

THE C.A.R.E. CHANNEL
webinar series

Transforming Labor & Delivery with C.A.R.E. Programming

Susan E. Mazer, Ph.D.
President & CEO, Healing HealthCare Systems



Who I Am


- Patient experience knowledge expert, thought leader
- Speaker, author, blogger
- Fellow, Institute for Social Innovation
- Co-founder of HHS
- Professional jazz harpist



What I'll Cover Today

1. NICU Environment: mom, baby, nurse
2. Impact of music and nature on patients
3. About The C.A.R.E. Channel
4. Applications for C.A.R.E. in labor and delivery, NICU

Please type your questions/comments in the chat box!



NICU Environment: It Matters

Toward Improving the Outcome of Pregnancy

- First formal planning guidelines for newborn intensive care units (NICUs)
- Published by the March of Dimes, 1976



Where We Are Today

- 15 million babies are born too early every year: more than 1 in 10 babies
- 1 million children die each year due to complications of preterm birth
- Pre-maturity increases risks of permanent disability: learning disabilities, visual and hearing problems



Developmental Care: Pre-/Post Birth

Stanley N. Graven, M.D.

Professor of Pediatrics, University of South Florida

- The environment of the infant: neurological development, sensory integration, emotional memories
- Infants learn continually, organize emotional messages



Committee to Establish Recommended Standards for Newborn ICU Design (2013)

Robert D. White, M.D., Chairman
Director, Regional Newborn Program
Memorial Hospital

Mardelle McCuskey Shepley, D. Arch.
Professor, Department of Design and Environmental Analysis
Associate Director, Cornell Institute for Health Futures
Cornell University



Standard 26: Positive Distraction

“Access to nature and other positive distractions. Views of nature shall be provided in the unit in at least one space that is accessible to all families and one space that is accessible to all staff. Other forms of positive distraction shall be provided for families in infant and family spaces, and for staff in staff spaces.”



Effect of Stress on Mom & Baby

- Contagious
- Increases Cortisol levels
- Slows labor
- Impedes neurological and physiological growth




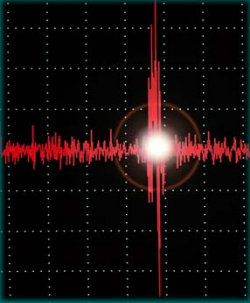
Music vs. Noise

- Even sound waves
- Vibrations are steady
- Frequencies are clear, not confused
- Supports behavioral and physiological stability



Noise Causes Agitation

- Uneven sound waves
- Erratic, episodic, sudden
- Loud is relative to environment
- Causes behavioral and physiological instability
- Confuses infants ability to discriminate between sounds



Effect of Music on Pre-Term Infants

Improves oxygen saturation, heart rate, respiratory rate, and blood pressure.

Reduces pain, relieves crying, improves oral feeding rates.

(Polkki, Korhonen, 2012)



Effect of Music on Pre-Term Infants

Dr. Jayne M. Standley, Ph.D.

Professor of Music Therapy and Music Research, Florida State University

- Developmental care by research and symptoms
- Homeostasis/calm over time
- Consistent/limited dynamics instrumental music
- Minimize over-stimulation/startle response



The Physical Environment Informs Stress



Positive Distractions Reduce Stress




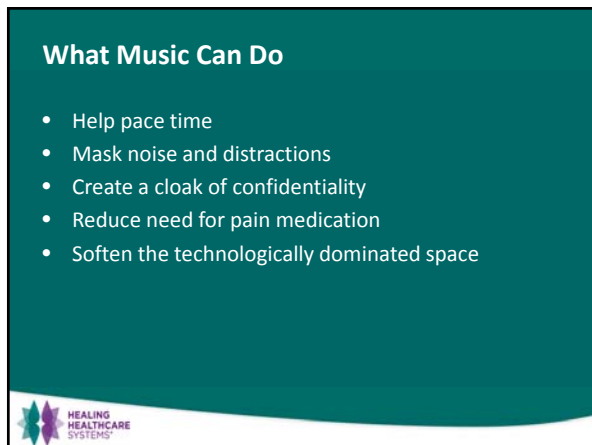
Theory of Restorative Environments

- Take people to a different place
- Coherent, understandable
- Complex, engaging
- Compatible, purposeful



What Music Can Do

- Help pace time
- Mask noise and distractions
- Create a cloak of confidentiality
- Reduce need for pain medication
- Soften the technologically dominated space



THE CARE CHANNEL

Continuous
Ambient
Relaxation
Environment



C.A.R.E. CHANNEL

Music conditions the auditory space to be therapeutic.



Biophilic Image: Inherent attraction to all living things and to natural environments.



C.A.R.E. CHANNEL



Courtney's C.A.R.E. Channel Story












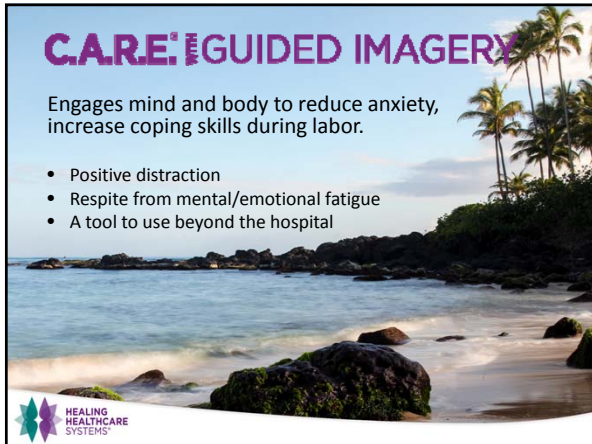




C.A.R.E. GUIDED IMAGERY

Engages mind and body to reduce anxiety, increase coping skills during labor.



- Positive distraction
- Respite from mental/emotional fatigue
- A tool to use beyond the hospital



C.A.R.E. GUIDED IMAGERY

Nature video

- C.A.R.E. music
- Complementary Nature Images
- Guided narration



C.A.R.E. CHANNEL







Sales Team

		
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- Video broadcaster resides onsite
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HEALING HEALTHCARE SYSTEMS

C.A.R.E. CHANNEL

- Evidence-based content
- Ongoing education about research and practices
- Implementation support



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C.A.R.E. SELECT

Medical/dental offices, clinics

C.A.R.E. CONNECT


Live streaming for patient portals, mobile devices

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Thank You!

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