



Breastfeeding Center of Pittsburgh



Todd Wolynn, MD, IBCLC, MMM
Chad Hermann, MA, PhD ABD

December 2015

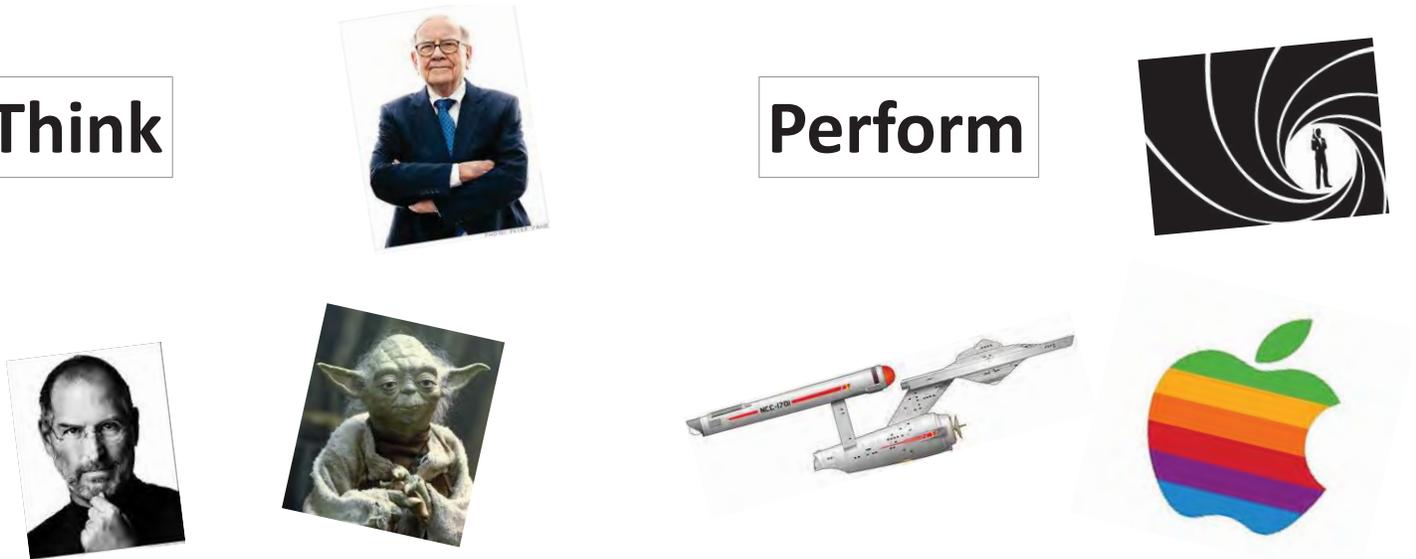


Built



Think

Perform



Built

- Independent
- Medicine AND Business Focused
- Lean, Adaptable, Practical, Tough
- To Connect/Reach/Impact



Think

- Entrepreneurial
- Risk Tolerant
- Opportunistic
- Progressive/Forward-thinking
- Deep Market Understanding



Perform

- "Living Lab"
- Lead, Pushing the Edge
- Nimble yet Powerfully
- Tenacious & Dependable
- Successful

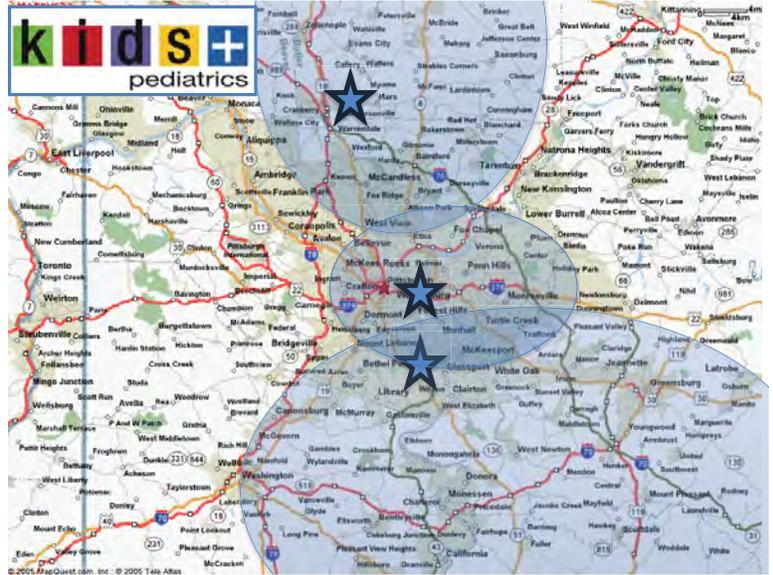


Community





... Destination



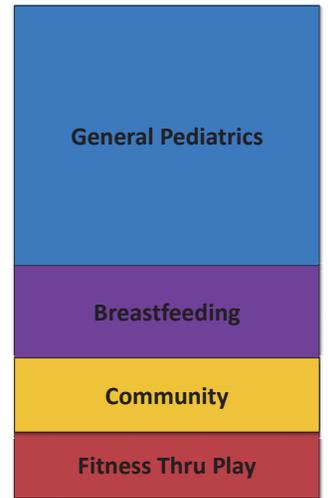
Pipeline



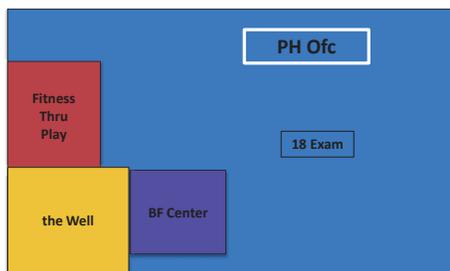
KPP 2015



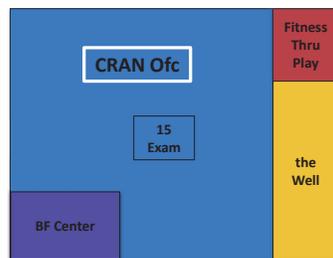
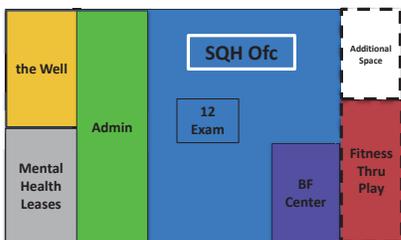
Components



The 2016 Kids Plus Footprint

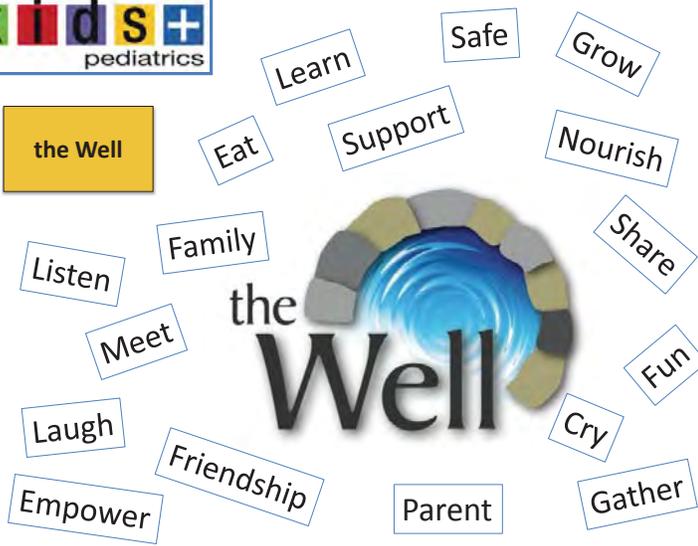


the Well





the Well



Breastfeeding



Breastfeeding Center of Pittsburgh



Breastfeeding Center of Pittsburgh

Breastfeeding

- 8 Physician IBCLC's
 - 1 PA IBCLC
 - 2 NP IBCLC's
 - 3 Nurse IBCLC's
 - 3 IBCLC's
-
- 17 IBCLC'S!!!**

Nationally Recognized... Regional Resource



Fitness Thru Play



Fitness Thru Play

Family Fitness

ACL Tear Prevention Program

Orientation for Youth Sports Coaches

Cross Training for the Developing Child Athlete

Athletic Excellence

Movement and Play

Concussion Awareness Education



Fitness

Nutrition:
 Breastfeeding
 Food Introduction
 Feeding Patterns
 Meal Preparation

Movement:
 Development
 PLAY
 Activities
 Athletics
 Sports

Helping Families Make Healthy Choices

www.kidspluspgh.com/fit

American Academy of Pediatrics
 DEDICATED TO THE HEALTH OF ALL CHILDREN™

COPI
 Childhood Obesity Performance Improvement Collaborative

HIGHMARK

Healthy Habits 4Life

Children's Hospital of Pittsburgh UPMC



Play



PLAYFUL PITTSBURGH COLLABORATIVE



Developmental Behavioral and Mental Health "Brain Health"



Early Childhood Developmental Specialist

Mindfulness

Service Coordination

Learning & Education

Parenting

Adaptation
Attaching
Adjustment

Co-Location → Integration



Quality Improvement



Level 3 PCMH National Committee Quality Assurance



Collaboration



- 2010 - Patient Access and Satisfaction
- 2012 - Business Case for Virtual Care
- 2013 - Redefining the Pediatric Visit
- 2014 - Outcome Metrics Applications
- 2015 - Pediatric Support in HR/Benefits



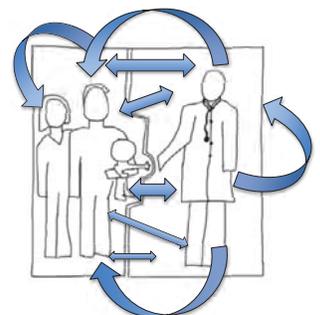
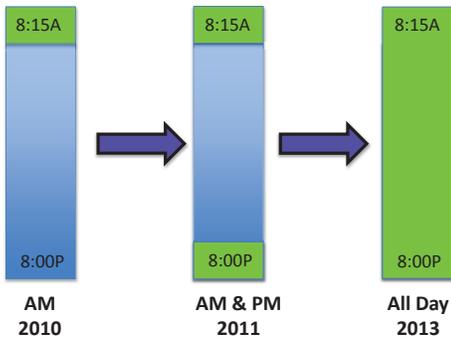
The Kids Plus Pediatrics Case Study



COMMUNICATION

Patient Access and Satisfaction

(2010 Project)





Followed

The New York Times



Health Science

FAMILY | OCTOBER 8, 2012, 4:06 PM

Dr. Todd Wolynn is a Pittsburgh pediatrician whose 19-member Kids Plus Pediatrics practice employs a communications director to manage an active Facebook page and the group's Web site. To encourage teenagers to follow the sites, whose readers are mostly parents, Dr. Wolynn's practice stirs teenager-friendly topics, like texting while driving or the invention of the chocolate chip cookie, into a mix of posts about infant car seats and sleeping tips.

Valued

Online

Breastfeeding Center of Pittsburgh

TIME Health & Family

Reputation

Jan. 02, 2013

"It's an hour, or a half a day, and [students] don't remember anything," says Dr. Todd Wolynn, a Pittsburgh pediatrician and executive director of the Breastfeeding Center of Pittsburgh. There were years, he says, when there was literally nothing said about breast-feeding at all.

Thank you



DrToddWo

Todd Wolynn MD, MMM, IBCLC

