



Breastfeeding
Center of Pittsburgh



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December 2015



Built



Think



Perform



Built

- Independent
- Medicine AND Business Focused
- Lean, Adaptable, Practical, Tough
- To Connect/Reach/Impact



Think

- Entrepreneurial
- Risk Tolerant
- Opportunistic
- Progressive/Forward-thinking
- Deep Market Understanding

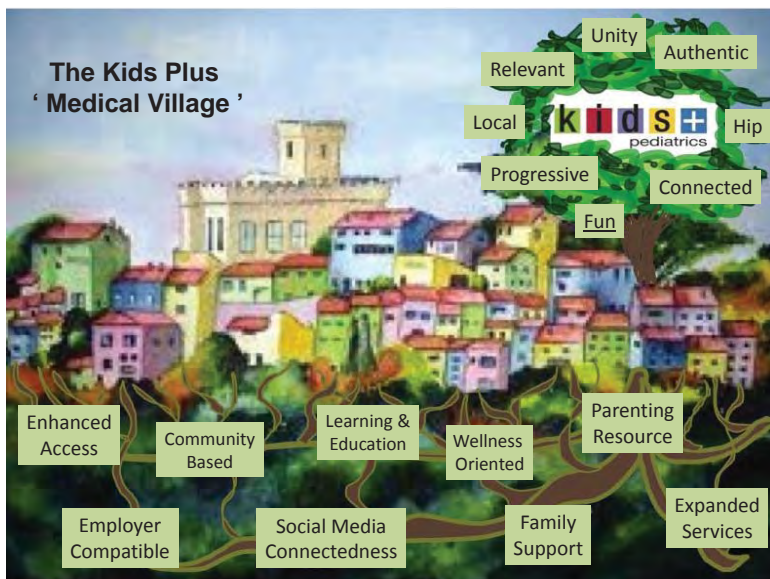


Perform

- "Living Lab"
- Lead, Pushing the Edge
- Nimble yet Powerfully
- Tenacious & Dependable
- Successful

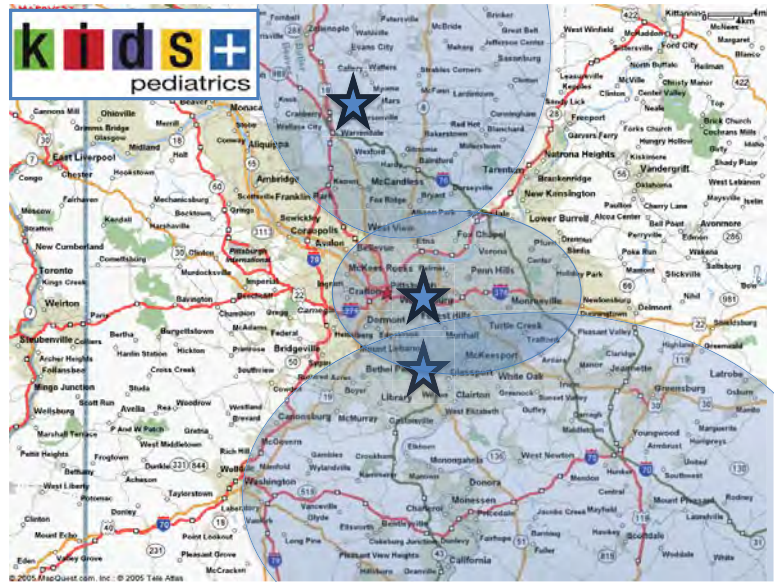


Community





... Destination



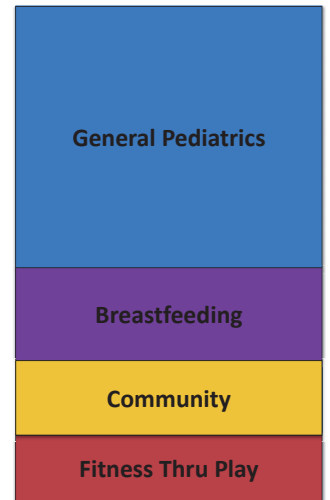
Pipeline



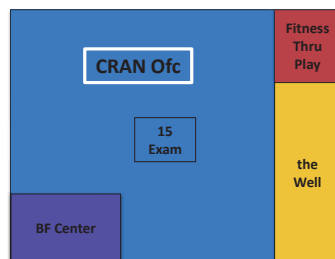
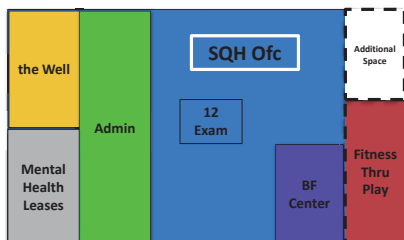
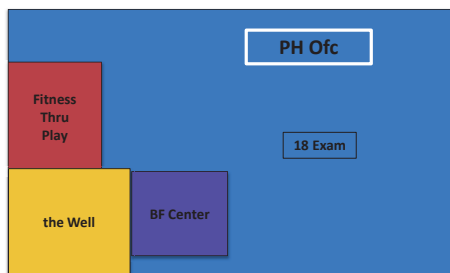
KPP 2015



Components



The 2016 Kids Plus Footprint

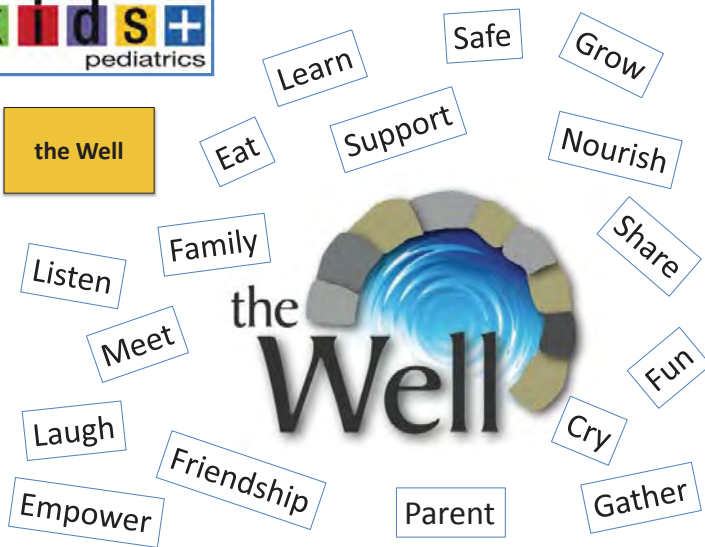


the Well





the Well



Breastfeeding



Breastfeeding
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Breastfeeding

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8 Physician IBCLC's
1 PA IBCLC
2 NP IBCLC's
3 Nurse IBCLC's
3 IBCLC's
17 IBCLC'S!!!

Nationally Recognized... Regional Resource



Fitness
Thru
Play



Fitness
Thru
Play

Family
Fitness

ACL Tear
Prevention
Program

Orientation
for Youth Sports
Coaches

Movement
and Play

Cross Training
for the Developing
Child Athlete

Athletic
Excellence

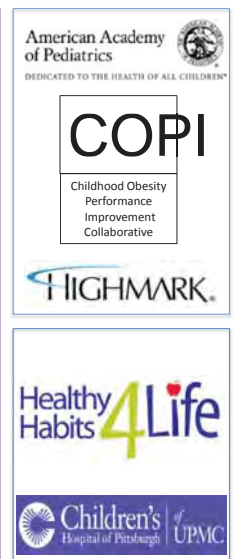
Concussion
Awareness
Education



Fitness

Nutrition:
Breastfeeding
Food Introduction
Feeding Patterns
Meal Preparation

Movement:
Development
PLAY
Activities
Athletics
Sports





Play



PLAYFUL
PITTSBURGH
COLLABORATIVE



Developmental
Behavioral and
Mental Health
“Brain Health”

Mindfulness

Adaptation
Attaching
Adjustment



Early Childhood Developmental Specialist

Service
Coordination

Parenting

Learning &
Education

Co-Location → Integration



Quality
Improvement



Level 3 PCMH
National Committee
Quality Assurance



Collaboration



- 2010 - Patient Access and Satisfaction
- 2012 - Business Case for Virtual Care
- 2013 - Redefining the Pediatric Visit
- 2014 - Outcome Metrics Applications
- 2015 - Pediatric Support in HR/Benefits



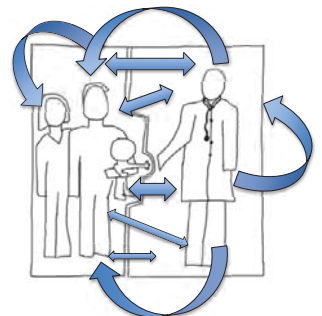
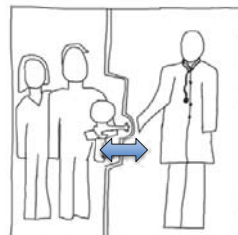
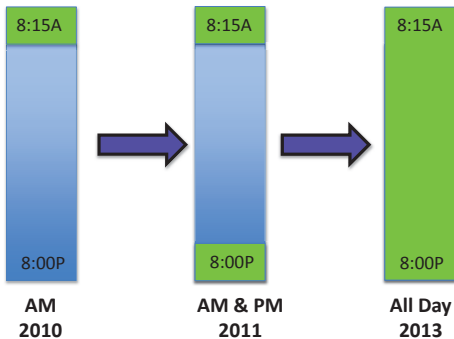
The Kids Plus Pediatrics
Case Study



COMMUNICATION

Patient
Access
and
Satisfaction

(2010 Project)





Followed

SOCIAL
MEDIA

The New York Times

Health Science

FAMILY | OCTOBER 8, 2012, 4:06 PM

Dr. Todd Wolynn is a Pittsburgh pediatrician whose 19-member Kids Plus Pediatrics practice employs a communications director to manage an [active Facebook page](#) and the group's [Web site](#). To encourage teenagers to follow the sites, whose readers are mostly parents, Dr. Wolynn's practice stirs teenager-friendly topics, like texting while driving or the invention of the chocolate chip cookie, into a mix of posts about infant [car seats](#) and sleeping tips.

Valued

Online

Reputation

Breastfeeding
Center of Pittsburgh

TIME
Health & Family

Jan. 02, 2013

"It's an hour, or a half a day, and [students] don't remember anything," says Dr. Todd Wolynn, a Pittsburgh pediatrician and executive director of the Breastfeeding Center of Pittsburgh. There were years, he says, when there was literally nothing said about breast-feeding at all.

Thank you



DrToddWo

Todd Wolynn MD, MMM, IBCLC

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NBfC National
Breastfeeding
Center