Section 1: Company Description

University of Michigan Health System is an award-winning health care system made up of several Hospitals, Health Centers, the Michigan Visiting Nurses, the Medical School, and the Faculty Group Practice. U of M consistently ranks high on the Honor Roll of America's Best Hospitals, compiled by U.S. News and World Report, and was ranked 14th best in 2007. U of M is also recognized for innovative, team-oriented health-care management practices that result in “The Michigan Difference”. The Health System includes Women's Hospital, where more than 3,000 babies are born each year.

Section 2: Project Description

Following Michigan’s tradition of teamwork, a multi-disciplinary team of nurses, doctors and administrators has formed a committee to re-envision how parents who deliver babies at U of M receive education and support for infant feeding. This visioning committee includes representatives from all of the departments that all interact with parents and babies in the first months of life. This committee is committed to increasing the proportion of U of M mothers who breastfeed, a goal that is consistent with the U.S. Department of Health and Human Services Healthy People: 2010 goals.

The team would like to survey mothers who delivered at U of M within the past two years to better understand parents’ current level of satisfaction with the support and education they received regarding infant feeding in the U of M Health System. The committee would also like patient feedback on several specific improvement ideas that they are considering.

Section 3: Specific Research Questions

1. What are the current infant feeding practices of U of M parents?

2. Are parents satisfied overall with the support and education they received for breastfeeding?

3. What sources of information and support did parents use and how satisfied are they with each of these sources? Sources include: Prenatal Breastfeeding Class, OB/GYN, RN (at hospital), Lactation Support Team Member, Lactation Consultant (before going home from the hospital), Lactation Consultant (returned to the hospital after going home), Visiting Nurse (at home), Lactation Consultant (at home), Peer Support Group like LaLeche League, etc.?

4. How could support and education for breastfeeding at U of M be improved?

5. Is the information about infant feeding that parents get consistent across different U of M providers?
6. Are parents interested in drop-in meetings where they could receive counseling on infant-feeding issues? Where and when should meetings be held?

7. Who do parents expect to receive breastfeeding support from? Do parents expect to see an International Board Certified Lactation Consultant (IBCLC) while they are in the hospital?

8. Are patients interested in having a “Breastfeeding Hub” within the hospital? This hub would include a resource library, a milk storage facility, Lactation Consultant offices and lactation rooms. Would parents plan to visit the hub during their hospital stay?

9. How much are parents willing to pay for Lactation Consultant services? (Such services are not typically covered by medical insurance.)

Section 4: Any other pertinent information

The MBA research team will have the opportunity to interact directly with members of the committee, who all work on the U of M campus. The research team will be able to recruit respondents through the U of M clinics, where many parents visit their pediatrician. The results of the survey will directly impact the improvement efforts of the committee.

The focus of this survey is on understanding where patients currently get information and how satisfied they are with that information. It does not need to go into detail on the content of breastfeeding information, or any other topics that may be sensitive.

Section 5: Contact Information

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