Hospitals Eligible to Implement Welcome Baby

1. Which hospitals are currently eligible to apply to implement Welcome Baby?
There are currently 24 eligible hospitals eligible to apply to implement Welcome Baby. The 24 hospitals include:

   1. Antelope Valley Hospital
   2. Beverly Hospital
   3. Centinela Hospital Medical Center
   4. Citrus Valley Medical Center-Queen of the Valley Campus
   5. Garfield Medical Center
   6. Good Samaritan Hospital
   7. Greater El Monte Community Hospital
   8. Hollywood Presbyterian Medical Center
   10. Kaiser Permanente: Panorama City
   11. Kaiser Permanente: South Bay
   12. Long Beach Memorial Medical Center / Miller Children’s Hospital
   13. Memorial Hospital of Gardena
   14. Monterey Park Hospital
   15. Northridge Hospital Medical Center
   16. Pacific Alliance Medical Center
   17. Pacific Hospital of Long Beach
   18. Providence Little Company of Mary Medical Center San Pedro
   19. Providence Holy Cross Medical Center
   20. St. Mary Medical Center
   21. St. Francis Medical Center
   22. Torrance Memorial Medical Center
   23. Valley Presbyterian Hospital
   24. White Memorial Medical Center

2. Which hospitals are currently participating in Welcome Baby?
As of April 2013, the following hospitals either have contracts or are in contract negotiations with First 5 LA to implement Welcome Baby (*denotes hospitals currently in contract negotiations):

   1. *Antelope Valley Hospital
   2. Citrus Valley Medical Center-Queen of the Valley Campus
   3. *Long Beach Memorial Medical Center / Miller Children’s Hospital
   4. Northridge Hospital Medical Center
   5. Providence Little Company of Mary Medical Center San Pedro
   6. Providence Holy Cross Medical Center
   7. St. Mary Medical Center
   8. St. Francis Medical Center
   9. White Memorial Medical Center

3. Which of the participating hospitals need to identify a community-based organization to partner with to support implementation of Welcome Baby?
As of April 2013 there are two hospitals that need a community-based partner:

   1. St. Francis Medical Center
   2. White Memorial Medical Center
4. **Which hospitals are currently participating and do not need a community-based organization to partner with to implement Welcome Baby?**

There are currently seven hospitals that are implementing the program “in-house” or which already have an identified community partner:

1. Antelope Valley Hospital
2. Citrus Valley Medical Center-Queen of the Valley Campus
3. Long Beach Memorial Medical Center / Miller Children’s Hospital
4. Northridge Hospital Medical Center
5. Providence Little Company of Mary Medical Center San Pedro
6. Providence Holy Cross Medical Center
7. St. Mary Medical Center

5. **Are hospitals that are on the eligibility list still able to respond to the Welcome Baby Strategic Partnership Letter of Intent?**

Yes, at this time hospitals can still respond to Welcome Baby Strategic Partnership Letter of Intent (LOI). The next deadline is May 30, 2013. As this is not a competitive application process, First 5 LA staff is available to answer questions and provide technical assistance to hospitals during the application process.

6. **Has First 5 LA identified the reasons for which hospitals may not be applying to implement Welcome Baby?**

First 5 LA has conducted outreach to all eligible hospitals, including a hospital luncheon hosted in June 2012, information sessions, and individual meetings and conference calls when requested. Hospitals have indicated a range of reasons for lack of interest, including: recent changes in executive leadership; lack of internal advocacy and support to incorporate a new program; and concerns about increasing hospital staff to support the program.

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**Welcome Baby Staffing and Program Implementation**

7. **Do the Welcome Baby staff members need to be certified as International Board Certified Lactation Consultants (IBCLC), including the Project Director?**

The Welcome Baby program does not require certification for IBCLC’s. All staff members conducting program engagement points are required to have CLE certification, including the Parent Coaches, Hospital Liaisons, and Welcome Baby Nurses. First 5 LA provides funding to certify staff as Certified Lactation Educator’s (CLE) if needed.
8. The power point presentation identified key Welcome Baby staff positions. Were the identified positions only for the hospital or the community-based partner organization as well?
Each participating hospital may have slight variations in staffing, but it is expected that both the hospital and community-based organization will hire project management staff. Hospitals typically hire the Hospital Liaisons, and the community-based partners have typically hired the Project Director, Clinical Supervisor, Data and Evaluation Manager, Parent Coaches, Welcome Baby Nurses, and Outreach Specialists.
Regardless of which entity hires the staff, all staff are considered part of the program and are expected to participate in biweekly staff meetings together. Additional information about the estimated staff size for community-based organizations can be found at the following link:

9. If a hospital is partnering with a community-based organization, does the community-based organization hire the Welcome Baby Nurse positions?
Yes, the community-based organization typically hires the Welcome Baby Nurse.

10. If it is estimated that a hospital needs two teams, does that require two clinical supervisors?
No, only one Clinical Supervisor is required.

11. Families who live outside a Best Start Community and are identified as high-risk during the risk screening conducted at the Welcome Baby Hospital Visit are eligible for up to three postpartum visits. Does one of these visits include the Welcome Baby Nurse Visit?
Yes, these visits include the Welcome Baby Nurse Visit, 1-2 Month Home Visit, and 2 Month Phone Call.

12. Does the hospital need to apply to the Welcome Baby Strategic Partnership Letter of Intent (LOI) to become part of Welcome Baby or can a community-based organization respond to the LOI?
As the eligible hospitals were identified as potential strategic partners, only hospitals can respond to the LOI. First 5 LA will work with interested hospitals and community-based organizations to address questions and challenges.
13. Will any new hospitals be added to the list of eligible hospitals?
No, new hospitals will not be added to the eligible list at this time.

14. If our agency applies and becomes part of the Welcome Baby Provider Pool, how long do we remain in the Pool?
Currently membership in the Welcome Baby Provider Pool is for one year; however, this may be extended to two years pending hospital participation.

15. Once a community-based organization is a part of the Welcome Baby Provider Pool, will First 5 LA rank each applicant to identify who will work with a participating hospital?
No, First 5 LA will provide interested hospitals with a list of the community-based organizations that are part of the Welcome Baby Provider Pool. Members of the Pool will have undergone a review process to assess and ensure they have the programmatic capacities and/or abilities to successfully implement Welcome Baby. Participating hospitals are responsible for identifying and selecting their community-based partner(s) and subcontracting with that organization(s).

16. Can a hospital choose two community-based organizations to work with?
It is possible for a hospital to identify two community-based organizations. For example, one organization can play the role of lead agency for the hospital and the other organization could be their subcontractor. Each situation is unique however and participating hospitals will need approval from First 5 LA.

17. Can a hospital choose to conduct the engagement points for high risk families and the community-based partner conduct the engagement points for lower risk families?
The Welcome Baby program is a universal program intended for all families, regardless of income, challenges or risk levels. It is not designed to focus on families based solely on risk level. Further, it is expected that the hospital and community-based partner will work as a team with all families to provide seamless services prenatally, at the hospital, and postnatally.

18. Does the community-based organization have to be located within a Best Start community to support implementation of Welcome Baby?
No, organizations do not have to be located within a Best Start community. However, organizations should have experience in providing direct services to families residing within the Best Start community and the community surrounding the hospital.
19. Is there any guidance First 5 LA can share regarding the level of reimbursement provided to community-based organizations to support implementation of Welcome Baby?

The Welcome Baby Strategic Partnership Letter of Intent includes a summary of the estimated budget for each eligible hospital at full implementation. This funding includes all related administrative and programmatic costs for both the hospital and community-based organization implementing Welcome Baby together. Please see page 9 in the LOI for more budget information:

http://www.first5la.org/files/Hospital%20LOI_FINAL.pdf

20. Best Start funding is part of First 5 LA’s Strategic Plan until 2015. How does Welcome Baby fit as a part of Best Start?

First 5 LA’s Strategic Plan for FY 2009-2015 includes the Family Strengthening strategies, which includes Welcome Baby and Select Home Visitation. As such, both strategies are funded until the end of the Strategic Plan in 2015. There is recognition that it takes time for home visitation programs to demonstrate desired outcomes. First 5 LA will consider all current investments as it plans its next Strategic Plan.

21. Is the Welcome Baby contract only for two years?

First 5 LA operates under a fiscal-year zero-based budgeting cycle. Contracts will be renewed on an annual basis subject to First 5 LA’s board approval.

22. Will the Select Home Visitation programs contract with participating Welcome Baby hospitals or with First 5 LA?

First 5 LA will contract directly with all organizations implementing a Select Home Visitation program.

23. Are the Select Home Visitation program models identified by each Best Start Community up for negotiation or are these non-negotiable at this time?

Each Best Start community developed a workgroup that was involved in a series of meetings over time to learn about and select an appropriate model for their community. It is not possible to modify the Select Home Visitation program model chosen by each Best Start community at this time.
24. **Were the eligible Welcome Baby hospitals involved in choosing a Select Home Visitation program model?**
   It is possible that some hospitals may have been involved in the selection process if they were participating as members in their local Best Start Community Partnership. However, most hospitals were not involved in the selection process.

25. **Is First 5 LA providing the necessary training for staff to implement the Select Home Visitation models to fidelity?**
   Yes, First 5 LA will provide funding to organizations and coordinate with the national office of the respective program model to train staff to implement a Select Home Visitation program model.

26. **Will it take more than one organization to provide Select Home Visitation services in a Best Start community?**
   Although First 5 LA anticipates that Welcome Baby will be sufficient to support the majority of pregnant women and new parents in these communities, a significant proportion of parents (perhaps 30% or more of those assessed) will need more intensive support. These families will be eligible to be referred to the Select Home Visitation Program in their Best Start Community.

   It is likely that it will take more than one organization for some Best Start communities to fulfill the estimated need. Additional information about the expected number of families to be served will be shared when the Select Home Visitation application process is finalized.

27. **Will the application process for Select Home Visitation be similar to the Welcome Baby Provider Pool process?**
   The final application process for Select Home Visitation has not been finalized, but information will be shared as soon as it is available.

28. **Is the application process for Select Home Visitation separate from the Welcome Baby application process?**
   Yes, the process will be different. Organizations interested in both opportunities can submit separate applications.

29. **Does our organization have to be currently implementing the Select Home Visitation program model chosen by the Best Start community we serve to be eligible to apply?**
   No, your organization does not have to be currently implementing the Select Home Visitation program model chosen by the Best Start community you serve to be eligible to apply.
30. **If my organization is part of a long-standing collaborative does each organization need to apply separately for Select Home Visitation?**
First 5 LA estimated that for some hospital birthing populations it may take more than one community based organization in a Best Start community to serve families referred to a Select Home Visitation program. The final application process for Select Home Visitation has not been finalized, but information will be shared as soon as it is available.

31. **Does the community-based organization have to be located within a Best Start community to implement a Select Home Visitation program?**
No, organizations do not have to be located within a Best Start community. However, organizations should have experience in providing direct services to families residing within the Best Start community.