



Is Coproduction Possible in the Midst of the COVID-19 Crisis?

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The Challenge?

Coproduction /or / “ Same Page Care” in Crisis

Elwyn G, Nelson E, Hager A, Price A. Coproduction: when users define quality. *BMJ Qual Saf.* 2019;0:1-6;.

Coproduction Cycle

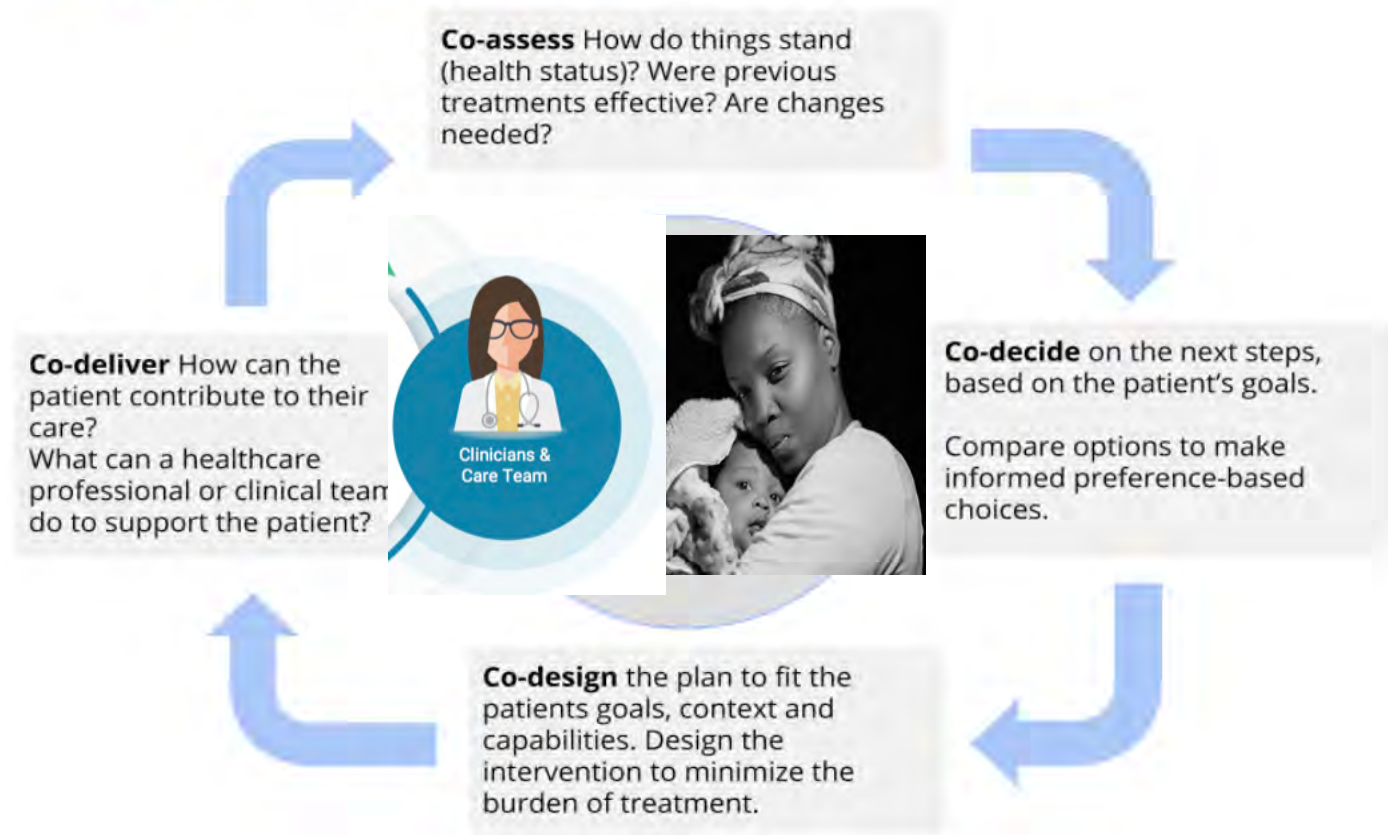


Figure 1 Coproduction cycle: cooperation for optimal care.

The Challenge?

Coproduction /or / “ Same Page Care” in Crisis



What Practical Changes Can We Test?



Idea #1 Being Tested

Family Advisor Led Telehealth Chats

WHO?



My name is Joanna Celenza and I'm the March of Dimes/CHaD ICN Family Support Specialist – Right now I'm working remotely but I would like to make myself available to you for support. I'm an ICN mom and even though every story is different, there is a lot in common when you've experienced being a parent in the ICN. You can schedule an informal chat with me by emailing me at Joanna.F.Celenza@Hitchcock.org. I'm happy to share tips on how to navigate the ICN. You and your babe(s) are in the best of hands right now, but I also know this journey can be difficult. I hope you reach out to me – I'm flexible with times to "meet" – let's chat!



WHAT?

WHERE?

WHEN?

HOW = Implementation Challenges

Evaluation Metrics Under Development

- # of sessions (data from calendar);
- feedback via “Voices” program; short e-survey.

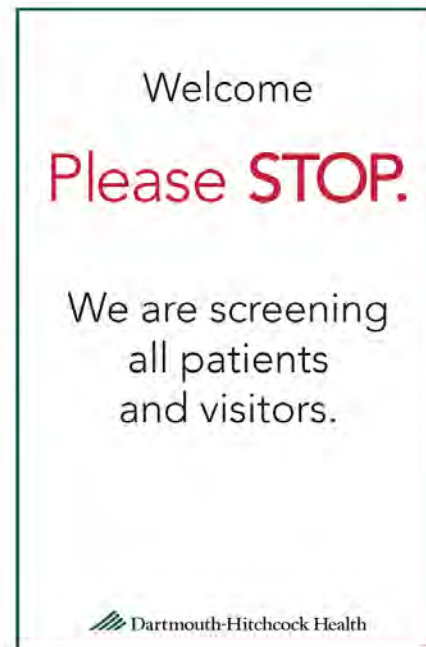
NEED TO CONSIDER ACCESS / HEALTH EQUITY!

Idea #2 Being Tested

Coordinated and Family-Sensitive Critical Communications

Even **MORE IMPORTANT** in **CRISIS Mode!**

Initial Language



With collaboration with families

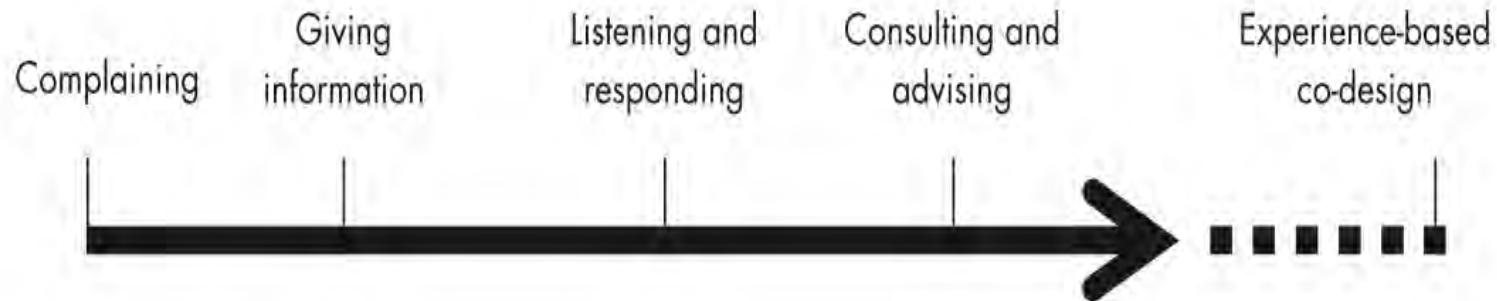
*We recognize the
importance of your role as
a healing partner for your
baby here in the ICN. Your
presence is important and
we want you to be here with
your baby.*



Now More Than Ever!

**Patients, Families – AND –
Your Team Members
Do Not Want to be “Acted Upon!”**

Continuum of Influence



Cooperation

Collaboration

Bate P, Robert G. 2006. Experience-based design: from redesigning the system around the patient to co-designing services with the patient. *Qual Saf Health Care* 2006;15:307–310.

Key COVID-19 Communication Resources and Tools

Academy for Communication in Healthcare

COVID-19 Telemedicine Tips <https://www.achonline.org/COVID-19/Telemedicine>

COVID-19 Quick Tips to Connect <http://www.achonline.org/COVID-19/Quick-Tips>

Dartmouth-Hitchcock

Breastmilk for My Baby Tool <https://www.dartmouth-hitchcock.org/patient-education/breastfeeding-and-breast-milk.html>

Institute for Patient & Family Centered Care

Patient- and Family-Centered Care and COVID-19 <https://www.ipfcc.org/bestpractices/covid-19/index.html>

Pandemic Toolkit [https://ipfcc.org/resources/Pandemic Planning and PFCC.pdf](https://ipfcc.org/resources/Pandemic_Planning_and_PFCC.pdf)

Frequently asked questions [https://www.ipfcc.org/bestpractices//covid-19/IPFCC PFCC and COVID.pdf](https://www.ipfcc.org/bestpractices//covid-19/IPFCC_PFCC_and_COVID.pdf)

Celenza JF, Zayack D., Buus-Frank ME, Horbar JD. Family Involvement in Quality Improvement: From Bedside Advocate to System Advisor. *Clin Perinatol*:2017; **44**, 553-566,