



## Get the Full Program Suite with Unit-Wide Training

### The IDF™ Program includes:

- Designated IDF Advisor with support from Pre-purchase through Go-Live
- Program implementation checklist
- Administrative access to unit specific reports
- IDF™ Scales Reference Cards
- QI Project Guidance
- Permissions letter to upload IDF™ Scales into EMR
- Policy and Procedure Guidelines
- Template for education handout
- PR Release Letter for hospital to post on website/newsletters, etc.
- Certification status of “IDF™ Certified NICU” upon completion of unit-wide training
- Access to IDF™ private Facebook page including IDF support with the program
- Monthly team phone call with your IDF Advisor from start to finish
- “Go-Live” presence with your IDF Advisor either in person or virtually

## Join Thousands of NICU Professionals

All across the country, hospital systems have successfully implemented the Infant-Driven Feeding™ Program and have reported the following significant findings:

- Increased breastfeeding rates (from 20% to 62%)<sup>1,5</sup>
- Improvement in Kangaroo Care<sup>1</sup>
- Reduced time from initiation of oral feeds to full PO feeds<sup>1,2,3,4</sup>
- Decreased length of stay (LOS)<sup>1,2,3,4,5</sup>



#### References<sup>1,2,3,4,5</sup>:

<sup>1</sup>Brar G, Harding R, Samples P, Rowland S, Lietaert J. A Quality improvement project to decrease time to full PO feeds and to decrease length of stay in premature infants by implementing Infant Driven Feeding (IDF) and guidelines in the NICU. Poster presented at Vermont Oxford Network Quality Meeting, 2018, September 20-23, Chicago IL.

<sup>2</sup>Fill, Kelly. Quality improvement project: Implementing Infant-Driven Feeding™. Webinar provided via Dr. Brown's Medical, October 1, 2019. <https://www.drbrowns-medical.com/webinars/>

<sup>3</sup>Thomas T, Goodman R, Jacob A, Grabher D. Implementation of cue-based feeding to improve preterm infant feeding outcomes and promote parents' involvement. *JOGNN*. 2021;50:328-339.

<sup>4</sup>Perry LA, Allen R. Timing is Everything: Poster presented at: National Association of Neonatal Therapists; May 2020; Virtual Event.

<sup>5</sup>Sanford E, Schumacher BK. Applying the four disciplines of execution to promote culture change in the NICU. *Pediatric Nursing* 2021;47(5):240-243.



\*2022 Handi-Craft Company. All Rights Reserved. Unauthorized reproduction of the IDF™ and/or IDF™ Scales materials is prohibited. Dr. Brown's, Dr. Brown's Medical logo and all other trademarks are owned or used under license by Handi-Craft Company. For more information: [medinfo@drbrownsmedical.com](mailto:medinfo@drbrownsmedical.com)





Offers developmentally supportive, individualized, cue-based feeding with the first-and-only scalable online neonatal feeding courseware created for hospital staff.

**Set the standard of care for feeding preemies in your NICU with the neuroprotective IDF™ Program.**



- Research-based feeding program
- Specific chapter dedicated to breastfeeding with IDF™
- Internationally recognized feeding assessment tool for infants in the NICU
- Implementation results in shorter length of stay
- Provides improved caregiver competence in feeding infants
- Improves parent, nursing and provider satisfaction
- Offers improved feeding quality and outcomes
- Consistent education program valued by administration, providers, staff and families

# Take Cue-Based Feeding to the Next Level



## Save Time and Money

Cost savings reported by implementing the IDF™ Program:

### Infant-Driven Feeding™ (IDF™) Cost Savings

\*Specific amounts below calculated by hospital

#### Reduced Length of Stay (LOS)

Average cost per day in NICU  
Source: [www.managedcaremag.com](http://www.managedcaremag.com)



#### \*Per Patient Cost Savings

Savings from implementing IDF™  
Mercy Children's Hospital, OH



#### \*Reduced Feeding Supplies Cost Savings

Savings from implementing IDF™ during a 12 month period  
Sanford Children's Hospital, SD



#### \*Total Cost Savings

Savings from implementing following IDF™

Northwell Health NorthShore, NY

Baylor Scott and White Temple, TX



\$0 \$25k \$50k \$75k \$100k \$125k \$150k \$175k \$200k