



PHILIPS

Treatment

Máxima Medical Center, the Netherlands

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Breaking new ground in family-centered care

Máxima Medical Center is the largest medical center for the Southeast Brabant region in the Netherlands, specializing in high-care obstetrics and neonatology. Around 2,600 babies per year are delivered in its Woman-Mother-Child Center.

Máxima Medical Center was keen to create a new family-centered care project that was focused on patients and their families rather than processes. They partnered with Philips to operationalize their family-centered care vision in a specially designed environment promoting privacy across the obstetrics (OB) and neonatal intensive care unit (NICU). Together, Máxima Medical Center and Philips have created one of the first European centers to deliver people-focused childbirth and neonatal care. Since opening, they've seen a significant improvement in patient and staff satisfaction, and expect long-term benefits from the personalized care environment.

Customer's need

To deliver effective and efficient family-centered care in a manner that meets the physiological and developmental needs of each newborn and every family.

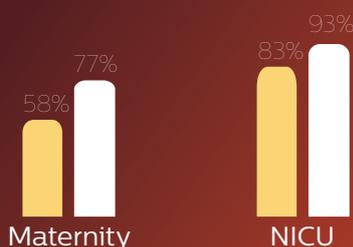
Our solution

Our Philips Wee Care expertise helped transform the Woman-Mother-Child Center by introducing single patient rooms and the Sacred Hour (family bonding in the first hour of a baby's life). A staff change management program to improve cross-department collaboration and communication was also introduced.

The results

- 98% of staff surveyed felt that the mother and child had a good experience at the Woman-Mother-Child Center thanks to family-centered care.
- Around 80% of eligible families have experienced the Sacred Hour since it was implemented; 94% of families surveyed saw it as a positive experience.
- Patient satisfaction increased from 58% to 77% in maternity and from 83% to 93% in NICU in two years.¹

Patient satisfaction increased in two years.¹



Máxima Medical Center

The Máxima Medical Center is a teaching hospital with two locations, in Veldhoven and Eindhoven, the Netherlands. It was founded in 2002 by a merger of the Sint-Josephziekenhuis in Veldhoven and the Diaconessenhuis in Eindhoven. The main location is in Veldhoven, with the location in Eindhoven focusing on non-critical care.



Next steps

The Woman-Mother-Child leaders will continue working on optimizing family-centered care on the obstetrics high care unit. Actions will include the initiation of management walk rounds and a parent advisory council to proactively identify potential problems, assessment of their root causes, and the creation of collaborative solutions.

The vision for family-centered care

An increasing awareness of the role of the family in promoting the health and wellbeing of children and recognition of the importance of meeting their psychosocial and developmental needs have led to the development of family-centered care.²

What this means to Máxima Medical Center is that care is brought to the mother and baby as needed, rather than moving them to separate care areas. This required a very different organization of maternity and newborn care, plus the staff who delivered it.

The Philips Wee Care team designs 6–24 month transformation programs aimed at implementing and standardizing developmentally supportive and family-centered care practices in the NICU and beyond. The goal is to improve practices through comprehensive education, change management, and quality improvement in order to promote the best possible outcomes for newborns and their families.

Implementing the change

In 2012, the new Woman-Mother-Child center was opened: a warm, intimate, and supportive environment for mothers and their babies. The center brings together gynecology, obstetrics high-care, maternity, NICU, medium-care for newborns, and pediatric wards in the same hospital wing. Single-patient maternity and NICU rooms replaced the large multi-patient wards for mothers and babies. Within one comfortable hospital room in maternity, the full range of care can be provided – pre-natal, delivery, post-natal, breastfeeding support, and discharge.

If the mother experiences medical problems during the process, specialist clinicians can visit the mother's room instead of the mother being moved to a different department. If NICU care is needed, premature babies can be kept with their mothers in private rooms during treatment and recovery. Until now, mothers had typically remained on an obstetric ward while their babies were sent to a traditional NICU.

A shining example of the success with family-centered care is the Sacred Hour. The first hour of life outside the womb is a special time when a baby meets his or her parents for the first time and a family is formed. It is a "sacred" time that should be honored, cherished, and protected whenever possible. This is now possible, thanks to the single-patient maternity rooms.

Change management

The new center was a big improvement for families, but it represented a major challenge for the medical staff who were used to working in separate departments. Now a midwife, obstetrics nurse, pediatric nurse, gynecologist, and pediatrician had to work much more closely with each other in the same room.

To resolve this, the Philips Wee Care team brought in experts from around the globe to facilitate the change, helping to train staff in the new ways of working and to provide a sounding board. The training program was tailored to Máxima Medical Center's needs and "change champions" were appointed among the nursing staff to champion the change.

"Working with Philips felt like a collaboration, like we were working with colleagues," said Brigit Oele, NICU Manager. "I really experienced a sense of support because it was a very complex project and Philips has a great deal of experience from other hospitals. That felt really valuable."

Key to success

A shared vision between Máxima Medical Center and Philips to create a Woman-Mother-Child Center that offers excellent care and support to parents and their newborn child, before, during, and after birth.

Sources

¹ Net Promoter Score (NPS) survey

² Pettoello-Mantovani M, Campanozzi A, Maiuri L, Giardino I. Family-oriented and family-centered care in pediatrics. Ital J Pediatr 2009; 35:12. Doi: 10.1186/1824-7288-35-12.

