
10 High Yield, Low Cost Strategies for Improving Pediatric Care at Your
Emergency or Urgent Care Facility

** e-Course Introduction **

Hello Renae,

The fact that you requested the 10 High Yield, Low Cost Strategies for Improving Pediatric Care at Your Emergency or Urgent Care Facility e-Course tells me two very important things about you.

It tells me that:

1. You recognize that children and families presenting for emergency care bring with them special requirements--requirements your facility might not be prepared to meet, and
2. You are open to considering implementing changes that will benefit your pediatric patients, your facility and your community.

Let me tell you up front that the most lasting and beneficial changes--changes that allow your facility to reap rewards like greater differentiation, boosts in market share and increases in revenue--are those that have been strategically and purposefully developed and implemented with the blessings of leadership.

But not to worry.

Even if a full-blown strategic pediatric-enhancement initiative is not possible at your facility right now, you can STILL apply a number of sound yet simple strategies to begin enhancing your facility's pediatric care right away.

That's what this course is all about!

I invite you to implement one, two or all of the strategies you'll find in this course, and then to measure the results yourself.

See if your young patients and their parents notice the difference.

See if your facility's pediatric volume increases as word of mouth spreads.

See if parental complaints decrease.

And best of all, see how even small changes transform staff and the overall spirit of your emergency facility!

Keep your eye out for lesson 1... it will be arriving tomorrow.

Until then...

Yours for better emergency care,

Emory Petrack, MD, FAAP, FACEP

President, Petrack Consulting, Inc.
Creator of the CalmerKids(TM) Training Module
<http://www.GoCalmerKids.com>

P.S. I wanted to remind you that for a limited time I'm offering a special \$300 "Web discount" on the CalmerKids Training Module. If you haven't taken a look at the video on this fantastic facility-building program that offers CEUs to boot, you might want to take a look at it now. CalmerKids walks you step-by-step through REAL CHANGES that will enhance your facility's pediatric care many-fold! Check it out here:
<http://www.GoCalmerKids.com>

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** e-Course Lesson 1: Prioritize pediatric care **

Hello Renae,

If you're serious about improving pediatric care in your facility...and since you're reading this I know you are...you're going to need a new pair of glasses. Well, not literally. What I mean is that you're going to need to take a look at your facility from another view...the view of children and families.

Why would you do that?

So you can complete lesson one: prioritize pediatric care.

Prioritizing pediatric care doesn't mean you should put emergency care for children above care for adults. But it does mean creating a new focus on pediatric needs. It means evaluating everything in your facility through the eyes of children and their families.

Community emergency departments and urgent care centers are traditionally adult-focused, so everything from the waiting and treatment rooms to the equipment, training and medicines are also adult-focused. They just don't reflect a culture that recognizes the special and unique needs of children presenting for emergency care.

Yet when families come into your facility with ill or injured children, expertise in children's care is what they expect.

Your job is to meet those expectations. And the best way to start...the best way to gain a new view of your facility...is to evaluate everything from the perspective...through the lenses...of children and families.

So grab a clipboard and a pen and walk outside your facility.

That's right...go outside. Then come back in again, but this time with your parent/child glasses on. What do they see when they first come in? What happens to them first? Is there anything that you, as a parent or child, would like to see or have happen differently?

Walk around your entire facility; interact with staff as children and families would. Sit in the waiting area. Sit in the treatment room. Visit the bathroom.

You'll be surprised how much you can learn...just from a new pair of glasses!

In the next lesson in this series, I'll share with you the first thing you can do towards improving pediatric care in your facility. And it won't cost you a penny!

Until then,

Yours for better emergency care,

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Creator of the CalmerKids(TM) Training Module
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P.S. One of the things frontline staff often share with me is how much more helpful it is when treatment rooms are equipped with things to distract children. The Toolkit included with the CalmerKids Training Module gives you a selection of distraction tools proven to work with kids of various developmental ages. Don't forget to take advantage of our limited time \$300 Web discount!

Just click below to put CalmerKids to work in your facility right away.
<http://www.GoCalmerKids.com>

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** e-Course Lesson 6: Look for ways to make your facility's waiting
room more child-friendly **

Hello again Renae,

We've passed the half-way mark; this is your sixth lesson in a series
of ten in the 10 High Yield, Low Cost Strategies for Improving
Pediatric Care at Your Emergency or Urgent Care Facility course.

I hope you've found the content useful so far.

If you've made any of the changes we talked about, or if you'd like to
share any of your own input or experiences...or ask any
questions!...please do get in touch. The shape of future courses,
products and services offered by Petrack Consulting is literally in
your hands! You may e-mail your comments to me at
epetrack@petrackconsulting.com.

Or, if you're not the writing type, just pick up the phone and call me
toll free at 888-GO-CALMERKIDS (888-462-2563).

For today's lesson--lesson six--I'm going to share with you three
simple ways you can enhance the perceptions of families from the moment
they enter your facility's waiting room.

This is important because, as you know, first impressions count!

What happens when a family enters your facility?

Are they greeted by someone who makes them feel welcomed?

Is play equipment available to help keep children and their siblings
distracted while waiting?

Here are three things you can do in the waiting room to show, rather than say, that children are a priority for your facility:

1. Create a ***children's*** section; if budget is an issue, simply add a small table and chairs and colorful room decorations to send a message that kids are welcome.
2. Create a safe physical space by plugging outlets and locking table or cabinet drawers.
3. If your space is really small, keep a stash of coloring books and crayons or other quiet playthings out of sight but offer them as soon as a family with children arrives.

Even if you can't create a distinct pediatric area, any separation of adult and pediatric care will generally be appreciated by families, especially those with small children.

In the final set of lessons, lessons seven through ten, we'll get a bit more detailed and talk about equipment, medications, documentation, carepaths and reference materials.

...all the stuff that makes for a truly pediatric-differentiated facility!

Until then,

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** e-Course Lesson 8: Take a look at how your charts are documented **

Hello Renae,

Yes, you remembered correctly: this lesson is about charting. Not your favorite subject, I know; so I'll keep this lesson brief:

Take a look at how your charts are documented.

Everyone knows charting is important. Yet problems persist and often are discovered only AFTER a patient complaint--or worse, at trial.

This medical-legal risk is magnified even more when a seriously ill or injured child has a less than optimal outcome.

And this is why it's essential to have a program in place for reviewing nursing and physician chart documentation. It not only ensures good patient care; it also significantly reduces medical-legal risk.

Put together a quarterly chart review for physicians and nursing providers, focusing on specific documentation elements in the chart.

Be sure that you give ongoing, supportive and SPECIFIC feedback to providers as issues are identified.

Don't give risk a foothold in your facility. Take preventative measures now--and continue to do so regularly.

In the next lesson, I'll share with you how you can ensure that your facility is practicing state-of-the-art, evidence-based medicine.

Until then,

Yours for better emergency care,

Emory Petrack, MD, FAAP, FACEP
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Creator of the CalmerKids(TM) Training Module
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P.S. Did you know that the CalmerKids Training Module not only helps your facility differentiate itself...that it not only helps your staff work more effectively and efficiently with distressed kids....that it not only gives you the techniques staff needs to keep kids and their parents calm.... But CalmerKids, through its comprehensive training video, also gives you one CEU for an unlimited number of staff for one year! If you need CEU training anyway, you may as well get the training that gives you most value for your dollar. And for a limited time, get even more value with our \$300 Web discount! Check it out at <http://www.GoCalmerKids.com> today!