

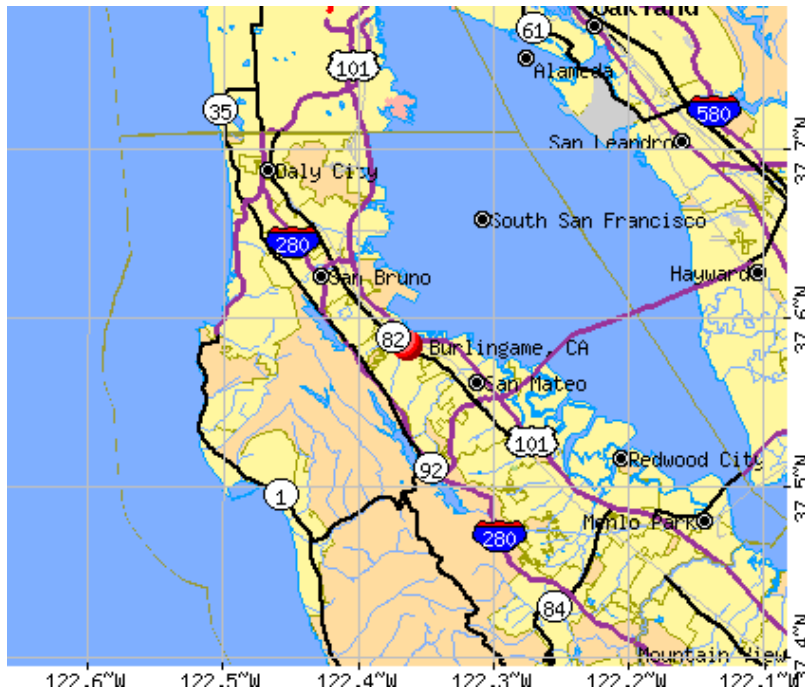


# **Independent Lactation Services Model Based on a Marketing Approach**

---

Healthy Horizons Lactation Services, Inc.  
Sheila Janakos, MPH, IBCLC, RLC

# Mills-Peninsula Health Services Burlingame, CA



Grand Opening Summer 2011



# Hospital Background

- Community Hospital
- Educated patient population
- No inpatient or outpatient bf services
- Consumer demand for services
- High Breastfeeding failure rate once discharged



Chicagonow.com



# Where to start

---

- Hospital and Community Breastfeeding Committee
- Nurse Manager of Birth Center, OB, Pedi, Midwife, NMC, WIC, LC, RN, Health Ed and Physician Champion and.....
- Director of Marketing

# Baby Steps and Making a Case for Services...

- Needs Assessment
- MD buy in
- Educational Materials
- Classes for community
- Education for MD's



# Two years later...

- Had management, committee and MD Champion's total support
- Began to measure breastfeeding rates, but remained sub optimal
- Patient satisfaction had increased, but BF rates remained sub optimal
- Still no Lactation Services beyond staff Nurses





# Decided to go for it...

---

- Healthy Horizons wrote a proposal
- Included needs assessment, program design and evaluation
- Included budget – 365 days per year
- Met with surprise...
- Response was do it to promote your business, but we have no funds



# How to sell the cost...

---

- Played the marketing card
- Did not target the health benefits of Breastfeeding, it was already a known
- Discussed how much a full page ad costs in a major newspaper, a TV ad or radio spot ...
- Who makes the healthcare decisions for their families?????

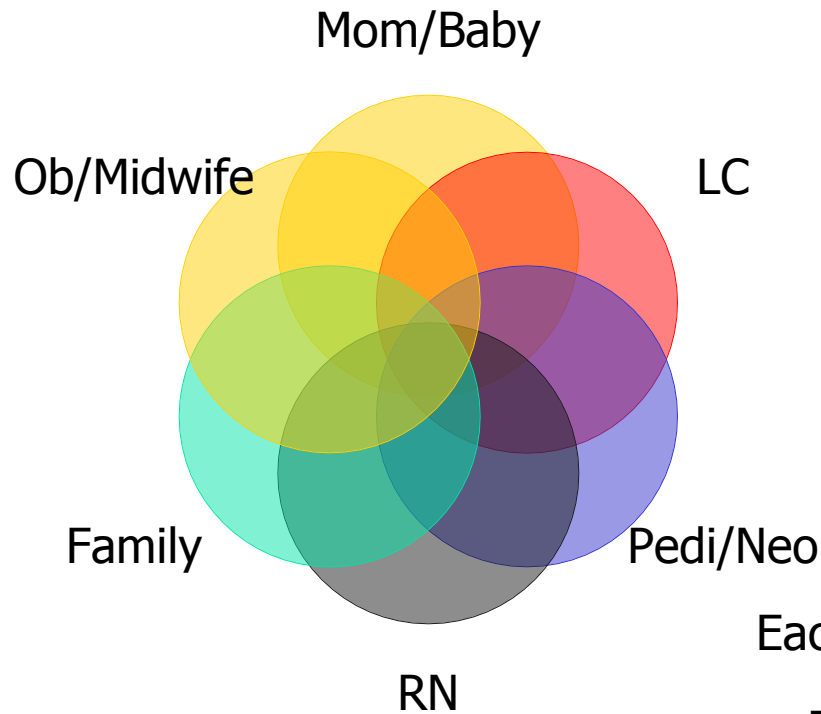


# Proposal was accepted...

---

- Became the Hospital's major marketing tool
- Funding came out of Family Birth Center Operating Budget, >50.00 per patient
- First of kind program, cutting edge
- Some \$ support from auxiliary, classes, donations and reimbursement for breastfeeding supplies
- Program staff all contractors, cost savings
- Still going strong 15 years later

# In-patient Services



Each dyad seen daily and in SCN

Breastpump availability

Breastfeeding friendly gifts, pillow and journal



# Outpatient and Community Services

---

- Telephone call to every BF mom by LC
- Prenatal and Post partum BF classes
- Warmline and telephone support 365
- Relationship with local WIC offices and mother to mother groups
- Referral Lists
- BF Events

# Outpatient Center

- No membership, all welcome
- Baby changing & weighing station
- Free Lending Library
- Consulting in home and in office (private pay/insurance contracts)
- Pump/Scale rentals
- Supplies, bras and places to nurse and pump
- Open 7 days a week
- LC on staff daily
- Workplace Lactation Program
- Self funding – almost!





# Continuous Marketing & PR

---

- <http://www.mills-peninsula.org/birthcenter/>
- Healthpoint Magazine to every home in County
- Use of local media – TV news, radio interviews, newspaper articles
- Sponsorships of events and speakers related to Breastfeeding
- Speaking engagement and publications on program's success



# How to prove success?

---

- Patient satisfaction is very high
- Patient choose to deliver here because of BF support
- Data on Breastfeeding rates remains high 97.5 initiation and 85% exclusive
- Published study showed after 3 years of service, our six month rate increased from 26% to 74%.



# Lessons Learned..

---

- Staffing/budget needs were underestimated
- Breastfeeding issues are 24/7
- Landscaped changes, along with issues
- Continue to collect data and evaluate
- Keep staff, MD's and community educated and involved
- Listen to patient feedback

|



# Bibliography

---

- 1. Arora, Neeraj K. MS\*; McHorney, Colleen A. PhD† (March 2000). Patient Preferences for Medical Decision Making: Who Really Wants to Participate? *Medical Care: Brief Report*, 38 (3), 335-341.
- 2. Van Teijlingen, E. R., Hundley, V., Rennie, A.-M., Graham, W. and Fitzmaurice, A. (2003), Maternity Satisfaction Studies and Their Limitations: "What Is, Must Still Be Best". *Birth*, 30, 75–82.
- 3. Zwelling, Elaine PhD, RN, LCCE; Phillips, Celeste R. EdD, RN (2001). Family-Centered Maternity Care in the New Millennium: Is It Real or Is It Imagined? *Journal of Perinatal & Neonatal Nursing*, 15 (3), 1-12.
- 4. Lee, D. MD, Costa, M. RNC, McCabe, S. RN, IBCLC, Janakos, S. MPH, IBCLC (2002). Comprehensive Lactation Education and Support Services Program Improves Patient Satisfaction and Prolongs Breastfeeding Duration. *Academy of Breastfeeding Medicine: Newsletter*, 8, (3), 7.  
<http://www.bfmed.org/Media/Files/Documents/Newsletter/vol8no3.pdf>



# Questions????

---

- Contact information

Sheila Janakos, MPH, IBCLC, RLC

Healthy Horizons

[sheila@HH-BC.com](mailto:sheila@HH-BC.com)