



VITAL2015

Connect. Inspire. Lead.

Thursday, June 25

4:15-4:45 pm

Rapid-Fire Presentation

Tracks: CL, EL, I&A, Q&PS

Better Maternal Experience, Better Patient Retention

Santa Clara Valley Medical Center (SCVMC), in San Jose, California, was losing 19 percent of prenatal patients to outside facilities, a figure that belied the hospital's exceptional—if not widely known—obstetrical care. With a creative campaign of facility upgrades, patient incentives, staff education, customer service, and social media, SCVMC reached a prenatal patient retention rate of 99 percent.

Sue Kehl, RN, MSN, Director of Women's and Children's Health, Santa Clara Valley Medical Center

California
Ballroom,
2nd Floor

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