



BUSINESS PLAN

Patient+Family Care, LLC

Prepared By

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Business Plan Version Control

Version	Date	Author	Change Description
1.0	11/2015	S. Mosher	Created

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1. EXECUTIVE SUMMARY

1.1 Product

Patient+Family Care offers a variety of products and services.

For Professionals:

- Professional staff education; both online and on site
- Comprehensive bereavement support education
- Consulting and education for transport teams for implementation of a complete family support practice within their busy and very critical role.
- Family Centered Best Practice Implementation Guide

Parents and Families:

- A bed rest survival kit; includes a hanging bed bag, a personal calendar to track important milestones/tests/results/etc., a bed rest journal, a water bottle, chap stick, quick reference survival cards for moms, significant other, grandparents & siblings, and our one of a kind " Watch me Grow" board
- One of a kind, unique on line support community, for parents
- Coming Soon: NICUniversity ~ an online discharge preparation course

1.2 Customers

Patient+Family Care is here to serve staff that work with patients and families throughout the childbearing period. These individuals include physicians, providers, nurses, therapists, dietitians, family support specialists, social workers, case managers, lab technicians, radiology technicians, obstetricians, doulas, bereavement specialists, managers, and anyone else that provides care or services to pregnant/post partum/newborn patients.

Furthermore, Patient+Family Care is here to serve families of neonatal and high risk newborns; Mom's, dad's, grandparents, siblings, aunts, uncles, friends, and other relatives. We provide easy to access support and information for these individuals to help each of them survive the roller coaster ride of a complicated pregnancy and a traumatic birth.

1.3 What Drives Us

Patient+Family Care has several primary goals:

- To reach a larger number of organizations and their staff members, to provide education and support that will help staff feel more confident in how they provide leading care and support to patients and families. We want to help staff feel more confident in how they include families in a child's plan of care and aid in them gaining a deep understanding of how important it is to include families in all aspect of decision making.
Childbearing care is more than just caring for the baby; it's caring for the entire family.
- To market our on-line support community around the world to bring traumatized and grieving families together. Up to 60% of all NICU families suffer some degree of post partum depression or post traumatic stress disorder, so providing a safe forum for them to discuss their fears and emotions helps decrease anxiety, decrease depression, decrease the need for psychiatric support and medication and overall increased parental confidence in their ability to provide for their child. Connecting with other families that have been through a traumatic experience helps parents recognize that they are not alone, despite expressing feelings of isolation and detachment.
- Prepare services and products in packages that can be sold as a customized service to organizations based on their needs and gap analysis of their family support practices
- Collaborate closely with several families, and the staff members that participated in an aspect of their care, and together publish a book titled "The View from each Side of the Isolette". This book will showcase the different emotions and experiences each member of a family faces during a stressful and traumatic birth experience. While the players are the same, each family member (mom, significant other, grandmothers, grandfathers, aunts, uncles, siblings, cousins, friends, etc.) will have a different interpretation of the events and an array of differing emotions. The book will also bring in the perspectives from the viewpoint of each staff member that cared for the family. A summary may be included from the viewpoints of an obstetrician, neonatologist, pediatrician, nursing staff, support staff, and anyone else the family feels made an impact on their journey.

2. COMPANY DESCRIPTION

2.1 Mission Statement

Patient+Family Care believes professional care is just the beginning. Caring for premature and ill infants is more than treatment plans, tubes and wires. It's caring for the entire family; creating loving, nurturing moments for babies at risk.

Patient+Family Care offers a variety of up-to-date educational offerings and improvement guides that will assist departments and individuals gain confidence in their family centered care practices and also strives to help empower families to successfully cope emotionally to the traumatic stress they face during the neonatal period by offering helpful education, referral resources and by introducing them to our supportive community of other NICU parents and compassionate professionals, welcoming them into a place of companionship and connection.

2.2 Principal Members

Currently Patient+Family Care is owned and operated by a single individual. Sara Mosher RN, BSN, MHA started this company in 2014 with a goal of growing the business to include other key employees including, but not limited to:

- Owner/Operator
- Social Media & Marketing Manager
- Accounting Manager
- Instructors and public educators
- Parent Volunteers
- Event planner and coordinator

2.3 Legal Structure

Limited Liability Company

3. MARKET RESEARCH

3.1 Industry

Since 1993, the concepts of family centered care and family support within the area of neonatal practice has been changed and developed drastically. There is now ample research and literature available that provides evidence of the many advantages of having collaborative cooperation between medical teams and family members. To achieve this collaborative coordinated partnership, integrated psychosocial support for NICU Families must be a core standard in all interactions, and in all circumstances, along the NICU journey.

Professional organizations, Universities, Colleges, educational portals and other healthcare entities are developing sought out education modules for continuing education credits to meet the ongoing education requirements of professionals. Patient Centered and Family Centered care practices are a common topic covered in their developed material and an increasing number of organizations are seeking to provide education on how to best support patients and families to their staff.

Concurrently, there are a growing number of non-profit and for-profit organizations that are targeting education and support efforts directly to the parents of sick and ill infants. While evidence certifies that a supportive family environment is best practice, there remains a gap in the level of family supportive care individual units provide. Therefore, these miscellaneous organizations are reaching out to directly impact the health and well being of NICU parents.

3.2 Customers

Professionals:

Neonatal Intensive Care staff, and others that provide services or support to neonatal families, work in a very stressful and intense environment. These caregivers must learn to balance caring for high risk and fragile infants with providing psychosocial support to these babies' families. It is imperative to provide education to staff so they report to work equipped with the tools they need to better understand a parents' needs, how to provide culturally diverse care and how to enhance their communication skills that can both decrease a parents' risk to experiencing an anxiety disorder and simultaneously providing them with a satisfactory experience. Without supporting staff through provided education and training, there is a much higher incidence of burnout, compassion fatigue and secondary traumatic stress disorder.

Patient Families:

Countless research articles now exist about the very real issues parents of NICU babies face; including a higher rate of post partum depression and post-traumatic stress disorder. It is becoming more and more apparent that NICU care is no longer a unit where staff cares for a fragile infant; the staff must care for the entire family! And with 1 in 10 babies around the world being born too soon, there is a growing number of families affected by preterm births.

NICU families often state they feel isolated on the NICU journey. While they enter a unit where they encounter more people than they can possibly keep straight (doctors, nurses, therapists, dietitians, social workers, pharmacists, child life specialists, chaplains, educators, etc.), they still verbalize to staff that they feel alone in their experience. Family and friends, who they usually rely on to help get them through difficult times, try their hardest to provide support and understanding. However, they just don't understand what the NICU journey is like and therefore fall short in the help they can provide new NICU parents.

Evidence now clearly affirms that parental involvement and healthy parental interaction with their infants leads to long lasting positive effects on the child's physical, cognitive and psychosocial development. Parent support should be offered and initiated as soon as there are any maternal or fetal concerns that could potentially lead to a NICU admission, and continue post hospital discharge. When productive and effective support is received by families, their emotional well being provides a great potential to facilitate the appropriate growth and development of their children through a healthy parent to child relationship, as well as promoting the long term emotional health of both themselves, their child and their entire family.

3.3 Competitors

There are numerous professional organizations that support the concepts of family centered care and provide a variety of family support services/professional education. While we do not see them as direct competitors, it is important to be aware of their presence and services they provide both professionals and families. These include, but are not limited to:

- Academy of Neonatal Nursing
- Association of Women's Health, Obstetric and Neonatal Nurses

- March of Dimes
- National Association of Neonatal Nurses
- National Association of Neonatal Therapists
- National Perinatal Association
- Nurse Family Partnership

There are also a growing number of family support organizations and groups that all aim to provide a specific level of support to families. These include, but are not limited to:

- Graham's Foundation
- Hand to Hold
- Irish Neonatal Health Alliance
- NICU Healing
- NICU Helping Hands
- Peek-A-Boo ICU
- Preemie Parent Alliance

3.4 Competitive Advantage

Since 2001, the founder and owner of Patient+Family Care have been actively practicing in the neonatal profession. She has fulfilled numerous roles including Level III bedside nursing, Critical Care Neonatal Transport nursing, NICU Clinical Educator, NICU Family Support Specialist and NICU department manager.

Sara is a very well respected leader in the industry, and has received the following recognition:

- 2015 Lloydena Grimes Award for Excellence in Nursing Recipient
- 2014 Oregon Community Health Nurse of the Year Recipient
- 2014 NAPW (National Association of Professional Women) Woman of

the Year

- 2013 Elaine Whitelaw Service Award Nominee
- 2013 Published Author in AHONN Journal
- 2012-2014 Member of the March of Dimes National NICU Family Support Training Faculty
- 2012 Published Author in Neonatal Network Journal
- 2012 Oregon Nurse of the Year Nominee
- 2012 Leading Practice Award from March of Dimes
- 2011 Oregon Pediatric Nurse of the Year Award Recipient

Along with her awards, Sara has been a Nationally sought out speaker at individual organizations and Neonatal Conferences to speak to hundreds of individuals about her experience with supporting families during the various moments in the childbearing period.

3.5 Regulation

Health Insurance Portability and Accountability Act of 1996

4. PRODUCT/SERVICE LINE

4.1 Products or Service

Patient+Family Care offers a variety of products and services.

For Professionals:

- Professional staff education, both online and on site, that highlight the most current and up to date family-centered-care practices within the childbearing period. These areas include focused and targeted education for staff that work in the following areas: antepartum, labor/deliver, post partum, NICU, newborn nurseries, birthing centers, behavioral health and pediatrics.

- Comprehensive bereavement support education is available to educate providers and staff on how to best support families that experience an infant and/or neonatal loss. This curriculum includes how to develop and implement a successful bereavement program within a hospital system or within a free standing birthing center, how to have difficult conversations with families, how to best capture life long memories for these families and how to also care for the staff who walk along side a family during this tragic experience.
- We offer detailed information and support for critical care transports teams who want to understand the importance of family support and family centered care during an unexpected need for a child to be transported to a secondary facility for a higher level of care. We offer consulting and education to help teams develop a complete family support practice within their busy and very critical role.
- Hospital organizations and/or birthing centers can purchase our Best Practice Implementation Guide which provides 15 steps of best family centered care practices that hospitals can implement to create a leading family supportive environment for their patient population. In depth consulting is an additional service this product offers to assist organizations with a smooth transition.

For Parents & Families:

- A bed rest survival kit can be purchased to help a pregnant mother maintain compliance with bed rest orders during a complicated pregnancy. This kit includes a hanging bed bag, a personal calendar to track important milestones/tests/results/etc., a bed rest journal, a water bottle, chap stick, quick reference survival cards for moms, significant other, grandparents & siblings, and our one of a kind " Watch me Grow" board that provides tangible items to help provide a realistic and educational perspective to the reality of babies born too soon and too small to survive without neonatal care.
- We have a one of a kind unique on line support community for parents to join that will help support them through the entire childbearing journey if they experience a preterm or ill infant that requires neonatal intensive care support. Families that are on bed rest and are anticipating a NICU admission, current NICU families and graduate NICU families alike join a safe and non-biased online community that is moderated and hosted by a professional NICU Nurse with over 15 years of clinical experience. Together, the group discusses the topics that any NICU family will

encounter regardless of their child has a few hours of transition in an NICU after birth, or if they stay in the hospital for months before being able to go home. See attachment 1 for additional information.

- Coming Soon: NICUniversity. This will be a series of on-line education courses that will prepare families for hospital discharge from an NICU. They will be able to review important topics such as infant CPR/chocking, car seat safety, bathing, medication management, when to call the doctor, etc. and receive a degree of completion. This curriculum will help empower families to feel better equipped to care for their medically fragile infant at home without the twenty-four hour support of trained staff.

4.2 Pricing Structure

Patient+Family Care is currently in the initial stages of their business and does not have an established pricing structure for their various services and products. Ideally, the goal would be to have a 20% mark up on cost of goods to generate profit. Until there is more widespread awareness of what services and products Patient+Family Care offers, many free services have been offered to help acquire interest and demand.

4.3 Product/Service Life Cycle

Currently, all products and services offered by Patient+Family Care are in the Market Introduction Stage. Costs are high, sales volumes are very low, there is a need to create a demand and the company is making very little money.

4.4 Intellectual Property Rights

Patient+Family Care has full intellectual rights to all property for their products and services.

4.5 Research & Development

Patient+Family Care has two research and development activities currently being considered and proposed.

Tripe Aim: Better Health, Better Care, And Lower Cost.

- Patient+Family Care is seeking an insurance provider to partner with. Ideally, the carrier would be able to provide historical claims data on post partum depression and posttraumatic stress disorder claims cost with a cohort of their clients. The on-line support community would then be provided to clients that deliver a premature or ill infant and claims data for the same DRG and ICD10 codes would be compared. The hypothesis is that if a supportive community is provided to families, there would be better health outcomes for the parents and the child, that patient satisfaction would increase and that there would be a decrease in health care associated costs.

Patient Surveys will drive quality improvement initiatives:

- Patient+Family Care is seeking a large Neonatal Unit (40+beds) to offer the on line community support to their patients and utilize parent feedback to drive quality improvement projects within the unit. The hypothesis is that over time, patient satisfaction would increase substantially because quality projects would be driven by direct parent input.

5. MARKETING & SALES

5.1 Growth Strategy

- Attract new customers through increased investments in promotions and advertising
- Develop an on-line sales market
- Establish additional partnerships with other like businesses within the industry
- Increase networking:
- Attend industry professional conferences as a speaker
- Host vendor booths and industry conferences

5.2 Communication

Patient+Family Care has various social media sites, which will act as communication platforms with their customers. These venues include:

- Website blog

- Facebook
- Pinterest
- Twitter
- Mail Chimp

5.3 Prospects

Products and services from Patient+Family Care will be offered online and through various in person opportunities as a participating vendor.

6. Financial Assumptions

6.1 Assumptions for profit and loss projections

There is an assumed loss for first three years of Patient+Family Care being in business. However, year four to five, there is projected to be a marginal profit with real profitability occurring between years seven and eight.

These assumptions are made by the first year's historical financial data, and combined with the fact that the owner/founder will continue to work full time within a health care organization until the company's profit is steadily coming in.

7. Attachments

Attachment 1:



Parenting in the NICU and Beyond:

A unique online support community

NICU families often state they feel isolated on the NICU journey. While they enter a unit where they encounter more people than they can possibly keep straight (doctors, nurses, therapists, dietitians, social workers, pharmacists, child life specialists, chaplains, educators, etc.), they still verbalize to staff that they feel alone in their experience. Family and friends, who they usually rely on to help get them through difficult times, try their hardest to provide support and understanding. However, they just don't understand what the NICU journey is like and therefore fall short in the help they can provide new NICU parents.

Countless research articles now exist about the very real issues parents of NICU babies face, including a higher rate of post partum depression and post-traumatic stress disorder. It is becoming more and more apparent that NICU care is no longer a unit where staff care for a fragile infant; the staff must care for the entire family!

Hospitals are recognizing the importance of true family centered care and many are focusing on dramatically improving their family support practices. Not only do they want to help provide the best outcome and long-term health of the babies they care for, but they also are striving to help families graduate the NICU feeling confident, supported and emotionally healthy. These hospitals have been working tirelessly at creating and offering support groups, family classes, family activities and/or educational sessions for to not only provide local and convenient support, but to help families meet other parents facing similar stressors. Connecting parents to others who share the stressful experience of parenting a hospitalized child is

one way to help create a sense of community for NICU parents; a way to let them know while they may feel alone on their journey.... there are so many other families out there just like them!

Unfortunately, these classes and opportunities that hospitals sponsor are often poorly attended. Why? Let's see if you know the answer.

1. Parents might be juggling trying to meet the needs of other children in the family so when they are at the hospital, they don't want to leave their baby's bedside.
2. Parents might be juggling work responsibilities and hospital visits, so when they are at the hospital, they don't want to leave their baby's bedside.
3. Household chore lists don't stop when a family member is in the hospital so parents are trying to keep up on cleaning, laundry, yard work, grocery shopping, etc, so when they are at the hospital, they don't want to leave their baby's bedside.
4. Specialized neonatal care facilities are not in every community, so many families face geographical separation from their child and may have to commute several hours to get to the hospital. Therefore, when they are at the hospital, they don't want to leave their baby's bedside.
5. Post partum depression, while EXTREMELY common, still has a negative stigma to some parents and they are afraid to admit they are suffering. They hide their struggles and decide to avoid support services in order to try and appear like they don't need help.
6. Parents have an infant who is extremely fragile and every day is a day where they pray their child will survive another 24 hours. 24 more hours to try and get stronger, bigger and healthier. They are so worried that every minute might be the

last they have with their child, so they won't leave their baby's bedside.
A combination of all of the above



Correct Answer? Number 7!

This is why Patient+Family Care has created our unique and one of a kind on-line support course titled "Parenting in the NICU and Beyond".

We know that research shows that with emotional support, and having a way to connect with other families to normalize the experience, that the stressors parents will experience lesson dramatically. We also know that parents prioritize being with their child and often times don't participate in-group activities because of all of the reasons listed above. So, we have created a way parents can now have access to support, 24 hours a day, even from the convenience of their baby's bedside

Our on line community now provides a platform for families:

- To connect with a non-biased professional and experienced neonatal nurse, who will facilitate discussion and offer up suggestions on how to advocate for their child
- To meet other families across the country trying to prepare for and/or survive the NICU experience just like they are
- A safe and anonymous space to share stories, express fears, state frustrations, celebrate milestones and find validity that their feelings are normal
- Access to this support 24 hours a day, 7 days a week, from anywhere they have internet access. It's the only specialized support that is available on anyone's schedule!

Who should participate?

We have had a variety of students participate and encourage current NICU families, graduate NICU parents, NICU staff and even best resting mommies who anticipate a NICU journey in their future.

"Patient + Family Care's course on coping with the NICU provides families with concrete, operational, and intuitive tools for getting through the NICU experience in one piece. Sara not only has the expertise of a seasoned NICU nurse, but also connects with each one of her students on a personal level- her empathy and compassion absolutely shine through in her teaching. I found that in this course a significant sense of community is generated amongst the parents who participate, and I don't doubt that that connection is something that could be

supremely useful far beyond the conclusion of the class. I can't recommend 'Parenting in the NICU and Beyond' enough!" ~Kara Wahlin, MFT

*Kara is the owner of NICU Healing, a therapeutic program dedicated to the healing, education and empowerment of parents and family members facing the hospitalization of a premature or medically complex baby. NICU Healing strives to provide clinical resources to parents in coping with the traumatic stress of having a child in the NICU, and to uncover the hidden strengths of the families faced with this incredible challenge. Patient+Family Care is proud to partner with NICU Healing in our endeavor to help bring support to families when they need it most. You can learn more about this organization by visiting their website at <http://www.nicuhealing.com/>

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