



CLIENT

Boulder Community Hospital

Located at the foothills of the Rocky Mountains, Boulder Community Hospital (BCH) was founded in 1922 as a community-owned and operated not-for-profit hospital. BCH is home to the Family Birth Center, the most medically progressive maternity center in the Rocky Mountain region. The Center's nurses strive to provide the most effective discharge education so that all new parents leave the hospital feeling confident in their ability to care for their newborn.

SUMMARY

Boulder Community Hospital switched from internally-produced postpartum discharge booklets to *See What You Read: Mother and New Baby Care*—a change that resulted in substantial savings, provided the most up-to-date materials, and increased overall patient satisfaction.

Boulder Community Hospital Saving Money and Increasing Patient Satisfaction

THE CHALLENGE

Finding New Discharge Educational Materials that Appeal to Today's Parents

Several years ago, BCH recognized the need for new discharge materials. For 10 years, these materials were created in-house, then reproduced and bound at a local print shop. Not only was the content obsolete, but the overall appearance of the materials and delivery of the information needed updating in order to appeal to a new generation of parents.

Tamara D-Corbeil, RN, education coordinator for the Family Birth Center at BCH, researched the cost of recreating the materials in-house versus purchasing professionally-produced discharge education guides. She discovered that it would cost the hospital over \$10,000 to simply overhaul their current materials, not including the time to research, review, and continuously update the content.

Additionally, Tamara recognized that there was a need for a standardized curriculum—one that was available in both a printed guide and on the internet. It was becoming increasingly obvious to her that more parents were going to the internet to seek additional information—some of which was outdated, controversial, and contradicted what parents learned from postpartum nurses.

For BCH, the ideal discharge materials needed to include both a printed guide and a companion website that parents could use from home—reinforcing what they learned in the hospital and giving them 24-hour access to reputable information.

THE SOLUTION

After reviewing several discharge guides, Tamara chose *See What You Read: Mother and New Baby Care*. Her decision was based on the guide's layout, ease of use, companion website, and that the evidence-based information was regularly updated, thus eliminating the need for BCH to allocate additional resources to maintain educational content.

"We don't have to worry about constantly updating information," she said. "That's InJoy's job. We know that our discharge education information will always be up-to-date and accurate."

Tamara also liked that there were no hidden fees for the website—with each guide, new parents received an access code to SeeWhatYouRead.com, where they can watch video clips in the hospital and at home, as well as download useful PDFs.



“Choosing InJoy’s *See What You Read: Mother and New Baby Care* was a great decision for us. We feel like our new parents are getting reliable, evidence-based information that prepares them to care for themselves and their new baby.”

– Tamara D-Corbeil, RN

Online learning is aligned with the expectations of millennial parents (born between 1977 and 1996). According to a recent study conducted by Lucid Marketing for The Parents Network, “Millennials grew up on the speed of the internet...mobile is playing an increasingly more important role in their lives as it acts as a multi-functional information device.”

Tamara recognized that today’s parents were a unique generation, and their inclination to learn via the internet needed to be considered when selecting new educational materials.

“Parents today are busy, and often look to the internet as their main source of information,” she explained. “We felt that having an education program that combined an appealing booklet with internet-based video demonstrations would be the best option for our parents.”

THE RESULTS

The Family Birth Center at BCH currently uses approximately 1,500 units of *See What You Read: Mother and New Baby Care* guides (in both Spanish and English) per year. The nurses enjoy the convenience of using the guides and parents appreciate the modern photographs and simple delivery of important information in both the book and online.

Tamara encourages parents to visit SeeWhatYouRead.com to watch videos on perineum care, cesarean recovery, emotions, newborn appearance, and other important topics. Because Boulder Community Hospital offers WiFi, many parents (especially dads) take advantage of watching these online videos during their stay and again when they are at home.

To increase retention, the Family Birth Center nurses use a check sheet of key topics with corresponding page numbers in the guide. Parents review this pertinent information prior to the nurse facilitating their discharge teaching. Tamara finds that parents are generally better prepared, extremely interested, and ready to ask questions.

Tamara feels that *See What You Read: Mother and New Baby Care* has provided her department and the hospital with a considerable return on investment (ROI) from both a budget standpoint as well as having an impact on patients. Based on recent results from NRC Picker (nrcpicker.com) postpartum surveys, the Family Birth Center has increased patient satisfaction through their discharge education.

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