



Healthy Start

Coalition of Orange County

Every baby deserves a healthy start



Provider Exchange

VOLUME 5, ISSUE 2

JULY, 2012

Thank you to Janelle Sharritt of Dr. Sipprell's office for being the first to complete the training and quiz! She will be awarded with movie tickets!!!

Don't Miss the Deadline!

If you haven't completed Healthy Start's Annual Training, which is provided on-line for the first time, it's not too late! While the training will be available all year, the deadline to complete it and be entered to win a variety of prizes was August 10th but has been extended to August 31st. Everyone who completes the training and takes the quiz will be awarded a certificate of completion.

The training can be beneficial to new and experienced staff. It provides an overview of Healthy Start's history, explains the FL statutes that pertain to Healthy Start, reviews the services Healthy Start provides as well as highlights community events. In addition, the training offers tips on introducing the form to patients and explains the different

scenarios for properly completing the form and referring patients into the program. Perhaps most helpful is that the training covers frequent errors that occur when completing the form.

"It's all too common that providers are unclear about Healthy Start, whether it be what services we provide and who is eligible for them or who should be offered the screening form. Is it for Medicaid patients only? Is it optional to offer the screen? The training will answer these and other providers' questions and will clear up any misconceptions they may have," offered Kerri Stephen who is Healthy Start's community liaison.

Healthy Start thanks all who have already completed the training. We truly value your time. Of course, if you have any questions about Healthy Start, in addition to completing the training, you can always contact

Kerri Stephen at (407) 741-5246 —office, (407) 342-8788—cell, or kerri@healthystartorange.org.

Instructions for Accessing Healthy Start's 2012 Annual Training

1. Go to www.healthystartorange.org
2. Click on the "Providers" tab
3. Click on the training to download (it may take a few minutes). Once this is done, it will play as a power point show with audio.
4. Directly below the training on the "Providers" section of our website you can "Click" to take the quiz.
5. Once finished with the quiz click to "Submit" it

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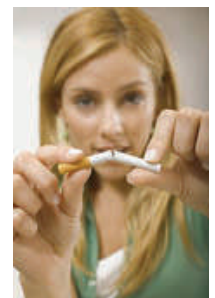
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Earn Continuing Education Credits

An updated on-line training is being offered on *Smoking Cessation for Pregnancy and Beyond: A Virtual Clinic*. The training is interactive and allows you to counsel and assist three sets of simulated patients to quit smoking using the 5 A's.

The training is intended

for health care professionals who will be assisting their female patients in quitting smoking, in particular, patients who are pregnant or in their childbearing years. To access the training and resources go to <https://www.smokingcessationandpregnancy.org/>



According to March of Dime's 2011 Report Card, the rate of women smoking in Florida is 17.3%

Thank you for all you do! Healthy Start would like to say **CONGRATULATIONS** to our top 5 screeners for the 4th quarter: **Michael Stroup, MD, OB/GYN of Central Florida, Orlando OB/GYN Associates—Vineland, Women’s Care Specialist, and Women’s Healthcare of Orlando, PA.** These percentages represent the ratio of **ALL** pregnant women or infants who consented to prenatal or infant risk screening offered by their private healthcare provider from January–June 2012. These providers will receive an edible arrangement. We would also like to thank our **contracted provider** for going above and beyond their contracted consent-to-screen rate of 95%. To become one of Healthy Start’s top screeners for next quarter, remember to make sure that **EVERY** pregnant woman says “**YES**” to completing the Healthy Start screening. *Many offices deserve recognition for their commendable screening rates. If you didn’t make this quarter’s top 5 screeners, keep up the good work and we will try to recognize you in the future.*

January—June 2012 Provider Prenatal Screening Rates

Practice Name	OPR #	Total Forms Processed	Total Consenting to be Screened	2011 Screening Rate	2012 Screening Rate
Aloma Park OB/GYN PA	023	87	83	99%	95%
Apopka Family Health Center	111	367	355	99%	97%
OB/GYN Care Group	112	31	25	93%	81%
Women’s Care Florida—OB/GYN Specialist	114	113	106	90%	94%
Women’s Care FL—Partners in Women’s Healthcare	116	168	149	95%	89%
Thomas Gibbs, MD	138	60	51	80%	85%
Women’s Care Florida—Winter Park OB/GYN	140	168	154	90%	92%
OB/GYN Specialists of Central FL—Lake Underhill	143	70	68	99%	97%
The Birth Place	145	167	159	98%	95%
Loch Haven OB/GYN	148	256	248	98%	97%
John Serrao, MD	150	21	19	98%	90%
Kyle Crofoot, MD	151	15	15	94%	100%
FL Hospital Centre of Family Medicine	153	105	103	100%	98%
Michael Stroup, MD	156	91	91	100%	100%
Roberto Iurcovich, MD	164	11	11	98%	100%
Winnie Palmer Education & Outpatient Center	168	145	140	99%	97%
Physician Associates-Waters Edge	180	123	117	99%	95%
Women’s Care Florida—Delaney OB/GYN	183	74	70	100%	95%
The Women’s Center—Downtown Orlando	185	2	0	95%	0%
Orlando Center for Women’s Health	189	2	2	100%	100%
OB/GYN of Central Florida	191	132	130	100%	98%
Howard Blount, MD	193	59	56	100%	95%
Pine Hills Family Health Center	194	312	301	100%	96%
Lori Lambert, MD	199	18	18	96%	100%
OB/GYN Specialists—Southwest	300	112	101	91%	90%
Orlando OB/GYN Associates—Vineland	301	76	75	97%	99%
Physician Associates—Sandlake Road	303	184	140	74%	76%
Michael Tortorella, MD	304	19	18	100%	95%

January—June 2012 Provider Prenatal Screening Rates

Practice Name	OPR #	Total Forms Processed	Total Consenting to be Screened	2011 Screening Rate	2012 Screening Rate
Norma Waite, MD	308	35	35	100%	100%
OB/GYN of Health Central	310	22	19	97%	86%
The Women’s Center—Ocoee	312	2	1	100%	50%
Physician Associates—Ocoee	314	46	45	96%	98%
The Women’s Center—Hunters Creek	318	31	30	87%	97%
Louis Stern, MD	320	85	80	95%	94%
Orange County Female Detention Center	322	7	7	100%	100%
Physician Associates—Waterford	323	56	54	95%	96%
Women’s Center for Total Health	327	23	23	100%	100%
Premier OB/GYN	328	47	43	96%	91%
Contemporary Women’s Care of Orlando	330			N/A	
Women’s Care Specialist	400	73	71	99%	97%
Physician Associates—Vista Lake	401	75	72	100%	96%
OB/GYN Specialists of Central FL-Semoran	403	94	90	99%	96%
Total Women Healthcare	410	40	40	93%	100%
Physician Associates—Baldwin Park	415	90	72	96%	80%
Physician Associates—Hunters Creek	425	21	20	95%	95%
The Women’s Center—Winter Park	430	1	1	100%	100%
Inspiration Family Birth Center	435	37	35	96%	95%
Thomas Sipprell, DO	440	51	44	92%	86%
OB/GYN of Greater Orlando	445	100	95	100%	95%
Women’s Healthcare of Orlando PA	450	31	31	98%	100%
Women’s Care Florida—The Women’s Centre for Excellence	455	41	39	100%	95%
OCHD—Lila Mitchell Center	159	521	511	98%	98%
OCHD—Eastside	324	249	241	99%	97%
OCHD—Lake Underhill	404	246	240	99%	98%
OCHD—Southside	405	414	400	98%	97%

Healthy Start welcomes a new practice to Orange County!

January—June 2012 Postnatal Screening Rates

Birthing Facility	Total # of Infants	Total Screened	2011 Screening Rate	YTD 2012 Screening Rate
The Birth Place	45	45	97%	100%
Florida Hospital Orlando	1,204	1,054	79%	88%
Health Central	353	310	86%	88%
Inspiration Family Birth Center	56	56	96%	100%
Winnie Palmer Hospital	6,513	5,976	88%	92%
Winter Park Memorial Hospital	1,297	1,296	98%	100%

All birthing facilities have increased their rates!

Provider Spotlight: Centre for Family Medicine



The Orange County Healthy Start Coalition recognized the Centre for Family Medicine with a plaque at their annual meeting last September for having the most improved screening rate. This past year The Centre for Family Medicine has maintained a near 100% consent-to-screen rate. That means that almost every one of their pregnant patients has said yes to complete the Healthy Start screen. To achieve this, the practice must take the time to help educate their patients about Healthy Start. Having a high consent-to-screen rate is so important, because it helps identify women “at-risk” for having a poor birth outcome so that Healthy Start is able to provide free services to help reduce their risk. For those patients who complete the form and score not at risk, they are helping Healthy Start to collect data that can improve the healthcare of all pregnant women in Florida.

Thank you to the Centre for Family Medicine for your commendable partnership with Healthy Start.

Interested in being featured in a future edition of the Provider Spotlight?

Contact Kerri Stephen at (407)741-5246 or kerri@healthystartorange.org

The Centre for Family Medicine has been providing quality health care for the Central Florida community since 1972. In July 2010, the practice relocated to the campus of Winter Park Memorial Hospital off Lakemont Avenue. The 12,500 square-foot office is on the second floor of the newly constructed medical office building. With 24 exam rooms and 2 procedure rooms, the state-of-the-art facility is fully equipped to serve a wide variety of patient needs. From birth care to senior care, pediatric services to chronic disease management, the Centre for Family Medicine will take loving care of your entire family. Services include:

Same-Day Care for Illness and Minor Injury

- Pediatric and Adolescent Care
- Gynecology and Women's Health Services
- Obstetrics and Prenatal Care
- Dermatologic Care
- Chronic Condition Management
- Inpatient Hospital Treatment

Specialty Services and Programs

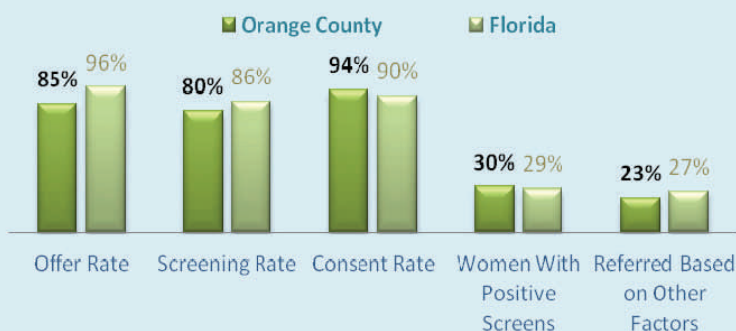
- Geriatric Centre of Excellence
- Healthy Lifestyle Changes Program
- Stop Smoking Program
- Diabetes Lifestyle Program

In addition to treating illness and injury, the physicians actively engage patients in prevention and wellness.

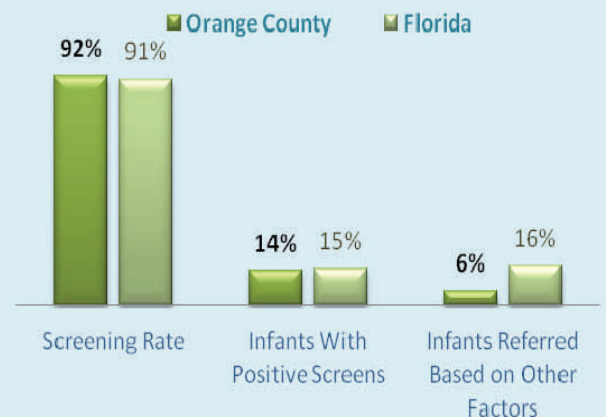
You can visit Florida Hospital Centre for Family Medicine’s website to meet their practicing physicians. Once there, just click on the picture to learn more about the physician.

<http://www.centreforfamilymedicine.com/faculty-physicians>

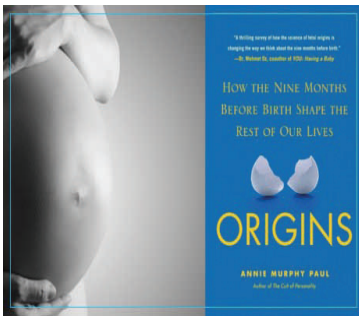
See How Orange County Compares to the State: Prenatal Rates



See How Orange County Compares to the State: Postnatal Rates



Florida Association of Healthy Start Coalition’s Annual Education and Training



One of many speakers was author Annie Murphy Paul of the book *Origins: How the Nine Months Before Birth Shape the Rest of Our Lives*

receive continuing education credits.

A slew of experts presented on a variety of topics. Just to name a few: Dr. Linda Gilkerson spoke about the Fussy Baby

Network’s approach for helping families struggling with their infant’s crying; Author Annie Murphy Paul spoke about the research brought together in her book *Origins: How the Nine Months Before Birth Shape the Rest of Our Lives*; and Dr. Peter Gorski spoke about early brain development and research into the psychobiology of stress and the long-term health and developmental

consequences of epigenetic modification of gene regulation.

With too many to name, there were many more experts and topics that were covered. Attendees were sure to find a topic that interested them with the multiple sessions to choose from.

Next year’s FAHSC annual education and training event has already been scheduled to take place in June and will be held in Tampa.

“Potential for success and health...is directly shaped and driven by the emotional experiences and relationships during these first two to three years of a child’s life.”

~Dr. Peter Gorski

This year’s Florida Association of Healthy Start Coalition’s (FAHSC) annual education and training took place July 9th-11th in Orlando. The annual event allows for Healthy Start Coalitions and Programs throughout Florida to convene in a learning and sharing session. Direct care providers of services for pregnant women and babies may also find the event of interest and value and can

Pathways to Clinical Excellence in OB/GYN 2012 Annual Meeting to be Held in Orlando

The Pathways to Clinical Excellence in OB/GYN 2012 annual meeting will be held August 3-5, in Orlando, FL at the Ritz Carlton Orlando, Grande Lakes. It is sponsored by the Florida Obstetric and Gynecologic Society and the Florida Section ACOG.

The meeting is an educational

program that provides attendees with an extensive review of topics specific for the obstetrician, gynecologist, as well as the OB/GYN nurse practitioner and offers continuing education credits. There will also be opportunities for attendees to connect and network during exhibit hall and social

functions.

To register and view the meeting’s details, including the agenda, visit:

<http://www.obgpathways.com/>





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August is National Breastfeeding Awareness Month

August is National Breastfeeding Awareness Month, and the United States Breastfeeding Committee (USBC) invites everyone to join in conversations across social media campaigns to highlight the many ways how "Everyone can help make breastfeeding easier."

The USBC designated this year's campaign as "20 Actions in 20Days." Each weekday from August 6–31 the "20 Actions in 20 Days" campaign will focus on one of the steps set forth by The Surgeon General's Call to Action to Support Breastfeeding and what is being done to answer the call. So much

work is being done to tackle the barriers to breastfeeding success; help spread the word about the real progress taking place and engage



According to CDC's 2011 Breastfeeding Report Card, 31.7% of women in Florida were exclusively breastfeeding at 3 months.

new organizations and individuals in supporting breastfeeding families.

There are many ways to participate! To view the action calendar and sample Facebook posts and tweets, or to learn more about how your support can make all the difference for breastfeeding families, visit www.usbreastfeeding.org/nbm.

As you may know, breastfeeding education and support is one of the many services that Healthy Start provides. If you have any questions about this and other services provided by Healthy Start, contact the program office at (407) 254-6822.