

Deliverable 1 Presentation

Project: CDC Breastfeeding Support Initiative

Team We Didn't Start the FHIR

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Presentation Video Link: <https://www.youtube.com/watch?v=s3ZHLwE3KwU>

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CDC Breastfeeding Support Initiative

We Didn't Start The FHIR

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Project Description

- "Specify breastfeeding referral transactions and data elements. Map these data elements to FHIR resources. Further, develop a technology solution that supports an EHR based referral mechanism using these FHIR resources, including bi-directional transmission of referral information"
- Our successful project will implement a technological solution for implementing bi-directional breastfeeding referrals.
 - A bidirectional referral system takes into account the information flowing from a healthcare system to the support service as well as information gained from that program back to the healthcare system

Why is breastfeeding important?

- Health Benefits for Baby
 - Increased survival rate in first year, including decreased risk of SIDS
 - Boosts immune system against common childhood illnesses
 - Decreased risk of chronic conditions such as diabetes, asthma and obesity
- Emotional Benefits for Mother and Baby
- Promotes closeness between mother and baby via skin to skin contact
 - Psychological benefits for the mother in addition to the release of beneficial hormones
 - Potential long term cognitive benefits for baby
- It's free!
 - Especially important for low income families (Formula is expensive)
 - Decreased risk for baby to suffer from malnutrition

Barriers to Successful Breastfeeding

- Lack of education
 - Lack of knowledge concerning benefits
 - Lack of knowledge on how to breastfeed
- Health issues for mother
 - Producing too little or too much milk
 - Sore or cracked nipple
 - Painful inflammation of breast (Mastitis)
 - Post-partum depression can leave mother feeling bad when breastfeeding
- Issues for baby
 - Oral thrush
 - Tongue ties
 - Issues keeping a latch
- Lack of social support
 - No contacts for advice
 - Cultural norms that discourage breastfeeding
 - How to work around employment and child care
 - Lack of support when breastfeeding is a challenge

What help is available?

- Pediatricians
- Family doctors
- Lactation consultants (in-hospital and off-site)
- Support groups
- In house support
- WIC for low income families

What can our project do?

- Develop an environment where referrals can be made for baby and/or mother to specialists that can assist with a multitude of issues or questions related to breastfeeding.
- The information gained from the use of this environment, such as success and drop out rates, can be used to determine the efficacy of physicians and support services in addressing specific issues.
- Potential for additional metrics to be gathered in the future, developing improved metrics on the benefits of breastfeeding and what helps to encourage its practice.

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