



Fetal Medicine Institute
Part of the Children's National Health System

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Upcoming Topics in Fetal Medicine CME Webinar Series:

This innovative series, featuring fetal medicine subject experts, occurs every third Tuesday of the month.
To sign up for updates or view past sessions, visit www.fetalbrainsymposium.com.

Posterior Fossa
November 21, 7:30am

Congenital renal cystic disease
December 19, 12pm

Send recommendatons and feedback to
swohlers2@childrensnational.org

Fetal Connections

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Fetal Connections is written for physicians and should be used for medical education purposes only.
To view past issues of *Fetal Connections*, visit www.ChildrensNational.org/Fetal-Connections.

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U.S. NEWS & WORLD REPORT
Children's National – 2017 Honor Roll

Nationally ranked in the Top 10 in:
Cancer #7
Neonatology #1
Nephrology #10
Neurology & Neurosurgery #9
Orthopedics #9



SAVE THE DATE

Third International Symposium on the
FETAL BRAIN
November 1-2, 2018 Fairmont,
Georgetown Washington, DC
FetalBrainSymposium.com

Thank you to everyone who joined us at our 2017 ISFB this August! Our program is expanding even further for our 2018 ISFB - we would love to hear your feedback while we design another exciting and informative event for fetal medicine professionals!

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Fall 2017



Fetal Connections

Dear Colleagues,

Happy fall! We are looking forward to the last few months of 2017, a year that has brought us a lot of growth and new collaborations.

I'd like to take a moment here to formally thank everyone who helped make our Second International Symposium on the Fetal Brain such a success - especially to all of you who attended and participated in these important conversations, and to our sponsor, Alcresta Therapeutics. If you have not yet taken the participant survey that was emailed out to you, I encourage you to do so - your input is invaluable in our planning process.

Our Fall 2017 Fetal Connections issue is dedicated to a crucial part of our team: our Clinic Operations Team. They are the face of our clinic, and I am proud of this team and am happy to be able to take the opportunity to highlight how the work they do sets the tone and constantly raises the bar for compassionate service.

We hope you enjoy this issue; and would love to hear more from you on what issues and cases you would like to hear about, both here and in our monthly *Topics in Fetal Medicine* webinar. Reach out and let us know at swohlers2@childrensnational.org.

In the meantime, don't forget to save the date for our Third International Symposium on the Fetal Brain at the Fairmont Hotel in Washington, DC on November 1st and 2nd, 2018!

Best wishes,

Adré J. du Plessis, MBChB, MPH
Director, Fetal Medicine Institute
Director, Fetal Brain Program
Division Chief, Fetal and Transitional Medicine



Meet Our Clinic Operations Team



At the Fetal Medicine Institute, we pride ourselves on providing the highest quality care while also yielding an unmatched patient experience. From our unique appointment scheduling process to our highly specialized pre- and post- natal care coordination, the staff of the Fetal Medicine Institute goes above and beyond to ensure all patient needs are met.

The members of the Clinic Operations Team - comprised of our Operations Coordinator, our two Program Associates, and our Patient Experience Liaison - are frequently the first points of contact for patients referred to the Fetal Medicine Institute, and this exceptional team works collaboratively to ensure a seamless consultation schedule that maximizes the patients' time and enhances their experiences.

The Fetal Medicine Institute's patient-centric approach to care aims to elevate the standard of care for patient satisfaction. Our Clinic Operations Team is not only a crucial component of what sets us apart from the competition, but also what adds value to your patients' experiences with us.

Our Unique Scheduling Process

Once a care coordinator conducts the intake call with a newly referred patient, the care coordinator directs the operations team toward the appropriate services required for the patient’s visit. Our Operations Team works diligently to coordinate radiology services and specialist consultations, allowing **patients to have all appointments scheduled during a single visit** while also being seen as quickly as possible. Our promise to your patients is to always reach out to them within 1 business day of the initial intake call. Once the appointment schedule is finalized, our Patient Experience Liaison sends a confirmation email to the patient, outlining the appointment schedule and providing important visit information.

At the end of each visit, we encourage your patients to provide feedback about their experience in our clinic via our anonymous patient satisfaction survey. The Fetal Medicine Institute is devoted to continuous process improvement to ensure we not only meet, but exceed, our patients’ expectations. Therefore we make it a priority to discuss patient satisfaction survey results at our monthly steering committee meetings so our staff and consulting providers have the opportunity to review patient feedback and are able to collaborate on process improvement initiatives.

Meet the Team

Sarah R. Escue, MHA-HSM
Operations Coordinator



Sarah has more than 7 years of health administration experience and has proudly served the Fetal Medicine Institute as the Operations Coordinator since 2015. In addition to overseeing all aspects of the daily clinic operations, Sarah is well versed in performance and quality improvement methods as the result of her formal academic training during her Master of Health Administration program at George Mason University and the University of Oxford.

Sarah has been mentoring an MHA candidate from George Mason University as she works on our Patient Flow Performance Improvement Project, leading the clinic towards continual improvements for your patients. In her free time, Sarah enjoys traveling, spending time with friends and family, and exploring nature.

Odessa Creer
Program Associate

Odessa has been a proud member of the Clinic Operations Team since joining the Fetal Medicine Institute in 2014. Her experience in C-suite administration, coupled with her impeccable customer service skills, has made Odessa very popular with patients and providers. Odessa has an innate ability to make our patients and their family members feel at ease during what may otherwise be an extremely stressful day. Odessa’s caring and nurturing tendencies are common themes noted by our patients in our patient satisfaction survey. In her free time, Odessa enjoys spending time with her two children, cooking, and shopping.

Branden Boyd
Program Associate

Branden joined the Fetal Medicine Institute in 2016 as a Program Associate. Branden’s background in the hospitality and long term care industries have contributed to his effortless transition to Fetal Medicine. As a Program Associate, Branden is tasked with the challenge of coordinating all of our patients’ recommended consultations in a single visit. Branden works diligently with each patient to ensure their individual needs are met. His diligence and exceptional customer services skills are frequently recognized by your patients in the comments section of our patient satisfaction survey. In his free time, Branden enjoys traveling, exercising, and spending time with his friends.

Michelle Kong
Patient Experience Liaison

Michelle joined the Fetal Medicine Institute in 2016 as the Patient Experience Liaison. This unique role allows Michelle to serve as the main point of contact for our patients on the day of their appointment. Additionally, Michelle assists families as they transition to postnatal care clinics by assisting with the scheduling of initial postnatal appointments. Having worked closely with families in the healthcare setting prior to her role in Fetal Medicine, Michelle enjoys working with families one-on-one, and providing unique, personalized family-centered care. In her free time, Michelle enjoys spending time with her husband and her 4 children.

Case Study: Patient Flow Project

Objective

Your patients' and your experience with our service is very important to us, so we are always looking for ways to improve our services to ensure your satisfaction. To this end, we recently completed a year-long performance improvement project aimed at reducing patient wait times. Drawing on Lean Thinking principles, the team completed a Value Stream Map to identify constraints in the patient flow process. Once identified, interventions were put in place to relieve the constraints and observations were conducted to test the effectiveness of the interventions.

Study Learnings

- Average patient time spent way-finding decreased by 2 minutes
- Average patient “on-time” arrival time in Radiology improved by 10 minutes
- Average length of Fetal Medicine Institute Check-In Process decreased by 4 minutes
- Average wait time between the end of Ultrasound to start of consultation decreased by 30 minutes

Fetal Medicine Institute Statistics

- Median time of referral to appointment date: 5 days
- Average time of referral to date schedule finalized: 2.7 days
- 6 month average "very good" Patient Satisfaction Score (Overall Rating): 93%
- 96% of respondents indicated they were 'highly likely' to recommend our services to others

What Makes Us Different

- **Our Patient Experience Liaison:** Unique to our clinic, this role was created to ensure each patient receives an exceptional experience with us during their visit. Whether it's personally escorting patients through the hospital to their different appointments, helping them find the appropriate staff member to answer questions, or even just providing them with a snack or reading material during downtime, our patient experience liaison is there for them. She also collects data on patient satisfaction and analyzes it to streamline improvements within our clinic. If postnatal appointments are recommended after deliver, she is the main point of contact for our families and assists in scheduling the initial postnatal visit, either within Fetal Medicine or another specialty clinic.
- **We keep ourselves flexible:** We always want our process to be adaptable to changes that could help providers or patients and we actively and continually seek feedback to update and improve our process. Our clinic leaders discuss possible changes on a monthly basis and brainstorm ways to address any issues – however minor – that may arise.
- **We’re fast:** We always respond to a patient within 1 business day, and we work hard to schedule patients as soon as possible. Because we value your patients’ time, the goal of our patient-centric approach is to schedule all appointments within the same visit so our patient’s time is not spent going back and forth from the hospital; we bring the specialists to them.
- **We’re friendly:** We know this can be a difficult time for patients and our staff are trained on sensitivity and customer service. We are dedicated to providing the best possible experience to all of our patients and their families.