

Housekeeping Reminders

Please submit questions via the Zoom chat during the presentation.

For attendance, please type in your name and organization in the chat.

Attendees are muted upon entry. Click “Unmute” when you would like to speak. Please mute yourself after speaking.

The presentations are posted on Tomorrow’s HealthCare www.tomorrowshhealthcare.org

2026 PCMH Perinatal Care in Family and Pediatric Offices Sprint Session #2

April 1, 2026

Pittsburgh Regional Health Initiative

Continuing Education Information

In support of improving patient care, this activity has been planned and implemented by the University of Pittsburgh and The Jewish Healthcare Foundation. The University of Pittsburgh is jointly accredited by the **Accreditation Council for Continuing Medical Education (ACCME)** and **the American Nurses Credentialing Center (ANCC)**, to provide continuing education for the healthcare team. **1.5 hours are approved for this course.**

As a Jointly Accredited Organization, University of Pittsburgh is approved to offer social work continuing education by the **Association of Social Work Boards (ASWB)** Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. University of Pittsburgh maintains responsibility for this course. Social workers completing this course receive **1.5 continuing education credits.**

Disclosures

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The information presented at this Center for Continuing Education in Health Sciences program **represents the views and opinions of the individual presenters**, and does not constitute the opinion or endorsement of, or promotion by, the UPMC Center for Continuing Education in the Health Sciences, UPMC / University of Pittsburgh Medical Center or Affiliates and University of Pittsburgh School of Medicine. Reasonable efforts have been taken intending for educational subject matter to be presented in a balanced, unbiased fashion and in compliance with regulatory requirements. However, each program attendee must always use his/her own personal and professional judgment when considering further application of this information, particularly as it may relate to patient diagnostic or treatment decisions including, without limitation, FDA-approved uses and any off-label uses.

Learning Objectives

- ✓ Describe strategies for family and patient engagement and education on vaccination in pediatric settings
- ✓ Discuss progress in PCMH quality improvement projects for improving perinatal care in family and pediatric offices
- ✓ Describe strategies to prepare for and implement the Do and Study stages of the PDSA cycle

Welcome

Robert Ferguson, MPH

Chief Policy Officer

Pittsburgh Regional Health Initiative

2026 PCMH Learning Network Objective

Objective: All PCMHs in the HealthChoices PCMH Program complete at least 2 cycles of a PDSA in at least 1 sprint by November 2026

PDSA Plan Submission Dates



**PCMH Milestone
Prior to Kickoff:**
Enroll in Sprints
and submit
preliminary QI
plans
(completed)

**PCMH
Milestone:**
Complete first
PDSA cycle*

**PCMH
Milestone:**
Complete at least
2 PDSA cycles
and share at the
11/10 in-person
event*

2026 Sprint Session Dates*

Perinatal Care in Family & Pediatric Offices

Wednesday, April 1st at 9 – 10:30 am

Tuesday, June 23rd at 1 – 2:30 pm

Tuesday, September 15th at 9 – 10:30 am

**Remember to ensure you are receiving emails from J. at Ashenayi@jhf.org*

Family and Patient Engagement and Education Strategies for Vaccination

Alicia Hartung, DO, IBCLC, Kids Plus Pediatrics

Lisa G. Zur, MPH, Health Innovations Program Manager, Kids Plus Pediatrics



Patient Engagement & Vaccine Promotion

Kids Plus Pediatrics

THEPAFC.COM



Overview

Setting the Stage for Vaccine Compliance

Innovative Ideas for Patient Engagement :

Family Guide

Baby Basics

The Village

Vaccine Communication :

Our Policy

Often and Early

Classes

We offer a series of classes and workshops — some free, some for fees; some in person, some online — for our patients, parents, friends, families, and communities.

Family Guide

- A concierge style welcome to the practice
- Introduce our website as a self-service portal
- Remind families that we are a vaccinating practice, show them the well child schedule + vaccine info

The Case for Family Guide

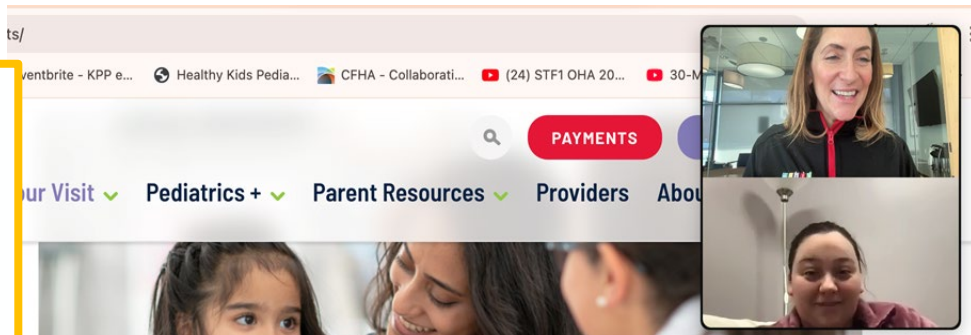
- **Builds strong “word of mouth referrals”**—(67% of first-time moms say recommended by friends and family were very and extremely important).
 - 84% of those who participate in the Family Guide program were likely to recommend to a friend or family member.
- **Delivers higher profit per patient:** The website/portal becomes a self-service destination that can help families answer routine questions/forms etc. reducing staff and clinician time from routine “asks”.
 - Reduces reception team labor/triage staff answering common questions like ibuprofen dosage
 - Decreases calls to physicians or clinical staff because of upfront education and resource availability
 - Reduces visits outside the office, i.e., urgent care, unnecessary ER visits
 - New Family Orientations replace the traditional “Prenatal Interview” with Clinicians

- “We love that you learn so much before your baby is even born.”
- Molly
- “It was a simple and welcoming process that made me feel at ease as a first-time mom.”
- Anonymous
- “I didn’t have to make a single, panicked phone call to the office. All my questions were answered before I even knew what to ask.”
- Anonymous

How does it work? Three parts.



The “Mom” Experience



To join the Family Guide Program, just [click here to say hello](#)



Well Visits

At Kids Plus. we don't just help your child

Newborn

Baby's first visit to Kids Plus!

Vaccines

None

Download

[Newborn Handout](#)

1 Month

Vaccines

None

Complete

1-Month Questionnaire

Download

[1-Month Handout](#)

2 Months

Vaccines

Vaxelis (DTaP-HIB-IPV-Hep B);
Pneumococcal; Rotateq

Complete:

2-Month Questionnaire

Download:

[2-Month Handout](#)

4 Months

Vaccines

Vaxelis (DTaP-HIB-IPV-Hep B);
Pneumococcal; Rotateq

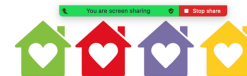
Complete

4-Month Questionnaire

Download

[4-Month Handout](#)

Delivery & Discharge



Delivery

- Shortly after baby arrives, an in-house pediatrician will visit you in your hospital room. They will answer any questions you may have about baby and tell you when you can leave the hospital.

Discharge

- On the day of your discharge, call us to add baby to your account.

ACETAMINOPHEN DOSING



WEIGHT (lbs)	6-11	12-17	18-23	24-35	36-47	48-59	60-71	72-95	96+	TYPE
Suspension (160 mg / 5 mL)	1.25	2.5	3.75	5	7.5	10	12.5	15	20	mL
Chewable 80 mg Tablets	-	-	1.5	2	3	4	5	6	8	tablets
Chewable 160 mg Tablets	-	-	-	1	1.5	2	2.5	3	4	tablets
Adult 325 mg Tablets	-	-	-	-	-	1	1	1.5	2	tablets
Adult 500 mg Tablets	-	-	-	-	-	-	-	1	1	tablets

Family Guide Successes

- # of parents who contacted Family Guide in Years 1-4: 1,072
- Percentage of parents who registered as patients: 96%
- Families report feeling more comfortable and confident navigating:
 - The Kids Plus website including Doctors' Notes
 - Pre-Visit Questionnaires
 - and the Patient Portal

Baby Basics

- Free monthly virtual class open to all
- Designed for new and expectant families
- Convenient
- Topics normal newborn expectations, vaccines, safety, signs of illness
- Opportunity for families to ask questions
- Introduce vaccines and the importance for both patient and family members

Caregiver Vaccines

Influenza

Tdap

COVID

Abrysvo
(mom)



We have a firm stance on vaccines!

Vaccine Policy Statement

We believe in the effectiveness of vaccines to prevent serious illness, to promote health and wellness, and to save lives.

We believe in the safety of vaccines.

We believe that children and young adults should receive all of the recommended vaccines according to the schedules published by the Centers for Disease Control and Prevention and the American Academy of Pediatrics.

We believe, based on all available data, scientific literature, current studies, and evidence-based medicine, that **vaccines do not cause autism or other developmental disabilities...**

We believe that **vaccinating children and young adults is the single most important health-promoting intervention** we perform as health care providers, and that you perform as parents/caregivers.

We know, and want you to know, that the recommended vaccines and their schedule are the results of years and years of scientific study and research, with data gathered on millions of children, by thousands of our brightest scientists and physicians.

Vaccine Policy Statement continued

We understand that there has always been, and will likely always be, discussion surrounding vaccination. But that discussion does not change the facts, or the science, or the evidence about vaccines...

We write this statement not to scare you or coerce you, but to make you aware of the facts, and to emphasize the importance of vaccinating your child. We recognize that the choice may be emotional for some parents. So we will do everything we can to support you, and to help you understand that vaccinating according to the schedule is the right thing to do.

Please understand, however, that delaying or “breaking up” the vaccines to give one or two at a time over two or more visits goes against expert recommendations, and can put your child at risk for serious illness or even death. Doing these things goes against both our medical advice and our core principles at Kids Plus.

If you refuse to vaccinate your child despite all our efforts and recommendations, we will ask you to find another health care provider who shares your views.

As medical professionals, we know that vaccinating children on schedule with currently available vaccines is absolutely the right thing to do for all children and young adults.

We’re always happy to answer any questions, or to discuss any concerns, you may have about vaccines.

Vaccine Communication: Often and Early

- Open communication with families from the start!
- Providing resources that will provide accurate information
- Listening to the families
- Working with the families to come to a collective decision/compromise
- Explaining our stance on vaccines and how it is protecting their newborn in our offices
- Clinical Committee

Vaccine Resources

- www.vaxfacts.info
- www.healthychildren.org
- www.chop.edu/vaccine-education-center
- www.immunize.org (Specifically "Clear Answers and Smart Advice About Your Baby's Shots", an excellent article by Dr. Ari Brown that has been updated frequently)

In 2017, we produced a video called We Prevent Cancer

- <https://www.youtube.com/watch?v=wPZGe1WnL5E>



How can we continue to empower new moms?

We can offer them a safe space to meet, connect, and learn.



The Village

- Come as you are, Keep it real
- Share your challenges and your successes
- Supported and facilitated by a Doula
- Free and open to the community
- Wednesdays: meets in-person & virtually



What is an RCC?

- Resource and Counseling Coordinators (RCC): Provides emotional support, care coordination* services, connections to community-based resources, assistance in navigating medical, behavioral health and education systems, and communicates with medical and other support teams for pediatric patients and families
- Importance for both Parents and Providers

Thank you!

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Lisa Zur, MPH: Lisa.Zur@PediatricAssociates.com

PCMHs' Sharing of PDSA Plans and Peer-to-Peer Learning

Next Steps, Wrap Up & Session Evaluation

Lisa Boyd

Pittsburgh Regional Health Initiative

Next Steps from Today's Session

1. Update and submit Plans for **PDSAs by April 28th** and prepare for the Study and Act phases
2. Reach out with any questions or to request 1:1 support or TA
3. Make sure you and your team are registered for the next session – [Tuesday, June 23rd at 1 – 2:30 pm via Zoom](#)
4. Register for the upcoming Statewide Midyear session – [Tuesday, June 2nd at 9 – 10:30 am via Zoom](#)

Statewide Supplemental Sessions

Sepsis in Primary Care Settings – Thursday, June 4th at 5:00 – 6:00 p.m. via Zoom
<https://us06web.zoom.us/meeting/register/Bnmb3Ly9SyWEckYwPZybow#/registration>



HIV in Primary Care – Thursday, July 9th at 5:00 – 6:00 p.m. via Zoom
<https://us06web.zoom.us/meeting/register/QY4Q84qBQzasiZlsORIErg#/registration>

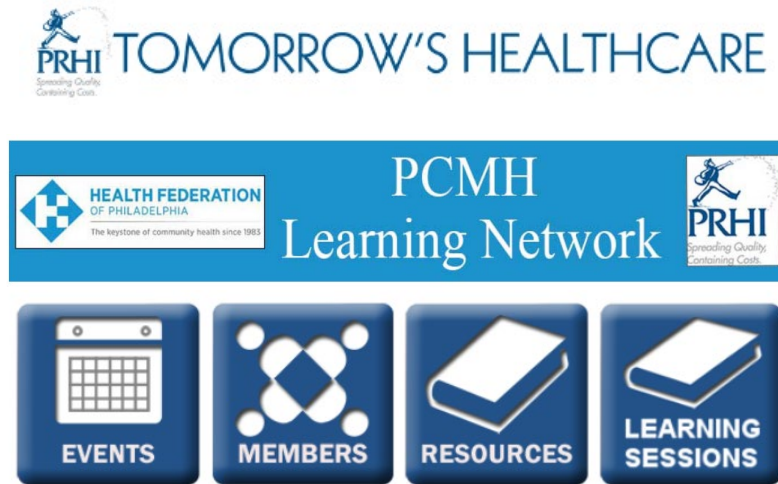


Stay tuned for additional information on these sessions and dates for fall supplemental sessions.

PCMH Online Community

<https://www.tomorrowshhealthcare.org/>

Members of your PCMH's multi-disciplinary learning team will receive log-ins



- Access the session materials in “Learning Sessions”
- Look for guides and tools in “Resources”
- Find session dates and registration links under “Events”

CEU Process

You will receive a follow up email with links to:

Complete the survey at: <https://www.surveymonkey.com/r/WGZQPKY> by Wednesday, April 8th

1. Please be sure to designate which CEU credits you are requesting **CME, CNE, Social Worker or Certificate of Attendance**. If you already have an account with the UPMC Center for Continuing Education, **please be sure the email you enter on the survey matches the UPMC CCE account email that you create.**
2. The UPMC Center for Continuing Education will follow up with you via email after April 8th with instructions on how to claim your credits.
 - To prepare, we recommend you create an account with UPMC CCE via this website <https://cce.upmc.com>.



Thank You!
