

Strategies to Improve Client Retention in a Nurse Home Visitation Program

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BACKGROUND

Nurse-Family Partnership (NFP) was established at Le Bonheur Children's Hospital in Memphis, TN in 2009. Since then, the federally-funded program has served more than 600 families. NFP serves first-time, low-income mothers and their babies through the child's second birthday. Nurses focus on preventative healthcare to improve developmental outcomes. Research suggests families who leave the program prematurely have fewer positive outcomes. According to the literature, one of the primary reasons families choose to leave NFP prematurely is due to their nurse resigning. Improved nurse retention results in improved client retention and more positive outcomes for the family. This research project began in December 2015 and ended September 2017.



PURPOSE

To improve retention of mothers with babies in the Le Bonheur NFP program, with the focus from birth to 1 year old by:

1. Utilize strategies to increase the current nurse's knowledge of client retention and recognizing early signs of client dis-engagement as well as nurse burnout.
2. Investigate reasons mothers leave NFP prematurely.
3. Investigate reasons nurses leave NFP program.

PROJECT ACTIVITIES

- Identified the attrition rate of the mothers and infants.
- Trained 7 nurses on recognizing compassion fatigue, signs of client disengagement, and strategies to improve client engagement & retention.
- Surveyed 44 past NFP mothers to identify the factors that influenced them to leave the program prematurely.
- Surveyed 7 staff nurses and 6 resigned nurses who resigned to identify the factors that drew them to work with NFP and what they found most meaningful/most difficult.

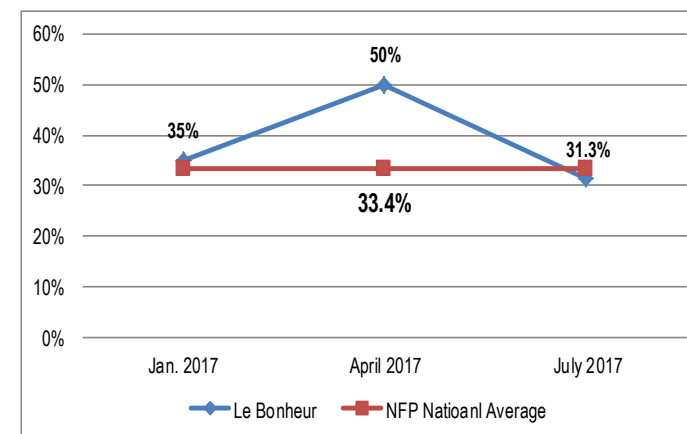
EVALUATION METHODS

- Analysis of client attrition rate during project period calculating the percentage of change between the 1st, 2nd and 3rd quarters of 2017.
- Mailed survey to mothers who left the program early in 2016.
- Surveyed staff nurses and resigned nurses to examine what factors drew them to work with NFP and what they found most meaningful/most difficult using interactive tool survey monkey.
- Administered pre-and post-tests responses to calculate the percentage of knowledge change.

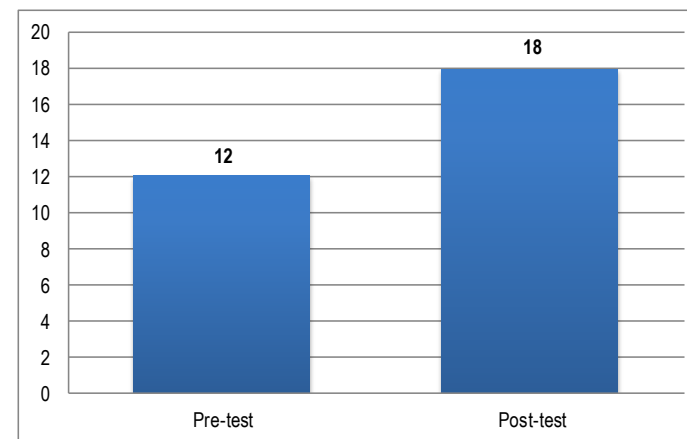
EVALUATION RESULTS

Attrition Rate During Infancy

Jan. 2017 -40 eligible completers with total attrition of 14=35%
April 2017-14 eligible completers with total attrition of 7=50%
July 2017-16 eligible completers with total attrition of 5=31.2%
Feb. 2017- 1 nurse resigned with 16 infants on her caseload. 5 of her clients left the program in March, 2017 impacting the rate in April, 2017



Nurse's Training related to Client Retention Strategies



There was a 6% increase in nurses (n=7) knowledge after receiving training on client retention strategies.

Client Survey Results

A survey was mailed to 44 past NFP mothers. Only 2 (4.5%) responded. Reasons reported for leaving were:

1. My nurse left the program.
2. Visits conflict with work or school

NFP Nurse Survey Results

Overall, the survey received 12 responses.

What do you find most difficult about working with NFP? (1 = most difficult, 6 = least difficult)

1. High caseloads
2. Insufficient community resources
3. Client related factors
4. Lack of support from other agencies
5. Taking on departing nurses clients
6. Inadequate salary

What drew you to work with NFP?

1. Opportunity to develop long term relationships with mothers
2. Job flexibility
3. Job autonomy

What have you found most meaningful in your NFP work?

1. Participating in something of high value to society
2. Growing personally & professionally

Who Benefits From the Project?

- 144 children
- 141 mothers
- 15 nurses
- 14 community health workers
- 1 nurse midwife
- 1 healthcare administrator
- 2 program evaluators. Others: 141 mothers and 144 children (Newborns, Infants & toddlers, male and female ages 0-2)

Discussion

Mothers and babies that remain in Le Bonheur's NFP until the child turns 2 years old experience more positive outcomes such as:

- More babies are born full term
- Higher breastfeeding initiation & continuation rates
- More children are current with immunizations at 24 months
- More mothers are working and/or in school
- Reduced use of government services by NFP families
- Fewer subsequent pregnancies within 18 months

Retaining nurses directly correlates with retaining mothers and babies in long-term relationship based programs

Next Steps

1. Continue to monitor the attrition/retention rate of mothers with babies
2. Support nurses with weekly reflective supervision, monitoring for signs of compassion fatigue and the need for self care
3. Provide opportunities for nurse to meet to reflect on their practice and to emotionally re-fuel themselves
4. Utilize the data from the client's surveys to improve the NFP program.



Leadership Journey

As a nurse with more than 38 years of experience and 20 years in a leadership role, I realize that you can never stop learning. One must continually work to develop skills that will enable them to communicate and work with diverse individuals, adapting management style to work toward consensus as well as compromise. Being aware of my typical behavior and how I am perceived by others is essential to leading members of my very diverse team. This journey has been enjoyable and I have gained a vast amount of knowledge.