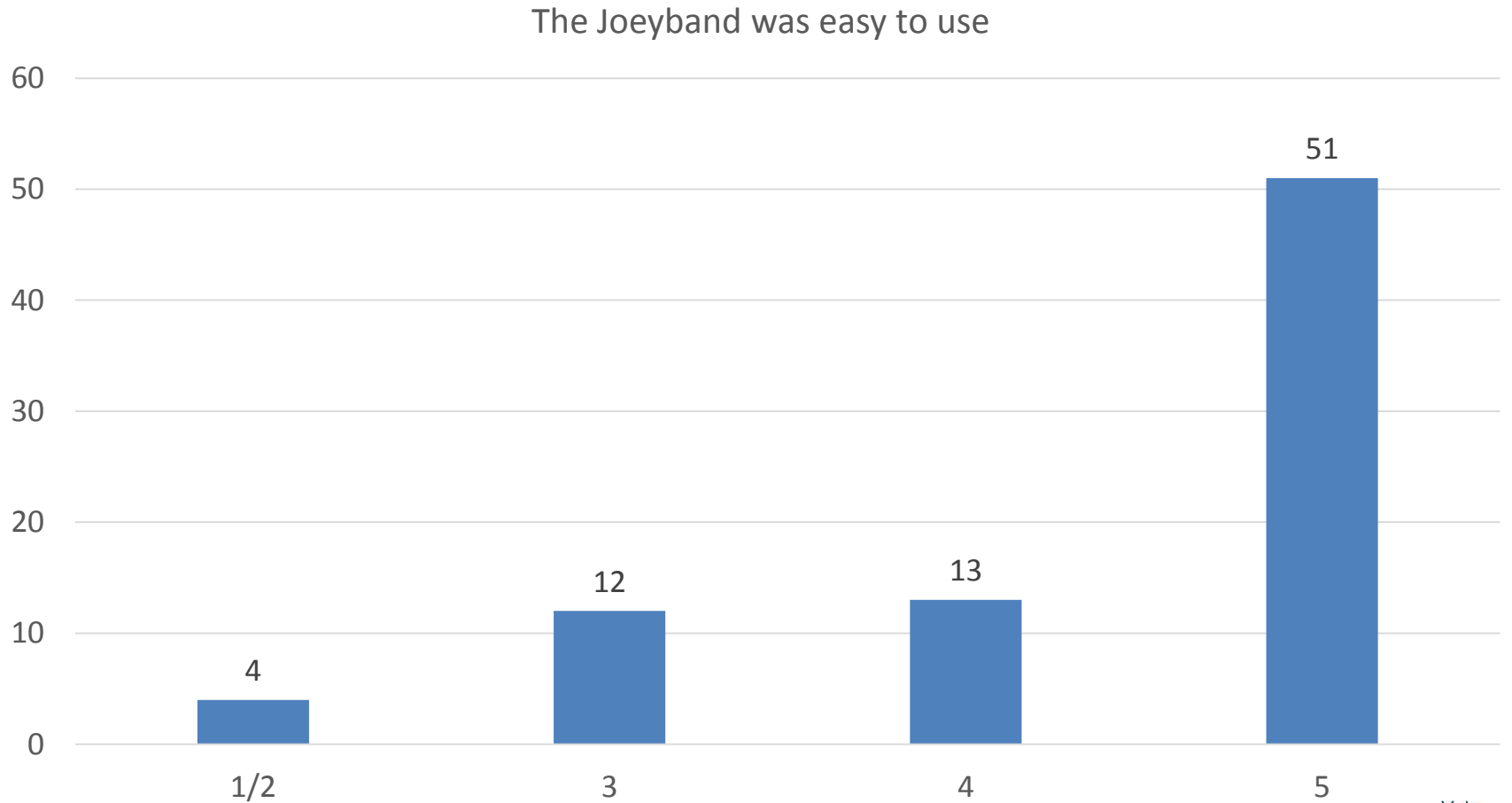


The instructions on how to use the Joeyband were clear

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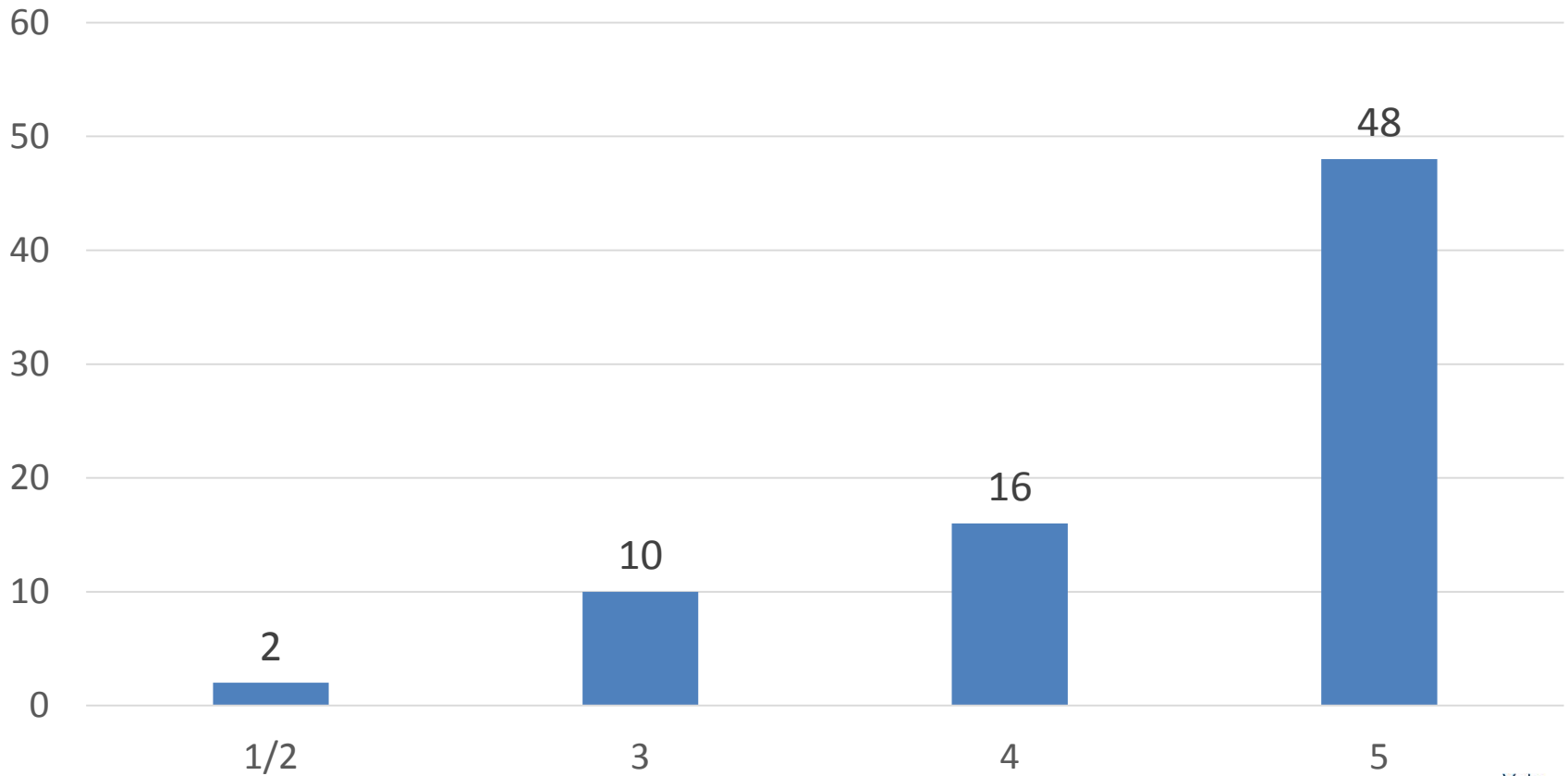


The Joeyband was easy to use

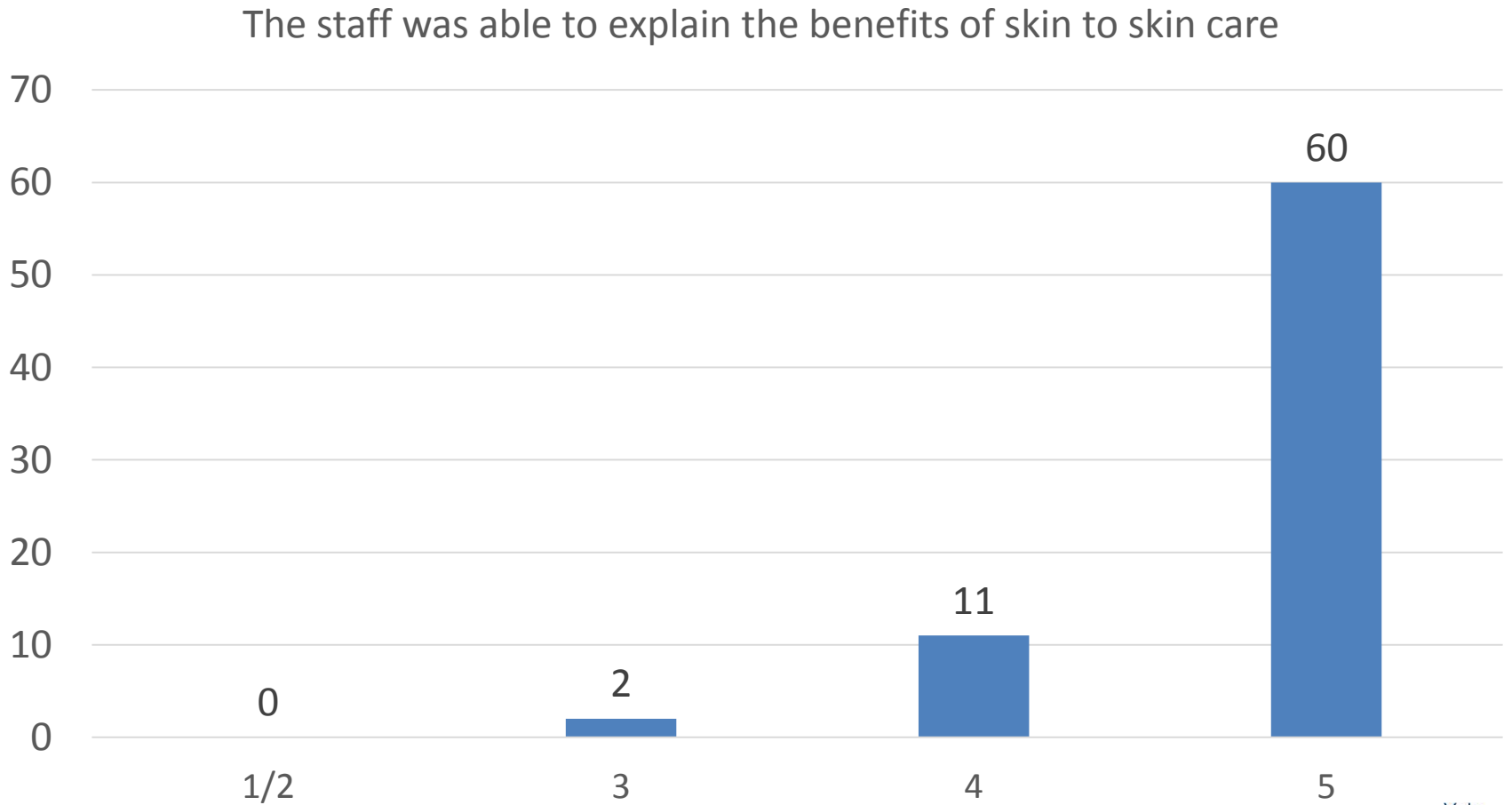


The Joeyband provided warmth & comfort to my baby

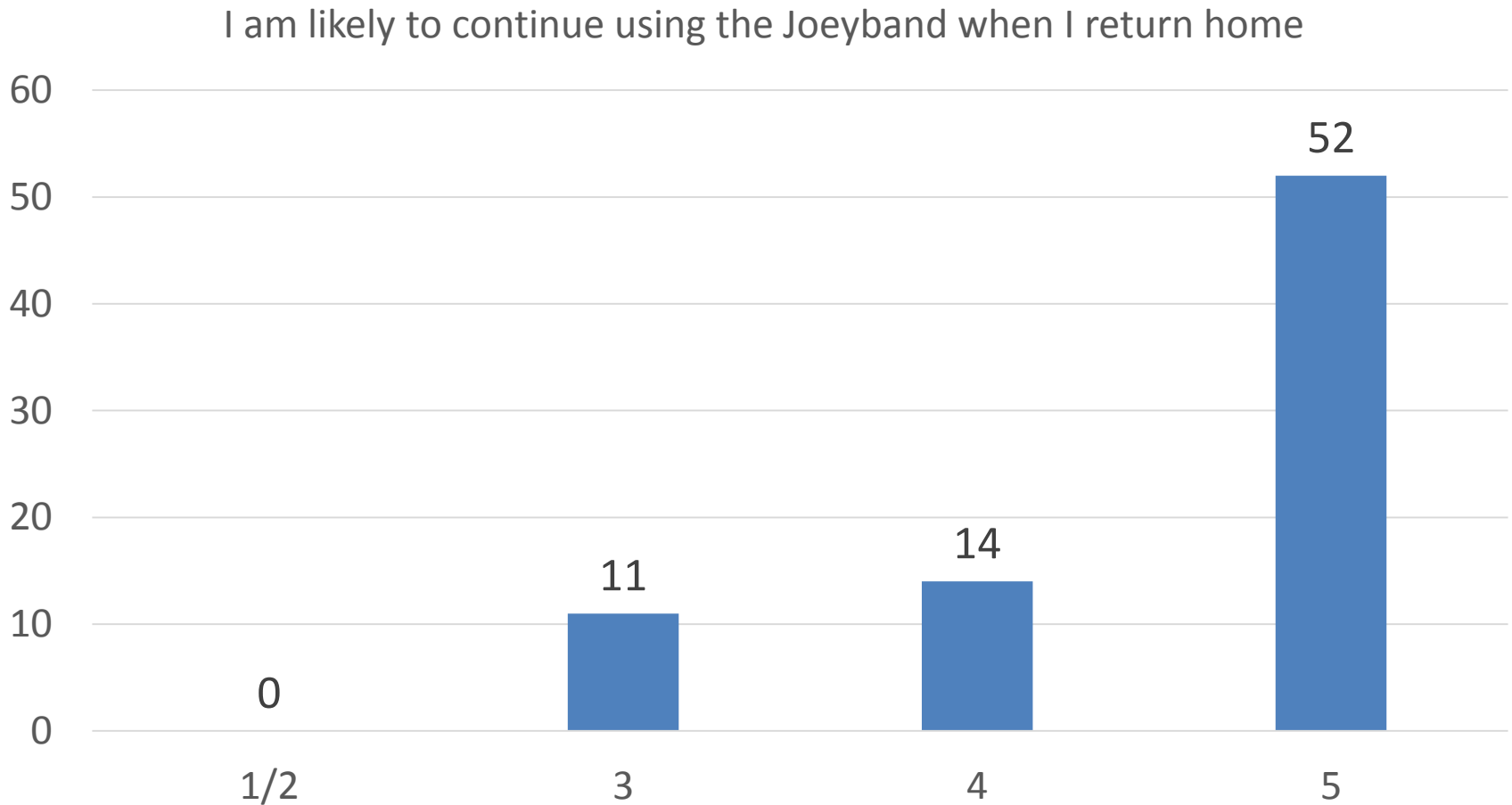
The Joeyband provided warmth & comfort to my baby



The staff was able to explain the benefits of skin to skin care

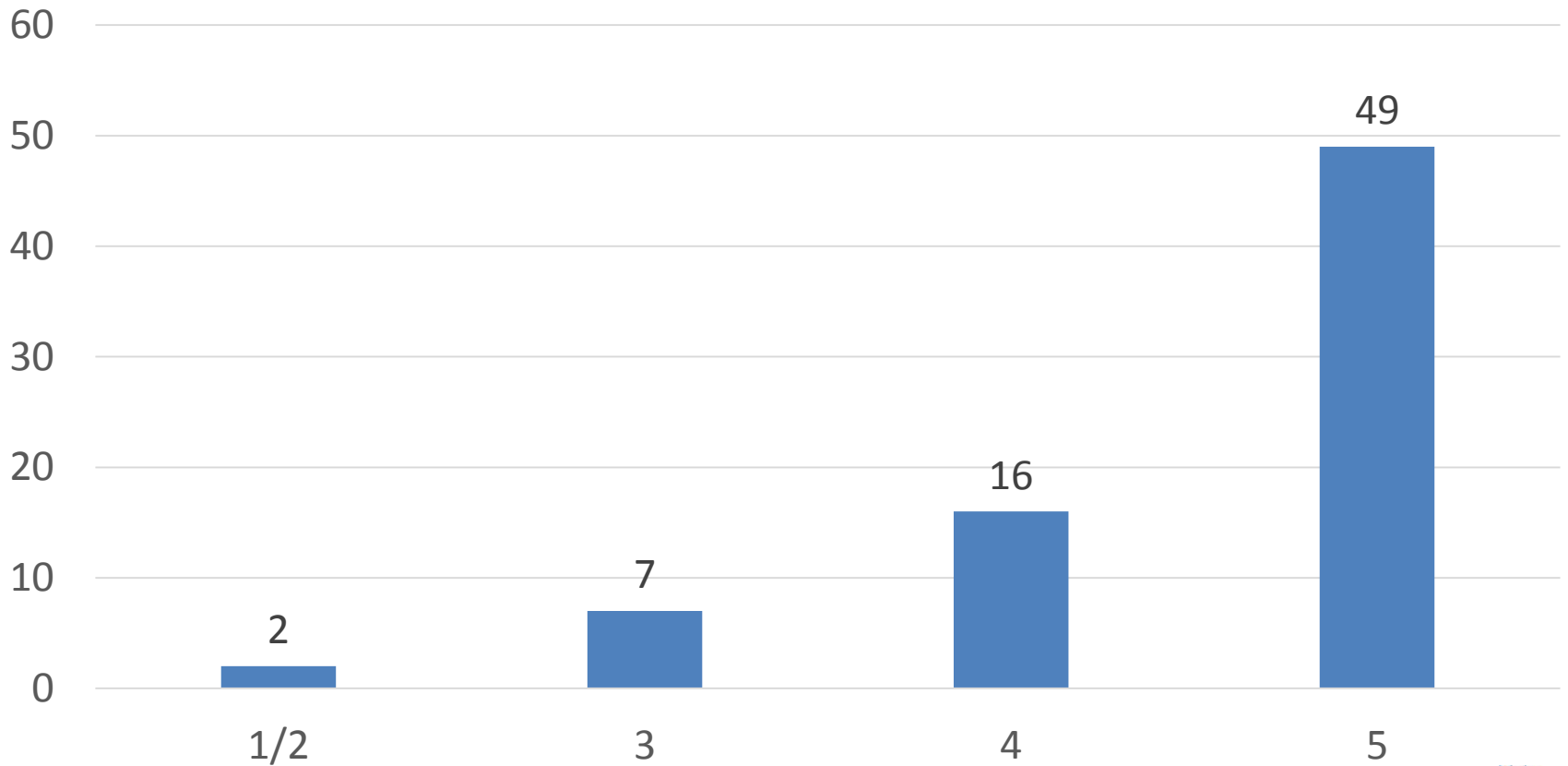


I am likely to continue using the Joeyband when I return home



Overall satisfaction when using the Joeyband

Overall satisfaction when using the Joeyband



Joeyband Survey Subjective Data

COMMENTS:

- Not possible to use alone
- Velcro was very scratchy and rough
- Haven't used it but love the idea and can't wait to use it
- During c/s recovery for skin to skin time. Great!

Discussion

- 8.2% in overall exclusive breastfeeding rates
- 7% increase in initiation of breastfeeding within 60 min of birth
- 1% increase in our initiation of breastfeeding.
- We had no infant falls since implementation as compared with 3 during the 2017 year.
- Our Press Ganey Overall Rating of Care increased 2.1 points since our go live & a 26% increase in our rank as compared to other hospitals of like size
- Our subjective data also supports our patients desire to use skin to skin to better bond with their baby & to maintain importance of safety infant fall risk while in the hospital & beyond as they can take the device home with them.
- Data suggests that combined with education & continuous support our Mothers & Babies utilization of the Joeyband helps support bonding, safety & satisfaction during their postpartum stay.
- Study Limitations include concurrent measures to enhance the patient experience & align with evidenced based practices. Our postpartum area started transitioning to couplet care (same RN for Mom/Baby) during our study in February

Implications for Yale New Haven Health

Though our funding was initially started with a grant fund request, our goal is to make this evidenced-based practice by giving all of our Moms/Babies across YNHHS a Joeyband to utilize & take home. This will help achieve our YNHHS mission of achieving excellence in innovation and service to our community.

References

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