



Improve customer care and educate the patient & family during an **Emergency Department** visit!



Kosair Children's Hospital is Kentucky's only full-service, freestanding, pediatric care facility dedicated exclusively to caring for children. They average 200 emergency department visits per day and over 35,000 visits per year. Kosair's first exposure to Medical Memories

was at the Child Life conference in June 2008. It was there that they were first introduced to My Hospital Scrapbook® and then went live with the program in December 2008. Families and hospital staff alike have truly enjoyed incorporating the My Hospital Scrapbook® program into their "routine" of caring for patients. ■

Improving Customer Care

In August 2009, Kosair Children's approached Medical Memories staff with a challenge. They were experiencing longer than desirable wait times in the emergency department and became concerned about patient satisfaction. Kosair took the initiative and garnered the approval to hire their first full-time Child Life Specialist for the ED. Missy Drake, the new ED Child Life Specialist, along with the Director of the ED, contacted Medical Memories to collaborate for an alternate version of My Hospital Scrapbook® to be used in their ED.

"We discovered that our staff and patients really LOVED the My Hospital

Scrapbook® program being used throughout the hospital for in-patient needs." says Missy Drake. "However, that book was focused on in-patient communication and not specifically targeted for emergency visits. We wanted to take the same concept and create a more specific Emergency Department Scrapbook."

The result of this collaborative effort between Medical Memories and Kosair Children's Hospital is My Emergency Department Scrapbook™. This 20 page book is a high quality, fresh, unique version of the original scrapbook, which pediatric patients and their families can use to help alleviate their fears and

better understand their ED surroundings, all while helping to pass the time while they wait.

Primed with pages specifically targeted toward the ED, My Emergency Department Scrapbook™ includes stickers, activities and educational tidbits to help patients and their families better cope with the ED visit. "It took several months, but we really love our finished product! We plan to hand this book to all the children who visit the ED. Even siblings!" Said Missy. ■

Funding Change: A Physician Group's Approach

Sixty percent of Kosair's ED visits are a result of symptoms due to asthma and allergies. Specific pages were developed to educate the patient on these symptoms and their triggers. Kosair staff partnered with members of their hospital foundation to present a funding opportunity to Northern Kentucky's largest asthma and allergy practice: Family Asthma and Allergy. "With patients in Southern Ohio and Northern Kentucky, reaching out to this practice appeared to be a great approach," said Missy.

What they found was a tremendous

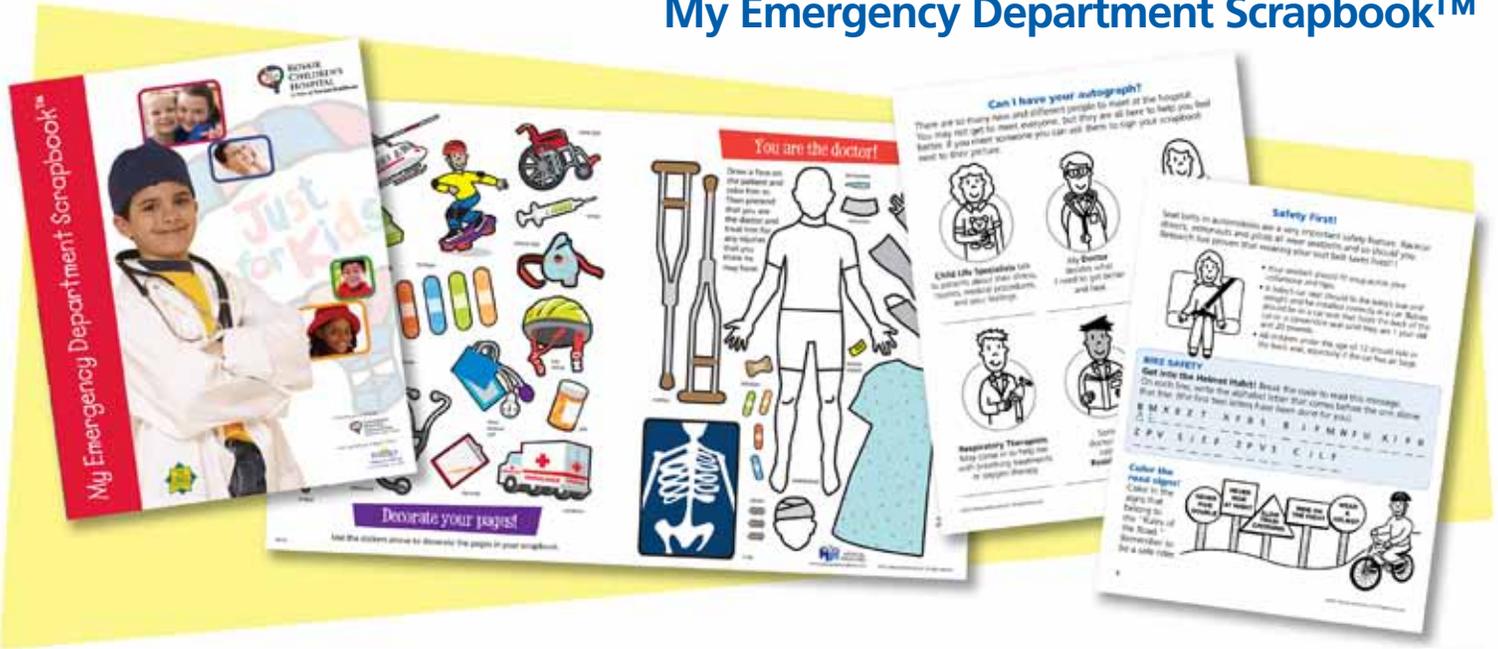
partnership with Family Allergy and Asthma. Understanding that this unique scrapbook would reach thousands of potential patients for their practice, Family Allergy and Asthma along with Medical Memories, created an exceptional marketing opportunity for their physician's group. Unlike anything they have used before, this ED book, with its distinctive layout and design, will help educate patients and families about asthma and safety awareness while providing a great branding opportunity for the Family Allergy & Asthma practice. ■

Medical Memories— A Scrapbook with Heart

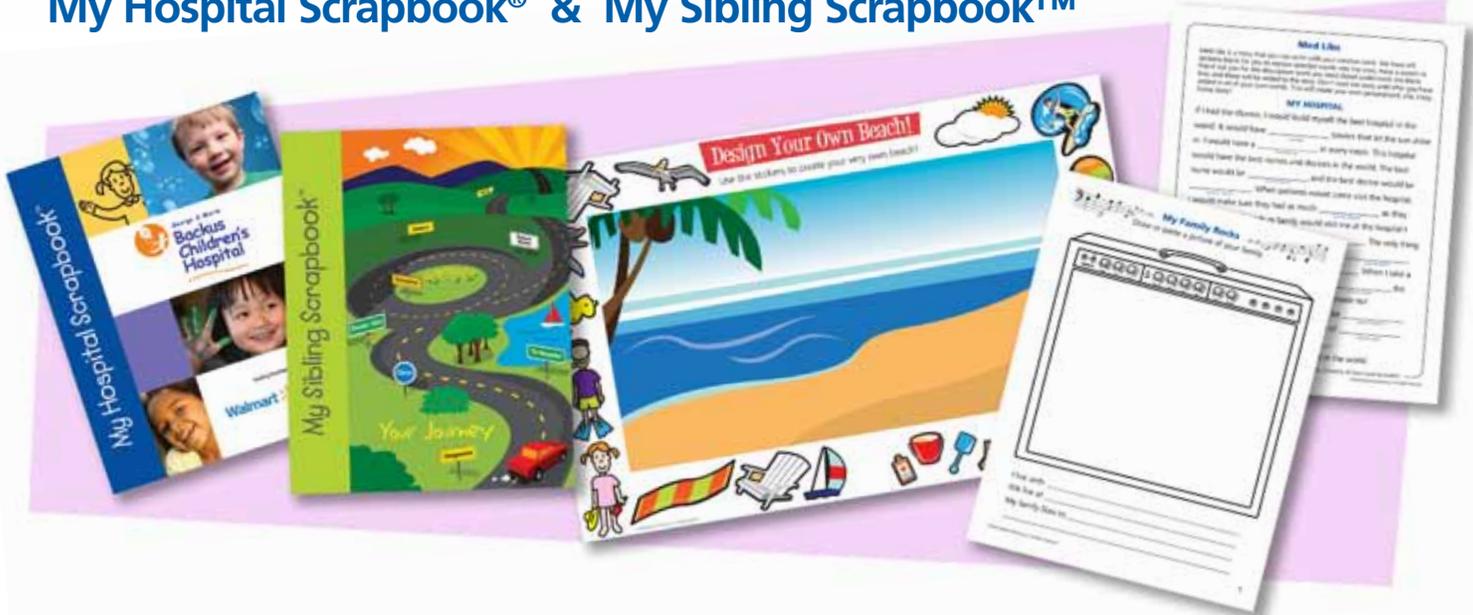
Medical Memories was created to develop educational resources for children and families coping with their experience in the hospital setting.

My Hospital Scrapbook®, My Emergency Department Scrapbook™ and My Sibling Scrapbook™ were all created to improve a child's understanding of an emotional life event and provide a memoir of what is hoped to be a positive experience. Developed with input from Child Life Specialists, Child Psychologists, Nurses and Pediatricians in order to create collaborative books that will assist the Child Life Specialist and families during the child's hospital stay.

My Emergency Department Scrapbook™



My Hospital Scrapbook® & My Sibling Scrapbook™



Our gallery of scrapbooks have helped educate patients and families and improved patient care for many hospitals. Call to find out how you can do the same and touch the life of a child today!

