

# Montefiore Update

November 10, 2014 KEEPING ASSOCIATES IN THE KNOW

## Montefiore Pursues Baby-Friendly Designation for 2015

In keeping with mounting medical evidence that indicates breast milk is much healthier than formula, Montefiore is striving for Baby-Friendly designation. The Baby-Friendly Hospital Initiative (BFHI) is a global endeavor of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) designed to support breastfeeding. The national arm of BFHI, Baby-Friendly USA, reports that 198 hospitals and birthing centers throughout the United States are dedicated to educating families on the value of breastfeeding.

To achieve Baby-Friendly status, Montefiore is actively educating associates who have direct contact with mothers and infants on the benefits of breastfeeding, with the goal of supporting every mother who chooses to breastfeed her infant.

Montefiore's steps toward becoming a Baby-Friendly hospital also emphasize a workplace that is supportive of associates who are breastfeeding. Montefiore has dedicated lactation rooms for breastfeeding patients and associates at the

Moses, Wakefield and Einstein Campuses. New mothers are educated on the importance of skin-to-skin contact in the minutes after giving birth, as well as breastfeeding their infants in the first hour after delivery.

Mothers who give birth by cesarean section are also encouraged to give skin-to-skin care and breastfeed their newborns as soon as they are able. In the interim, the infant's father or other support person is encouraged to provide skin-to-skin care to the baby until the mother is ready. Most nurses in the Labor and Delivery, Mother-Baby and NICU units are certified as breastfeeding specialists or lactation counselors, says Deborah Campbell, MD, Chief, Neonatology, Children's Hospital at Montefiore, and Professor, Clinical Pediatrics, Einstein. To receive certification, nurses must complete 20 to 40 hours of breastfeeding education and lactation support.

"We are committed to promoting the importance of breastfeeding and correcting the myths surrounding it—such as the idea that

breastfeeding is difficult," Dr. Campbell says. "We encourage mothers to make an informed decision to breastfeed if they choose to do so."

To become a Baby-Friendly Hospital, institutions must complete the 4-D Pathway, consisting of the Discovery, Development, Dissemination and, finally, the Designation phase. Montefiore is currently in the Dissemination phase, which involves educating staff across the organization on the value of breastfeeding and ensuring that breastfeeding resources are available to new mothers. To complete the Designation phase, expected to occur in 2015, Montefiore must display demonstrable evidence that it has achieved the gold standard, as stipulated by Baby-Friendly USA, of maternity practices during an on-site evaluation.

"This is an exciting time for Montefiore," Dr. Campbell says. "We are well on our way to achieving Baby-Friendly status, which shows our dedication to providing exemplary maternity care to new mothers and their babies."

## EPIC@Montefiore

### Workflow Testing Begins

Montefiore Subject Matter Experts (SMEs) are testing outpatient workflow applications in Montefiore's new electronic health record system, Epic@Montefiore. The configured outpatient workflows have been transferred from the build site to the system's testing site by Epic@Montefiore's application analysts. This enables SMEs to test its integrated functionality.

Outpatient workflow testing involves integrated applications that support ambulatory processes and functionalities, including workflows in radiology, cardiology, scheduling, registration and pharmacy programs. As Epic@Montefiore drives the progress of patient-centered care through system integration and improved collaboration, the key to successful testing is ongoing communication and partnership between SMEs and application analysts. Workflow application testing will continue through mid-December.

To learn more about Epic@Montefiore, including workflow testing dates, visit [Intranet/Epic](#).

## Montefiore's Ebola Virus Disease Preparedness

Montefiore experts from various departments throughout the organization continue leading the development of strategies and resources to manage Ebola Virus Disease (EVD) safely, should a patient present symptoms of the disease.

Montefiore is one of eight designated hospitals in New York State to treat patients with EVD. As such, the former Sleep Study Center on the third floor of Klau underwent extensive renovations to create a secure isolation unit to potentially house an Ebola

patient. The self-contained unit includes two patient rooms, laboratory facilities and staff support areas. It will be staffed by a select team of volunteer physicians, nurses, physician assistants, respiratory therapists and support staff.

To view the most current information on EVD and related protocols, associates should visit the intranet. The public is encouraged to stay informed by visiting <http://www.montefiore.org/ebola-update>.

### Montefiore Ebola Preparedness

- Training and drills for the early identification, isolation and transfer of suspected cases, as well as proper use of PPE, have been ongoing
- Town Halls are being held on each campus to keep Montefiore associates up-to-date on EVD preparedness
- The intranet is being updated continually with best practices for EVD detection and management of suspect cases

## NEWS

### Montefiore Mount Vernon and New Rochelle Celebrate First Anniversary

On Thursday, November 06, 2014, Montefiore Mount Vernon, Montefiore New Rochelle, Schaffer Extended Care Center and Montefiore School of Nursing celebrated their first anniversary as part of the Montefiore family.

Associates gathered at Montefiore Mount Vernon and Montefiore New Rochelle to fete the festive occasion with an associate breakfast, complete with a raffle drawing at each campus and free Montefiore umbrellas for all.

Hundreds of associates attended each breakfast, during which they were greeted by Montefiore senior leaders, including Susan Green-Lorenzen, RN, Senior Vice President—Operations.



Senior leaders including, from left, Susan Green-Lorenzen, RN, Senior Vice President, Operations, Montefiore, and Anthony Lisske, Director of Operations, Montefiore New Rochelle, joined Montefiore New Rochelle associates during their recent anniversary breakfast.

### Team Montefiore Rides Strong at Tour de Bronx

Montefiore associates recently participated in the 20th annual Tour de Bronx, New York State's largest free bicycling event. Co-sponsored by Montefiore, the Tour de Bronx celebrates the Bronx's diverse neighborhoods and historic districts from the best possible vantage point—a bicycle. It also highlights the value of alternative transportation, promoting better health and reducing environmental impact.

## SITE TO SEE

### American Diabetes Month at Montefiore

[www.montefiore.org/diabetes-month-2014-calendar](http://www.montefiore.org/diabetes-month-2014-calendar)

There's still plenty of time to take advantage of the Montefiore events planned for American Diabetes Month. This year's theme is "Prevention." Montefiore is focused on educating members of the communities it serves on how to lower diabetes risk. Programs include healthy eating demonstrations, interactive diabetes prevention workshops and educational talks. All events are free and open to the community.

### Strive for 5: Associate Wellness Challenge

Can you eat at least two servings of fruits and three servings of vegetables a day at least five days a week? Earn up to \$75 in gift cards by taking the Strive for 5 Challenge. Track your progress through the To Your Health! portal at <https://toyourhealth.montefiore.org>. Registration deadline is November 16.

📧 [toyourhealth@montefiore.org](mailto:toyourhealth@montefiore.org)

## EVENTS

### Lunch & Learn Research Series: The Einstein IRB Thursday, November 13 | 1:00–2:00 pm Price Center, Room 251, Einstein Campus

Learn more about the new Good Clinical Practice research policy, discuss common iRIS issues and acquire tips on managing Reportable Events during this comprehensive workshop, sponsored by the Office of Clinical Trials. This event is open to all associates.

For more information, or to RSVP by November 10, contact Jennifer Ayala at [jayala@montefiore.org](mailto:jayala@montefiore.org) or 718-920-8411

### Interested in Becoming a More Reflective Health Professional?

Learn more about Einstein-Cardozo bioethics programs, which include offerings such as graduate courses, certificate programs, and individual courses and seminars. Applications are now being accepted for the Fall 2015 semester.

📧 <http://www.einstein.yu.edu/bioethics> or email [bioethics@montefiore.org](mailto:bioethics@montefiore.org)

### Montefiore Food Drive Approaching November 17–23

Montefiore encourages associates to donate food items and toiletries to the eighth annual Montefiore Food Drive. Every day, nearly two million New Yorkers are at risk of hunger. Last year, the Food Bank for New York City provided nearly 74 million pounds of food to more than 1,000 community food programs serving this at-risk population. The Food Bank needs a variety of canned, packaged and nonperishable goods, including canned fish or meat, dry goods, such as pasta, personal products, such as toothpaste and deodorant, and paper goods, such as plastic plates.

📧 Alice Schenkel, RN, at 719-920-2920, or Melissa Fusilier at 718-920-2961

#### Food Drive Receptacles

- Moses Food Pavilion
- Weiler Cafeteria
- Nursing Stations, Children's Hospital at Montefiore
- Montefiore Medical Group (see site manager for locations)
- Wakefield Campus (for locations, contact Toni Hayes at 718-920-9817)

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