

Using a Well Baby Video for Rourke recommended “Education & Advice” counseling during Well Baby Visits ≤2 months

AIM: 1) Decrease WBV appointments by 3-5 minutes, within 3 months, at TWH FHT
2) To improve patient satisfaction on newborn advice at TWH FHT

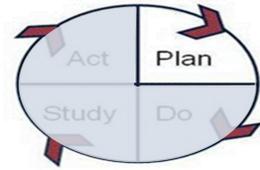
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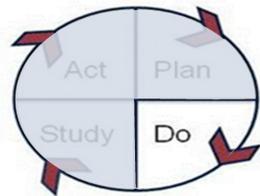
BACKGROUND

A current practices survey in our FHT showed that residents spent an average of 2-3 minutes on the counseling part of WBV's, while staff spend 7-10 min. The majority of the residents self-reported that they felt that the quality of their counseling was “poor” or “satisfactory”, while staff on average felt that they did “very good” counseling. The overwhelming reason cited for a less than “very good” quality of counseling was lack of time during appointments. Based on this, we chose for our quality improvement project to make a Well Baby Video that would review the Rourke recommended “Education and Advice” for Well Baby Visits for infants 2 months or younger in age.

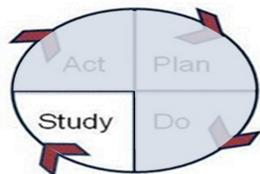
Change Idea:



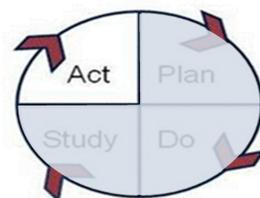
- Reviewed Rourke guidelines and asked for expert advice from FHT physicians for video script



- Make Well Baby Video that would review the Rourke recommended “Education and Advice” for Well Baby Visits for infants 2 months or younger in age



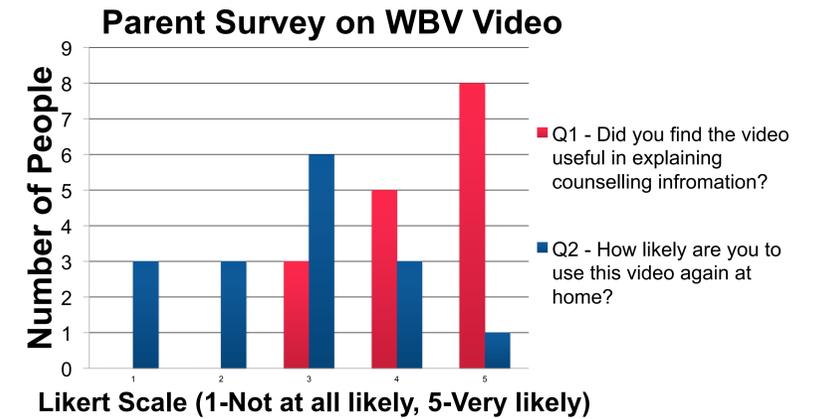
- Survey patients who watched the video for satisfaction
- Survey practitioners who used the video for self-reported time saved



- Modified video from feedback given by practitioners.
- Promoted use of video



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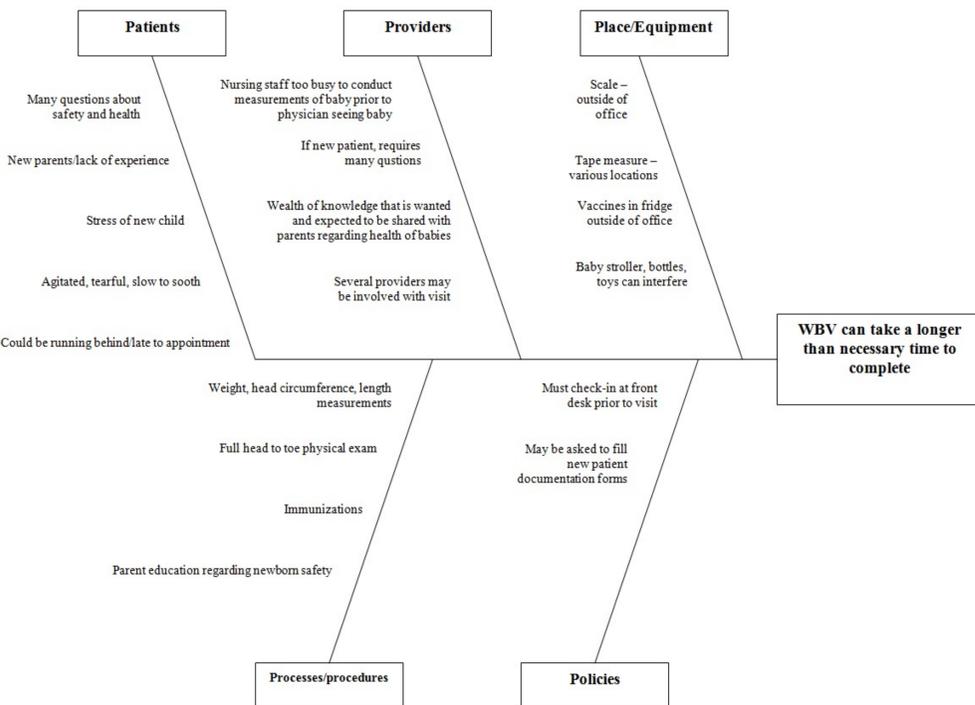


Results:

- The majority of practitioners saved time by using the WBV Video
- Parents of newborns found the video useful in providing counselling information

Next Steps:

- Increase adoption of WBV video by identifying and addressing barriers to use in everyday practice
- Share results of video with staff/residents at TWH
- Can consider spreading the video to other FHT in the Toronto area



MEASURES

Process: Video will be available online for patients, so increase in educational resources and health knowledge

Outcomes: 1) Physician time saved during appointments for WBV's, 2) improved patient satisfaction

Balance: Increased time in appointment to clarify what was in the video; increased appointments for concerned parents

Data Analysis:

