Making The Business Case
Kim Regis DNP, RN, NEA-BC, CPNP-PC, BCC
Vice President of Operations
Chief Nurse Executive, Ambulatory
Nationwide Children's Hospital

Virtual Webinar Series made possible through the collaborative work of

Children's Hospital of Philadelphia
Nationwide Children's Hospital
Children's Hospital of St. Louis
Objectives

• What we will talk about:
  – Patient/Family Satisfaction
  – Cost vs. Benefit
  – Intersection With Strategic Goals
  – Community Partnerships
Understanding the WHY??

– Why is understanding hair care equity important?
Precursors to the Project

George Floyd: May 25, 2020

Little Lives Matter: June 11, 2020

CHA Blog: June 29, 2020
Staff Perspectives

- Employee resource groups (ERGs)
- Listening Sessions
- Strategic Partnerships
- Individual Meetings
- You Matter (peer support program)
Hair Care Equity Committee
Interdisciplinary Team

Nursing Education
Nursing Leadership
Dermatology
Occupational Therapy
NCH Foundation
Children’s Miracle Network
Purchasing
Supply Chain
Ambulatory Services Administration
Consultants

Community
- Ohio Board of Cosmetology
- Philanthropists
- Dermatologist

Parents
- Family as Faculty
- Family Advocacy Group

Departments
- Family Resource Center
- Process Improvement
- Patient Education
Goals of Committee

– Create and develop a hair care education curriculum for staff members & patients
– Develop a hair care guideline for staff members to reference when providing hair care
– Make available inclusive hair care products and supplies for all hospitalized patients
Strategic Alignment

LEADING THE JOURNEY TO BEST OUTCOMES FOR CHILDREN EVERYWHERE

2021-2026

INTEGRATED CLINICAL CARE AND RESEARCH

QUALITY AND SAFETY
CULTURE AND TALENT
PARTNERSHIPS
TECHNOLOGY
OPERATIONAL EXCELLENCE

HEALTH EQUITY AND POPULATION HEALTH
BEHAVIORAL HEALTH
GENOMICS
Health Equity and Population Health

- Increase Partners For Kids’ geographic scale and breadth of programs
- Expand access for underserved populations
- Expand programs and policies addressing social determinants of health
- Drive better outcomes through population health and health equity research
Culture and Talent

- Celebrate and deepen our One Team Culture
- Stand Against Racism; Stand for Healthy Equity
- Recruit and retain the best staff – via training, benefits and support
Partnerships

- Expand Partner’s For Kids regions with other pediatric providers
- Develop and enhance affiliations with adult providers
- Embed partnership thinking in all strategic initiatives
Operational Excellence

- Improve the Nationwide Children’s employee experience
- Optimize operational effectiveness
- Enhance non-clinical dimensions of patient experience
**Do the Right Thing**

- Allows for equal access to participate in grooming
- Can improve patient self-image and well-being
- Provides an opportunity for caregiver involvement in medically fragile children’s care
- Shows caregivers and family that we respect their individual child’s needs
- Promotes attachment and family bonding

**7 Pillars of Health Equity**

- NCH-Wide Education & Training
- Social Justice
- Community Engagement & Partnerships
- Clinical & Health Equity Programs & Interventions
- Faculty & Training Programs
- Talent & Employee Experience
- Research & Outcome Metrics

*Treat Me with Respect*
Follow the Data
Gap Analysis

- Current State
- Action Plan
- Desired State

GAP

Key factors for change
Nationwide Children’s Hospital
Patient Demographics

Demographics (2019):

- More than 23,000 patients were admitted to Nationwide Children’s for ≥ 3 days
- More than 4,000 non-white patients were admitted to Nationwide Children’s
Nationwide Children’s Hospital
Nurse/Patient Ethnicity Comparison

Patients 2022

- Caucasian
- American Indian/Alaskan Native
- Native Hawaiian/Pacific Islander
- Asian
- Hispanic/Latino
- Other
- Did Not Respond

Nurses 2022

- Caucasian
- American Indian/Alaskan Native
- Native Hawaiian/Pacific Islander
- Asian
- Hispanic/Latino
- Other
- Did Not Respond
Staff Surveys

- 300+ nurses, patient care assistants and clinical therapy surveyed staff revealed:
  - 75% did not feel equipped to care for the hair of African American patients
  - 84.7% did not receive adequate education in the past about how to provide effective patient hair care
  - 77.5% responded that family members or friends provide personal hair products for patient use
The Pitch
The Stakeholders

- Executives
- External Partners
- Management
- Frontline
Committee Products Selection Process

Secured Samples → Dermatologist Reviewed Ingredients → Dermatologist approved samples
Committee separated samples based on hair types
Committee examined samples for smell & texture
Committee will review Evaluations and eliminate undesired products
After evaluation reviews, committee also review packaging options, availability, sustainability, pricing for organizational fit
Inpatient staff Admitted Patients Family Members
Trial initiated → Samples dropped off for trial
Committee members and their family members
Evaluations completed with feedback
Product Selection

Evaluations completed with feedback
### Patient/Staff Product Surveys

<table>
<thead>
<tr>
<th>Product</th>
<th>Packaging</th>
<th>Cost</th>
<th>Survey Comments</th>
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| Product 1 (30 trialed) 7 surveys received | • Screw on bottles  
• Only available in large bottles  
• Multi-use  
• Need medicine cups to distribute to patients | • Bulk Pricing not available  
• $10 per bottle retail | • Love, Love Product  
• Parent requested product info. Wants to purchase for home  
• Hair felt softer after use |
| Product 2 Used in BH units no surveys | • Screw on tops  
• Only available in large bottles  
• Multi-use  
• Need medicine cups to distribute to patients | • $6.59 each for 12 oz shampoo & conditioner | • No surveys |
| Product 3 (150 trialed) 27 surveys received | • Tear off packets  
• Single Use  
• Need scissors to open  
• Screw on bottles available for additional cost | • $1.40 for tri-fold package of shampoo, conditioner, & leave-in conditioner  
• $3.00 each for screw on bottles ($9.00 for shampoo, conditioner, leave-in conditioner retail) | • Loved it!  
• Package difficult to open (tear-off)  
• Needed scissors to open  
• Not enough product for long hair  
• Packaging not user friendly  
• Product too weak for hair |
| Product 4 (320 trialed) 8 surveys received | • Tear off packets  
• Single Use  
• Need scissors to open | • $150 per case of 100 shampoo, conditioner, and hair lotion  
• Offering an additional 5,000 for free | • Product designed by local dermatologist  
• Package difficult to open (tear-off)  
• Needed scissors to open  
• Not enough product for long hair  
• Great for all hair types  
• Worked well on hair  
• Hair felt silky after use |
| Product 5 Used in BH units no surveys | • Screw on tops  
• Only available in large bottles  
• Multi-use  
• Need medicine cups to distribute to patients | • $17.99 for both 13 oz shampoo & conditioner bottles | • No surveys |
Winning Product

• Availability
• Feasibility
• Survey Results
• Safety
• Good for all hair types
• Community Dermatologist
Highlights & Opportunities

**Highlights**

- Create and develop a hair care education curriculum for staff members
- Develop a hair care guideline for staff members to reference when providing hair care
- Created and developed hair care education curriculum for staff members
- Developed hair care guideline for staff members to reference when providing hair care
- *Initiative has been presented at multiple national conferences in 2022*

**Opportunities**

- Make inclusive hair care products and supplies available for ALL patients

*American Occupational Therapy Association, Society of Pediatric Nurses, Black Nurses Association*
References


Any Questions