An Innovative Approach to Increasing Exclusive Breastfeeding: Health Promotion Through the Use of A Multimedia Platform

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What is MediSys Health Network?

Our network is comprised of:

- Jamaica Hospital Medical Center
- Flushing Hospital Medical Center
- Trump Pavilion for Nursing and Rehabilitation
- A network of 13 Neighborhood-based Ambulatory Health Centers (All NCQA Level 3 PCMH)
- TJH Medical Services, PC (Includes 2 Primary Care NCQA Level 3 PCMH and a Network of 23 Subspecialty Practices throughout Queens)
- A number of other supporting entities i.e. staffing, billing, and call center
Who we are:
MediSys Health Network

- 5,000 employees
- 700 Acute Care beds
- 78 Psychiatric beds
- 30 Chemical Dependency Unit beds
- 2 Transitional Care Units (13 beds)
- 38 Physical Rehabilitation beds
- 224 Long Term Care beds
- Level 1 Trauma Center
- 800,000+ Ambulatory Care visits/year
- 200,000 Emergency Department visits/year
- 5,400 deliveries/year
- 7 Ambulances serving in the New York City 911 system
- 8th largest physician group in New York City
The MediSys Network: Communities Served
Why is Breastfeeding so Important to MediSys?

- Population Health / Healthy People 2020
  - 46% of women to breastfeed exclusively for three months
  - 25% to do so for six months

- Joint Commission
  - Perinatal Care Core Measures
    - Exclusive breast milk feeding during the newborn's entire hospitalization, >36 wks gestation
Why is Breastfeeding so Important to MediSys?

- Community Service Plan Jamaica Hospital
  - In 2011, 98% of our patients initiated breastfeeding, only 1% breastfed exclusively

  - Goal is to improve exclusive breastfeeding rate by 10%, 20%, and 30% (2014, 15, and 16) for all discharged mothers
Why is Breastfeeding so Important to MediSys?
Patient Demographics 2013 Deliveries

Payors
- Commercial: 15%
- Medicaid HMO: 8%
- Medicare/HMO: 1%
- Medicaid: 0%
- No Coverage/Other: 76%

Race
- Asian: 15%
- Black: 36%
- Hispanic: 44%
- Other: 4%

Age
- 15-22: 45%
- 23-30: 18%
- 31-38: 7%
- >39: 30%
Traditional Care Model

Prenatal Class  Physician  Nurse

Patient
Patient Centered Care

- Lactation Consultant
- Nurse
- Provider
- Volunteers
- Multimedia

Patient

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“The smart phone will be the hub of the future of medicine. And it will be your health medical dashboard.”

- Dr. Eric Topol
Chief Academic Officer, Scripps Health
Editor-in-Chief, MedScape
The Peer Support Volunteer Program

- Funded by grant from The United Hospital Fund, (began in November of 2013)
- Goals:
  - To provide breastfeeding (prenatal and post-partum) support to improve exclusive breastfeeding rates
  - To maximize exposure of prenatal patients to breastfeeding information and resources
  - To improve the breastfeeding rates in our community
  - To empower young mothers to make better choices regarding infant feeding
  - To educate on the importance of breastfeeding
  - To educate on the medical conditions associated with the breastfeeding and formula feeding
The Peer Support Volunteer Program

- **Method:**
  - One-on-one education by volunteer peer counselors
  - Navigation of health care resources in the community
  - Exposure to mobile health apps through the use of a mobile app prescribing solution known as mRx™

- **Target population:**
  - Patients who receive prenatal services at our Women’s Health Center
Digital Prescribing Solution
mRx™

mRx™ is a patent-pending solution from Happtique, the comprehensive mobile health solutions company owned and operated by GNYHA Ventures, Inc., (the business arm of the Greater New York Hospital Association) that allows physicians and other clinicians to prescribe apps and other digital content (e.g., PDFs and videos) to patients, using email.
Physicians can choose from a preselected catalog of apps and content through the mRx prescribing platform.

The platform can be integrated into your daily workflow through prescribing functionality with your EMR.
NEW APPROACH TO PREGNATAL CARE EDUCATION (Multimedia)

Engage
Self-monitoring and tracking tools that encourage patient care participation

Educate
Educational information and resources to inform and instruct patients.

Empower
Actionable information to support better and smarter decision-making.

Experience
Support tools that extend care and services beyond the office visit

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# Happtique

## Spanish Apple set

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<tr>
<th>Creator</th>
<th>Tamara Magloire</th>
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**Description**

**Contents**

- Ameda: Your baby knows how to latch (Spanish)
- Breast Feeding Resources Spanish 2014
- Guía para la lactancia materna
- Lactancia Materna Feliz - Bebé Feliz
Happtique

DIRECTOR OF AMB...

- Contraction Timer
  Free
- Fooducate - Healthy Food Diet
  Free
- My Baby Today
  Free
- My Pregnancy Today
  Free
- MyMilk
  Free
- WebMD Baby
  Free
- Teach Me How to Breastfeed
  Free

Resend
Dear Tamara Magloire,

Your care team at Jamaica Hospital has selected a set of documents, videos, and mobile health apps to help you better understand and manage your medical condition and overall health. This content was carefully chosen based on your specific health needs.

All documents and videos can be viewed on a desktop computer, smartphone, or tablet; mobile apps must be downloaded directly on your smartphone or tablet.

Thank you for choosing Jamaica Hospital as your care provider.

Go to Your mRx Digital Prescription

mRx™ Digital Prescription Link Expires on 03/31/2014 6:33:48 PM

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The Peer Support Volunteer Program

Challenges:

- Language barriers
- Lack of access to email and smartphones
- High turnover of volunteers
- Reluctance of patients to open the emails
The Peer Support Volunteer Program
Prescription Activities
Percent of Prescribed Activities Viewed by Patients
The Peer Support Volunteer Program

Changes To Improve Usage:

- Reminder emails with Jamaica Hospital logo
- Prescription by text
- Utilized CenteringPregnancy® Program to enroll and prescribe application
- Smaller amounts of material prescribed
- Wi-Fi access in the Women’s Health Center
Thank You

Contact Information

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