

Increasing Pediatric Patient Population

CAPITAL AREA HEALTH NETWORK

CHC LEADERSHIP INSTITUTE LEARNING PROGRAM 2016-17

CAPSTONE TEACHBACK: JUNE 6 & 7, 2017



1. Focus

Describe the general focus of your project:

The focus of our project is to increase the pediatric population across the network (medical and dental) by creating a more kid-friendly atmosphere.

2. Team

List the team members who worked on the project:

- Dr. Torino Jennings, Chief Medical Officer
- Denean Anderson, Patient Advocate
- Dr. Christina Byerson, Chief Dental Officer
- Yolanda Cook, Lead PSR
- Nickie Falero-Hicks, Nurse Manager

3. Need

Describe the specific need(s) your project aimed to address:

- Increase pediatric population (medical)
- Increase pediatric population (dental)
- Create a more kid-friendly environment

4. Objectives

Describe the specific objectives your team aimed to achieve:

- Increase pediatric population by 10% across the network.
 - Baseline goal for dental – 86; projected end goal 95 patients
 - Baseline goal for medical – 742; projected end goal 816 patients
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- Baseline goal derived from 2016 4th quarter data (October – December 2016)

5. Assets

Describe the key assets (people, systems, resources) your team engaged to help develop and execute the project:

- Mobile unit providing pediatric services on-site at Richmond Public Schools
- E-blasts for flu vaccines and well-child visit reminders
- Listing pediatric services on our website, local newspapers, television, and radio
- Team member participates on the Policy Council with Richmond Public Schools Early Head Start/Head Start Program
- Check-up reminder postcards were created and sent to dental pediatric patients
- Kid-friendly promotional items were purchased for distribution
- Requested information from Stacey Thornton, Eastern Shore



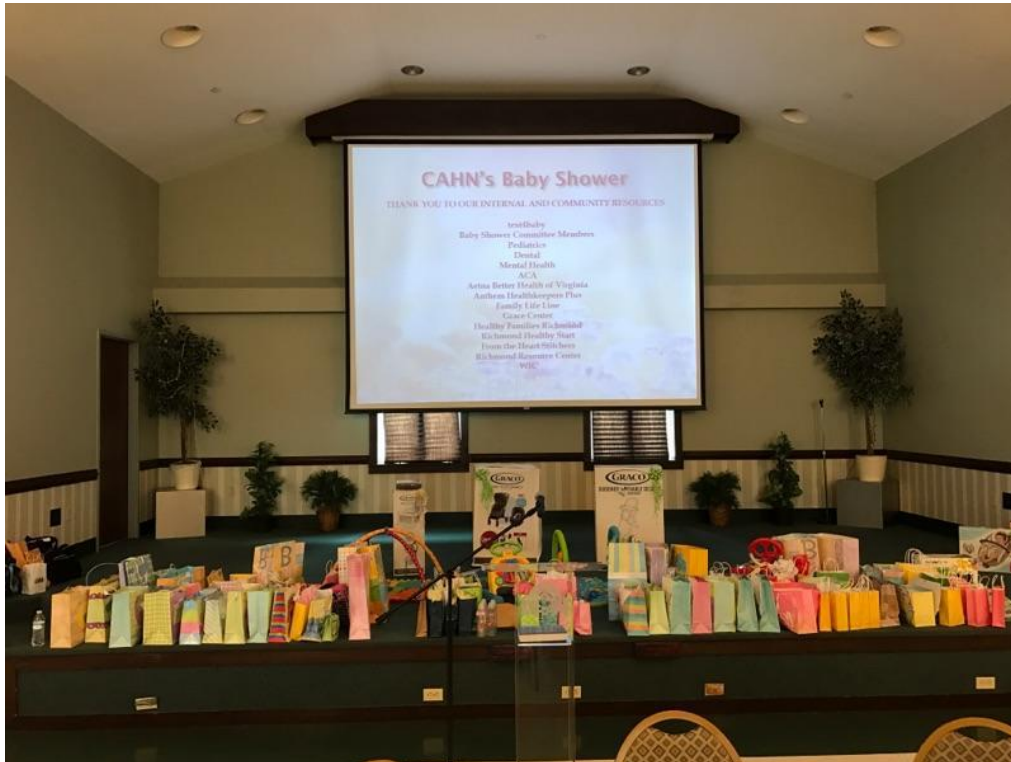
6. Action Strategies

Describe the key action strategies your team used to execute the project:

- Recognized the dental pediatrics as “Kids Dental at CAHN”
- Participated in Give Kids A Smile
- Surveyed parents on the services currently receiving at CAHN and asking for suggestions for improvement
- Hired an additional Board Certified Pediatrician, Dr. Kathleen Sardegna
- Provide books to our pediatric patients through the Reach Out and Read Program
- Medical and Dental Pediatric Providers participated in CAHN’s Text4Baby Baby Shower
- Dental Department participated in “Ten Minute Talk” at the Children’s Museum of Richmond
- CAHN participated in the VPI’s (Virginia Preschool Initiative) Parent Fair and also VPI’s Health and Wellness Fair



CAHN'S TEXT4BABY BABY SHOWER



7. Team Development

Describe the team development activities (e.g. team building, training, technical assistance) you used to help equip the team for action.

- We used the GEDI (Gather, Evaluate, Develop, Implement) to evaluate our current pediatric issues and identify opportunities for improvement
- We educated staff regarding pediatric services within our network both medical and dental in nature
- We utilized all forms of internal communication including huddles, telephone encounters, internal social media and emails to alert team members of our initiative and foster involvement throughout the network
- Pediatric services were also reviewed during departmental training
- As a partner with Virginia Department of Health/Title X Program and VVFC for our immunization program we comply with current guidelines by training our staff on Family Planning and vaccine awareness

8. Testing & Refinement

Describe how your team refined its planned action strategies based on your experience with implementation:

- We recognized a need to educate our community partners more regarding our pediatric services.
- We recognized the need to focus on making sure that the individuals who utilize our services also choose us as a pediatric home.
- We recognized through training and implementation that even our staff was not fully aware of all of our pediatric capabilities in other departments, thus a priority was placed on staff education regarding all service areas within CAHN and not just the area in which they work.
- We also recognized that many of our pediatric patients did not use both our medical and dental services, but more likely one service.

9. Results to Date

Describe the results of your project to date, and any planned next steps:

- Results for 1st quarter of 2017:
 - Dental - 84 Medical – 710
- Results to date for 2nd quarter of 2017*:
 - Dental - 41 Medical - 548

- *2nd quarter (April 1-June 30th)



On the right track for success

10. Lessons Learned

Describe your key lessons learned:

- Education and communication are the keys to increasing our pediatric population.
- We must place a priority on ensuring that our new and current staff are aware of every service we offer within CAHN
- It is imperative that we utilize our community partners to spread the good news of all that we offer within CAHN.
- We do have the capacity to expand our dental and medical patients from within our organization.