MCH QI Project

**GREAT IDEAS - Brainstorming**

Developing “Talking Points” for presentations.

Questionnaire for MD’s about their impressions of PHS’s services.

Asking Assemblywoman Gunther to champion project.

Pat suggested outreaching to the Diabetes Health Education Center, to the whole staff at staff conference and to the Latino Service Providers.

The team discussed ideas for incentives, which would remind providers (clerical, nurses or MDs) about the value of PHS services. Ideas: new conception “wheels”, some kind of new device they use (Janna will investigate possibilities), pens, a card with lists of pregnancy related smart phone apps, clipboards with information about PHS services on the back, a magnet with ten reasons for a pregnant woman to have a visiting nurse, listed from most to least.

The team agreed that the team philosophy, that PHS’ nurses mission is to optimize medical compliance, communicate with MDs about pt. health and risk status, and to decrease stressors and other factors that create risk for negative perinatal outcomes. Message; “we are your eyes and ears in the field.”

Janna contributed a great idea about the development of software that would allow RNs to communicate with MDs via email with security safeguards, in order to facilitate and document communication between the health care team.

The group agreed that part of the Action Plan will be to develop a list of risk factors and of benefits of MCH nursing in early pregnancy.

Pat stated that there was also the opportunity to capture the interest of a pregnant person who has confirmed her pregnancy but not proceeded to prenatal services (such as girls who hide the pregnancy) by using a poster or leaflet that could describe the advantages of having a visiting nurse, perhaps as a bridge to other services.

Regularly scheduled outreach to providers.

A champion or “crusader” to do all this. Or several!

Recruiting WIC clients for nursing care by sitting in the lobby and doing outreach. Stephanie stated that MISN could pay one of their educators to do that and to make the referral as well as other referrals.

Pat suggested that we do a bulletin board in the WIC lobby about the benefits of receiving MCH nursing during the pregnancy.

Sticky notes with a MCH nursing promo on the top might be a great incentive to leave in WIC and use in outreach, or large postcards.

Pat and Martha also suggested re-doing the MCH brochure to highlight benefits of prenatal MCH nursing for a low literacy level, to use in outreach.

Janna suggested a video that could be run on a loop in the WIC lobby, which she could ask the SCCC video department to produce for free as a student project.

Scheduled and routine outreach

Ask MD about inservicing the PHS nurses about what the OB/GYNS would like them to be doing in the field