

# WHAT'S HAPPENING

A newsletter for the Maine Medical Center family

## Baby-Friendly Hospital Initiative Offers More for Moms

MMC is on its way to earning a “Baby Friendly” designation by participating in the Baby-Friendly Hospital Initiative (BFHI), a program of the World Health Organization and UNICEF. The initiative is a global effort to protect, promote, and support breastfeeding.

As part of this effort, MMC is now offering outpatient lactation consulting for new moms. The program started in June, and has already assisted more than 100 families.

All breastfeeding moms are offered and scheduled for an outpatient lactation visit a few days after they're dis-

charged. The lactation rooms are on the ground floor of the East Tower.

During a typical session, the consultant will weigh the baby, watch a breastfeeding session, offer tips, troubleshoot, and discuss parents' concerns. Consultants may also connect patients with a pediatrician or obstetrician, and look for signs of postpartum depression. Moms and babies who are doing well with breast feeding appreciate the reassurance seeing a specialist provides.

The consultants are able to support an average of 5 - 8 families a day.

“Parents are thrilled with

the extra attention,” says Pam Tozier, RNC and Lactation Consultant. “It allows them to be discharged home in a timely manner, knowing they are going to be able to come back soon for some one-on-one TLC.”

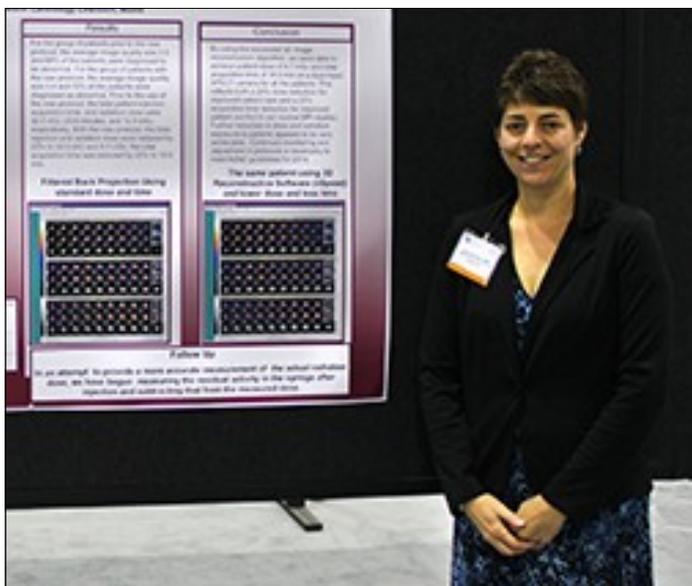
The Lactation Consultant program works in conjunction with the Family Birth Center and The Boutique to offer the full birth-to-home experience for new families. The Family Birth Center offers a breastfeeding support group, and moms can rent or buy breast pumps and schedule lactation consulting appointments through The Boutique.

(While The Boutique is under renovation, pump rentals will continue through the consulting program.)

Tozier says, “The opportunity for our MMC families to come back in to see the lactation consultants has already prevented a few readmissions, helped increase breastfeeding exclusivity, and put many new parents' minds to rest.”

To learn more about the Baby-Friendly Hospital Initiative, visit the Baby Friendly kiosk on Thursday, August 1, in the Main Lobby, 7 a.m. – 1 p.m.

## MMP MaineHealth Cardiology Lowers Patient Radiation Exposure



A push in the industry to lower patient radiation exposure, combined with a mandate by the American Society of Nuclear Cardiology to lower dose reduction in 50 percent of patients by January, 2014, was incentive enough for Lydia Schmersal, RTR, CNMT, to develop a protocol for achieving these results.

Through the support of software provided by a nuclear camera manufacturer,

and from Jeffrey Rosenblatt, MD, and James Parker, MD, Schmersal developed the protocol to achieve reduced imaging time and, more importantly, reduction in radiation dose to the patient. Schmersal is recognized as the only one in the country who incorporated these attributes through the use of the software. Through her dedication, data analysis, and summary of findings she was *Continued on back*

## Facebook Kudos

See what visitors are saying about us on Facebook ...

"I was on R7, and my heart doctor is Dr. Frey. He is such a wonderful doctor, and you have a wonderful cardiac unit."

"I can't even begin to express my gratitude toward all the staff at Maine Medical Center, from the trauma unit to the CNAs, the surgeons, the RNs, and the phlebotomists."

"Thank you to the amazing endoscopy team. My daughter was lucky to have such a great team taking care of her."

### *'Radiation Exposure' from front*

asked to present her protocol as a scientific abstract to the Society of Nuclear Medicine and Molecular Imaging.

Schmersal presented her abstract at the society's 2013 Annual Meeting in June.

"I'm not surprised that Lydia created this proto-

col," says Dr. Jeffrey Rosenblatt. "She has always placed patient safety as her first priority as a nuclear technologist. Lydia really put her heart and soul into this project, not only in the development of the protocol, but bringing the data together summarizing the results, designing the poster, and presenting her findings. I am grateful she is part of our team."

Schmersal obtained her nu-

clear certification in 1994, and joined Maine Cardiology Associates in 2003, now MMP MaineHealth Cardiology. She supports both their Lewiston and Rockport practices.

MMP MaineHealth Cardiology will soon be adding a similar protocol to all of their practice locations, as Schmersal's work has set the standard for others to follow.

## 'Fragrance Free' Posters Now Available

For the health of our patients,

we ask that you remain **fragrance free** while visiting our unit.

This includes perfumes, colognes, and smoke odor.



Communicate a fragrance-free message to visitors and staff in your unit with one of these new posters. There are currently four versions to choose from:

- Maine Medical Center
- Barbara Bush Children's Hospital
- Family Birth Center

• Maine Medical Partners  
You can see all four posters on the MMC Intranet.

To order, contact Deb Gray at the Print Shop, [grayd3@mmc.org](mailto:grayd3@mmc.org). Specify which poster you would like. We are in the process of creating posters for non-public departments.

# COMING UP AT MMC

**Farm Bus**  
Mondays - Bramhall  
Wednesdays - 100 Campus Drive  
3:30 - 5:15 p.m.

**'Baby Friendly' Informational Event**  
Thursday, August 1  
7 a.m. - 1 p.m.  
Main Lobby

**Slugger Open**  
Friday, August 9  
Sable Oaks,  
South Portland

**Harvard Pilgrim 5K**  
Thursday, August 15  
6:15 p.m.  
Back Cove, Portland

**4th Annual Patient Safety Academy**  
Friday, September 13  
9 a.m. - 4 p.m.  
USM Abromson Center,  
Portland

*For details on all upcoming events, check out the Calendar on the MMC Intranet.*



WHAT'S HAPPENING IS PUBLISHED WEEKLY BY THE COMMUNICATIONS AND MARKETING DEPARTMENT

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