



Welcome Baby E-News

A QUARTERLY UPDATE

Summer 2012

We are excited to share this quarterly update. We've hit a big milestone since the last update: Welcome Baby has now served more than 2,500 women since launching in 2009!

Welcome Baby is a free program that benefits all women regardless of income, risk or potential challenges. The program—offered at no cost to providers and hospitals—includes trained professionals who work with patients on site at the hospitals and in their homes. Registered Nurses and Parent Coaches provide individual support and information on topics like bonding and attachment, breastfeeding and home safety.

In June First 5 LA announced an expansion of Welcome Baby that would allow selected hospitals across L.A. County to implement the program. We look forward to having other hospitals join us in this effort! Many providers already offer their patients an extra layer of care by working with



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brought to you by



Welcome Baby, and we invite those of you who are just learning about the program to read about the benefits to you and your patients.

Supporting New Moms With New Challenges

At only 26 weeks, Leticia went into labor and delivered her baby boy, Matias. Her baby was taken into the NICU for special care, and Leticia was diagnosed with gestational diabetes and would need to take extra care of



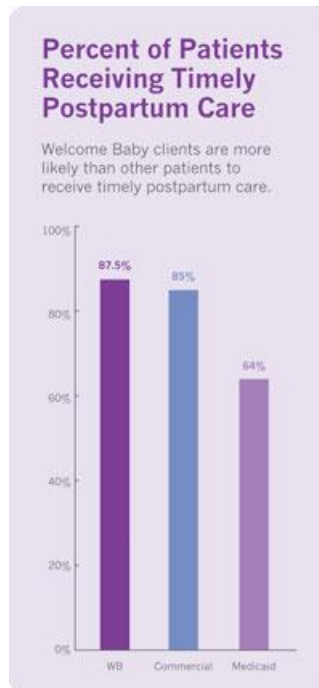
herself now as well. The Welcome Baby Hospital Liaison Chelsea Poyo-Nieto reached out to Leticia to let her know about Welcome Baby and the support it could provide her and her new son. Chelsea offered a listening ear and help explaining the new diabetes care, and breastmilk pumping and storing routine Leticia would need to keep her and her baby healthy. It was a lot of new information and Leticia wanted to get it all right.

"Leticia wanted so much to be there for her baby and was very nervous about how to follow all the different instructions," Chelsea recalled. "I listened to her and we worked together to build her confidence with her diabetes medicine and pumping."

[Read more](#) about Leticia and other women who have received support in their pregnancy and motherhood through Welcome Baby.

Welcome Baby Eliminates Postpartum Care Disparity

Timely postpartum care can improve overall health of mom and baby. The National Quality Assurance Committee (NQAC) established the Healthcare Effectiveness Data and Information Set (HEDIS) as a tool for health plans to measure performance on important dimensions of care and service. Postpartum care should occur between 21-56 days according to the HEDIS guideline, yet when comparing Medicaid patients to commercial, private insurance patients, a socioeconomic disparity is evident.



Welcome Baby eliminates the disparity in preventive postpartum care. In fact, over 87 percent of Welcome Baby participants receive timely postpartum care. Welcome Baby staff shared these outcomes and more at PAC/LAC annual conference. To see more data on how Welcome Baby is making a real impact in patient health outcomes [click here](#).

Learn More and Refer Your Patients

Welcome Baby is available to all women regardless of income, risk or potential challenges. Determine your client's eligibility and refer her in two easy steps:

1. Does she meet the following prerequisites?
 - Up to 38 weeks pregnant
 - Plans to deliver at California Hospital Medical Center
 - Lives within five miles of California Hospital Medical

Center

2. Fax the [referral form](#) with patient name and contact information to 213.213.1276

If your hospital does not currently offer Welcome Baby and you want to learn more about the program please call 213.482.7522 or email dcareaga@first5la.org and let us know how we may follow up with you. We can email more information or schedule a call or visit to discuss the program and how it can benefit your patients and hospital.

About Us

Welcome Baby is an effort funded by First 5 LA to transform Los Angeles County neighborhoods into places where children can grow up safe, healthy and happy.

In the [Metro LA community](#), [Maternal and Child Health Access \(MCHA\)](#) and [California Hospital Medical Center](#) implement the program, contributing years of expertise serving pregnant women and families.

For more information about *Best Start*, visit BestStartLA.org.



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