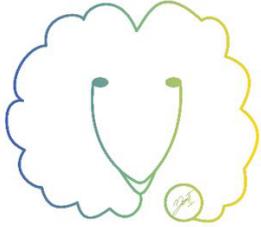


More than Just Hair



Improving Hair Care

Equity in Healthcare

October 2022

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





Objectives



- What we will talk about:
 - Patient/Family Satisfaction
 - Cost vs. Benefit
 - Intersection With Strategic Goals
 - Community Partnerships



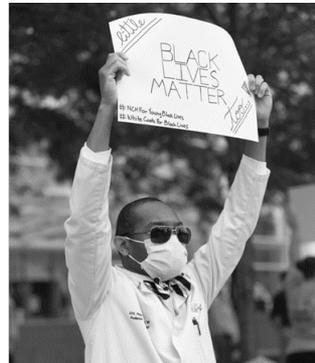
Understanding the WHY??



– Why is understanding hair care equity important?



Precursors to the Project





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



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When your child needs a hospital, everything matters.



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

2021-2026

LEADING THE JOURNEY TO
BEST  **OUTCOMES**
FOR CHILDREN EVERYWHERE

HEALTH EQUITY
AND POPULATION
HEALTH



BEHAVIORAL
HEALTH

INTEGRATED
CLINICAL CARE
AND RESEARCH



GENOMICS



QUALITY AND
SAFETY



CULTURE AND
TALENT



PARTNERSHIPS



TECHNOLOGY



OPERATIONAL
EXCELLENCE



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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



2021-2026
LEADING THE JOURNEY TO
BEST OUTCOMES
FOR CHILDREN EVERYWHERE



 **NATIONWIDE CHILDREN'S**
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Culture and Talent



Celebrate and deepen our One Team Culture



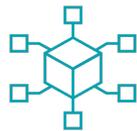
Stand Against Racism; Stand for Healthy Equity



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

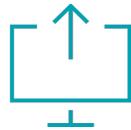


2021-2026
LEADING THE JOURNEY TO
BEST OUTCOMES
FOR CHILDREN EVERYWHERE



 **NATIONWIDE CHILDREN'S**
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Operational Excellence



Improve the Nationwide Children's employee experience



Optimize operational effectiveness



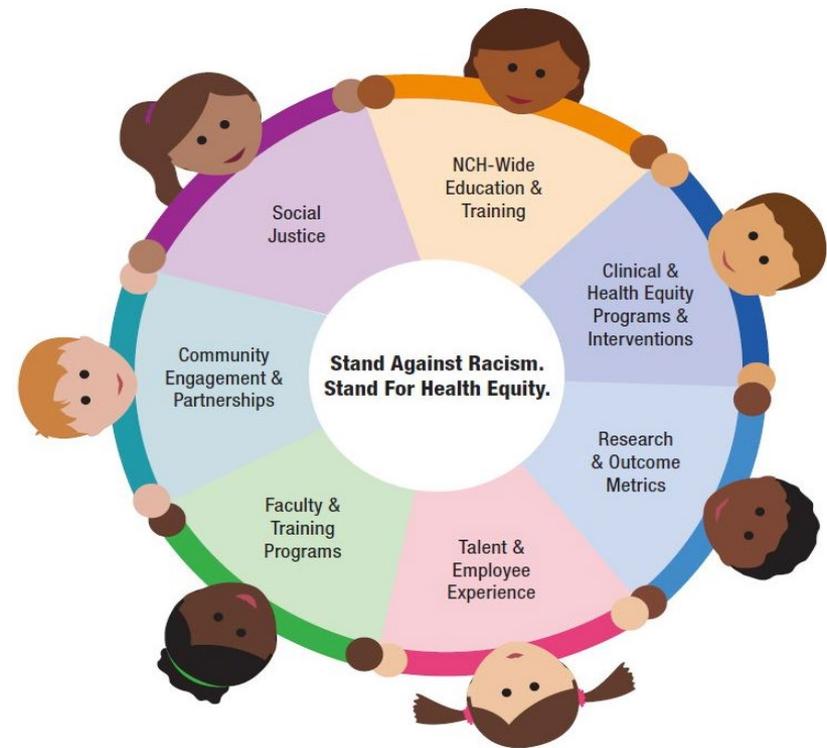
Enhance non-clinical dimensions of patient experience

Treat Me with Respect

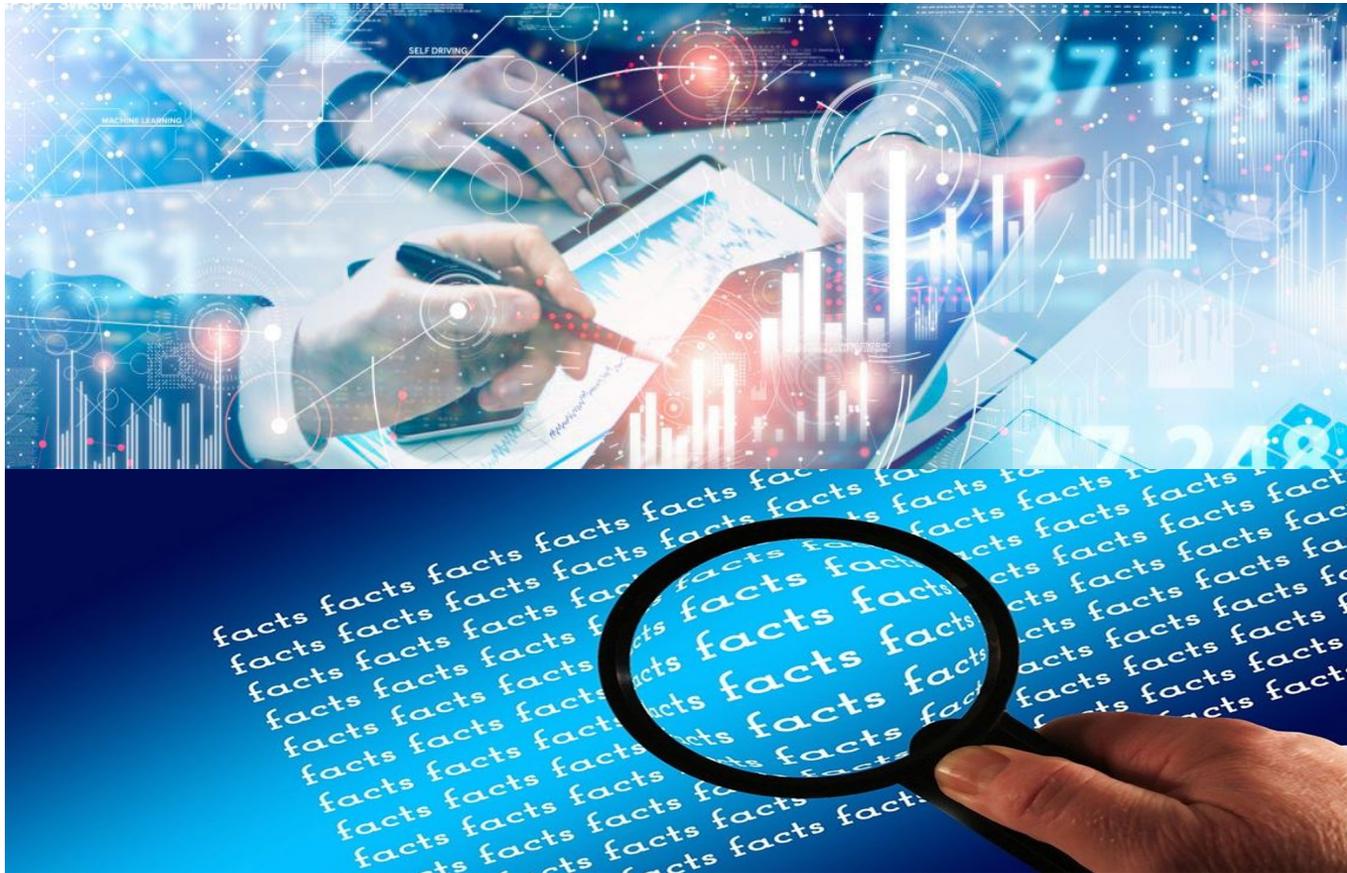
Do the Right Thing

- 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



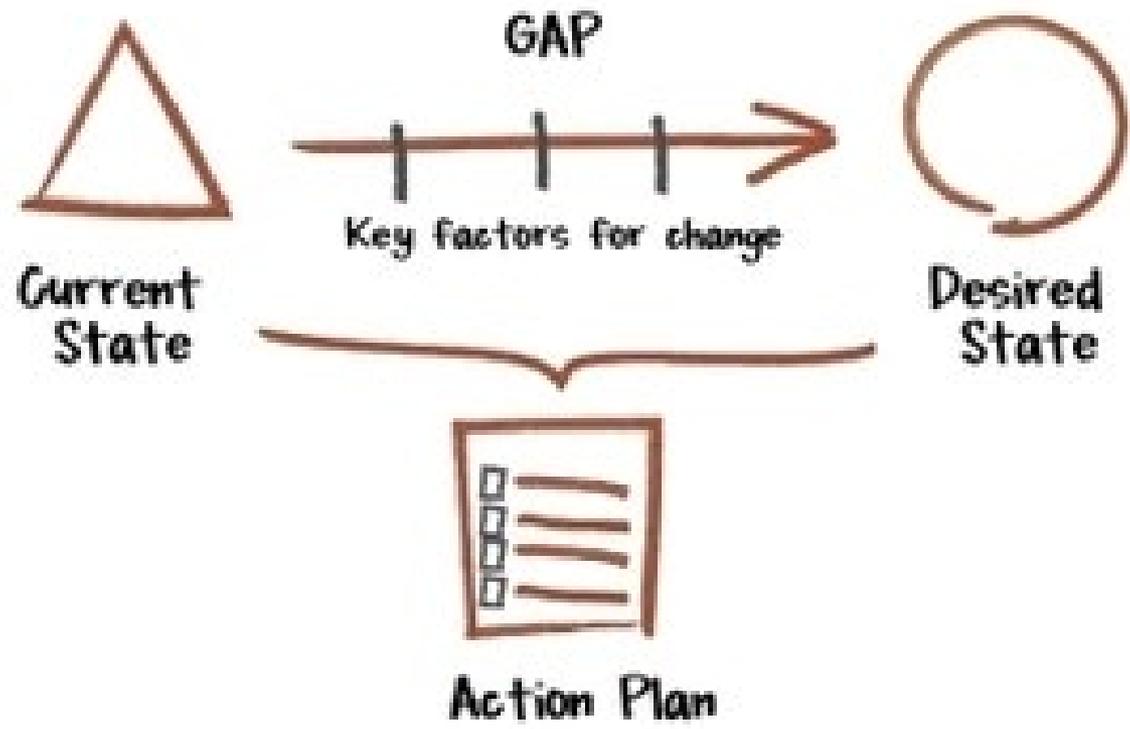
Follow the Data



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Gap Analysis





Nationwide Children's Hospital Patient Demographics

Demographics (2019):

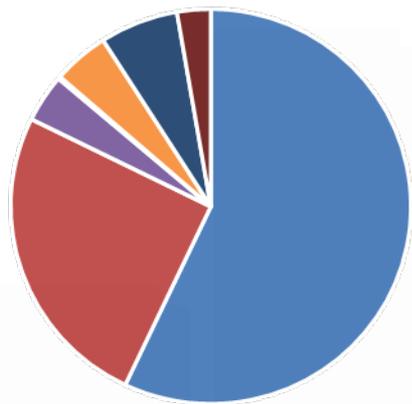
- More than **23,000** patients were admitted to Nationwide Children's for ≥ 3 days
- More than **4,000** non-white patients were admitted to Nationwide Children's





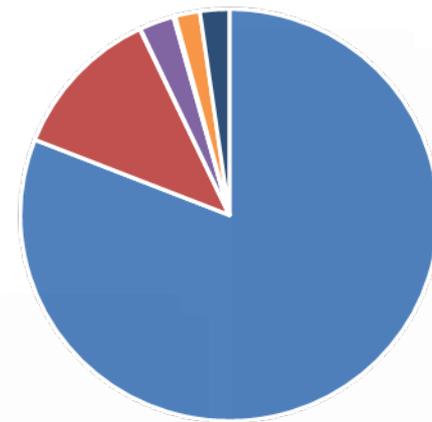
Nationwide Children's Hospital Nurse/Patient Ethnicity Comparison

Patients 2022



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

Nurses 2022



- Caucasian
- African American
- American Indian/Alaskan Native
- Asian
- Native Hawaiian/Pacific Islander
- 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



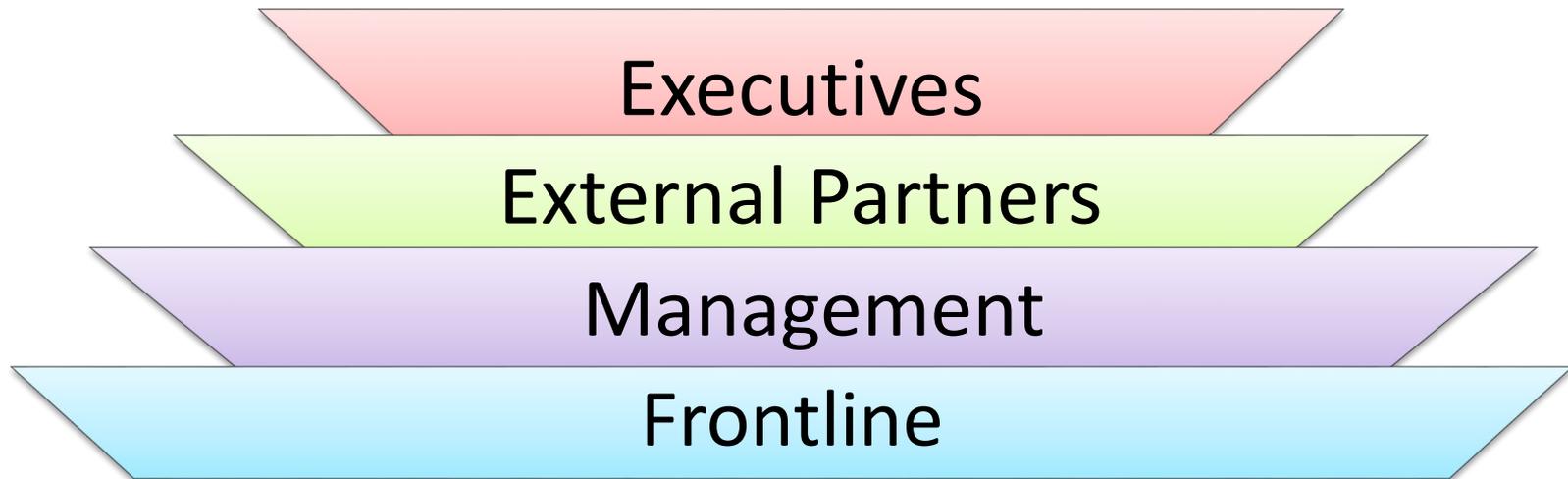
The Pitch



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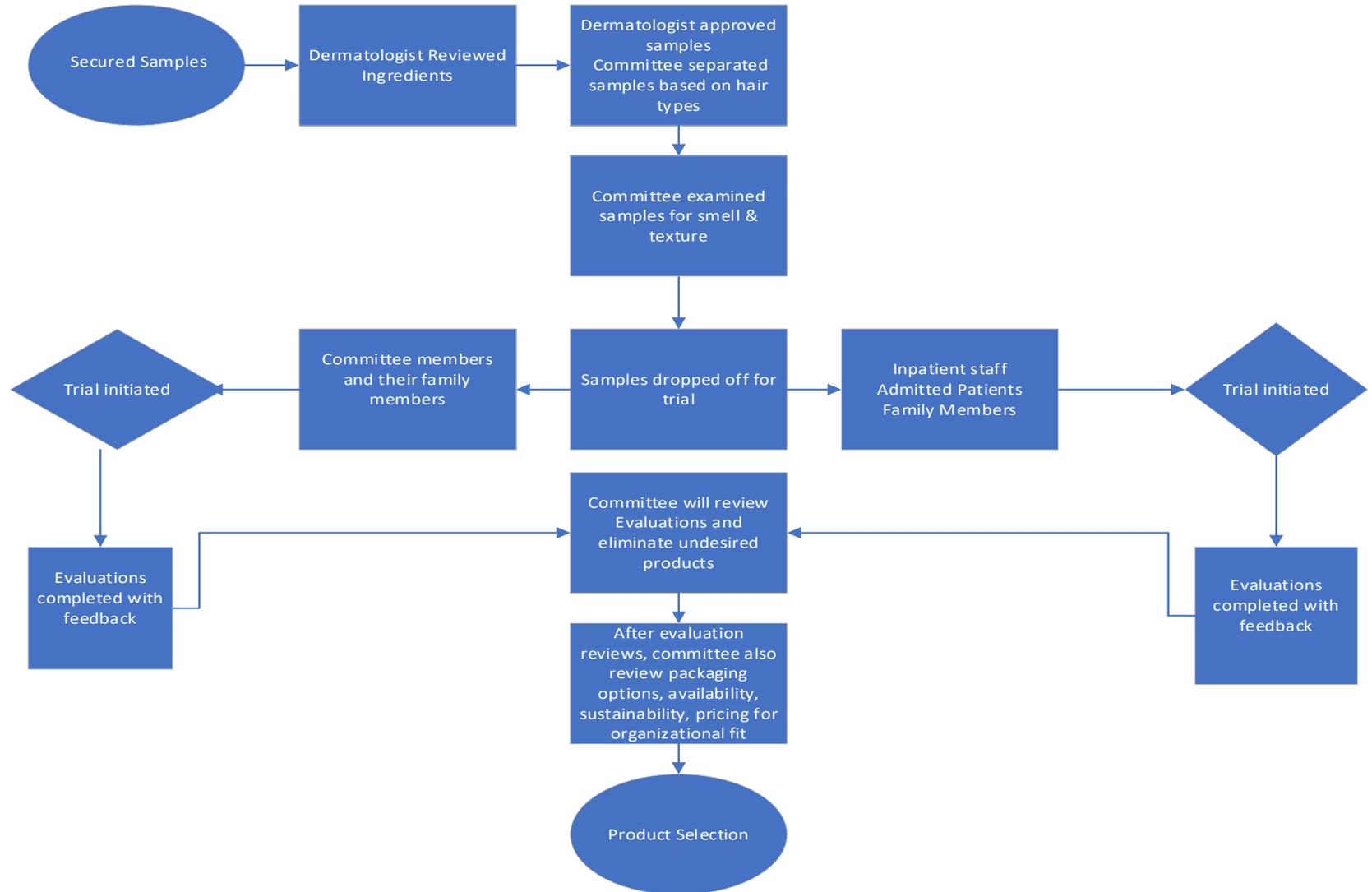


The Stakeholders





Committee Products Selection Process





Patient/Staff Product Surveys

Product	Packaging	Cost	Survey Comments
Product 1 (30 Tried) 7 surveys received	<ul style="list-style-type: none"> Screw on bottles Only available in large bottles Multi-use Need medicine cups to distribute to patients 	<ul style="list-style-type: none"> Bulk Pricing not available \$10 per bottle retail 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Screw on tops Only available in large bottles Multi-use Need medicine cups to distribute to patients 	<ul style="list-style-type: none"> \$6.59 each for 12 oz shampoo & conditioner 	<ul style="list-style-type: none"> No surveys
Product 3 (150 Tried) 27 surveys received	<ul style="list-style-type: none"> Tear off packets Single Use Need Scissors to open Screw on bottles available for additional cost 	<ul style="list-style-type: none"> \$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) 	<ul style="list-style-type: none"> 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 Tried) 8 surveys received	<ul style="list-style-type: none"> Tear off packets Single Use Need Scissors to open 	<ul style="list-style-type: none"> \$150 per case of 100 shampoo, conditioner, and hair lotion Offering an additional 5,000 for free 	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Screw on tops Only available in large bottles Multi-use Need medicine cups to distribute to patients 	<ul style="list-style-type: none"> \$17.99 for both 13 oz shampoo & conditioner bottles 	<ul style="list-style-type: none"> 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

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Any
Questions



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