

*No. 1 choice
of hospitals
& mothers*

Medela Success Story

University Hospital of Wales & Children's Hospital of Wales, United Kingdom

General Information about the Hospitals

The University Hospital of Wales lies in Cardiff and is a major 1000-bed hospital since 1972. In 2005, the Children's Hospital opened on the same site. They offer a neonatal intensive care unit (NICU) and a paediatric intensive care unit (PICU) dealing with surgery, oncology and high dependency. Being the largest hospital in South Wales, it has approximately 6000 births a year, with 34 cots. The hospital has a history of competitor products, but maternity has been a Medela account for the last two years.

Status Quo

Traditionally, NICU & PICU have been using competitor breastpumps. Maternity, however, changed to Medela Symphony breastpumps and was very happy – especially since the costs of consumables were significantly lower than those of the competitor and staff training and servicing was taken care of by the respective Medela representative. Furthermore, mums on the maternity were very happy with the Medela breastpump, finding it more comfortable and user friendly. All these points added up to enough reasons for NICU & PICU to consider switching to Medela.

Requirements towards Medela

In order to move from the competitor to Medela, 20 breastpumps had to be replaced, with as little capital investment as possible. 70 staff members needed to be trained to assure safe and efficient use of Symphony breastpumps. The transition needed to be easy and trouble-free for everyone concerned.

Fast Facts

- | Article released in September 2011
- | Medela Products: Symphony Breastpump, PersonalFit Breastshields, Medela Pump Set

Leader Medela

As a leading partner in breastfeeding solutions for hospital grade products, Medela has cared for the wellbeing of babies for 50 years. Over 30 years of evidence based research is incorporated in these products. No matter what challenge arises – Medela offers a solution based on research, know how, innovation and professionalism.



The Implementation

Based on the numbers from the maternity ward, Medela could show that using a Symphony breastpump would lower costs, per pump set per day, by £4.25. With an average of 5 pump sets used per day on each ward, this would yield an annual saving of £ 15'470 for the two wards. So Medela agreed on a special trade-in offer that roughly covered this sum, on condition that all the competitor pumps were to be replaced; thus enabling the hospital to make considerable savings from year 2 onwards.

It was planned to do a 6 months trial with Symphony breastpumps used on both wards and Medela representatives offered training and support to staff members. Due to large turnover in hospital staff, the trial period was extended to two years, with a Medela representative re-training new members. Staff members not only had to learn how to assemble pump sets and instruct the mothers – they also learnt more about double pumping. Research has shown that double pumping is not only more efficient, but can increase milk flow and prolong the lactation period. In order to make pumping more comfortable, staff was also instructed in the right choice of PersonalFit Breastshields.

Mothers appreciated the Symphony breastpump, they found it very efficient and comfortable, especially with the PersonalFit Breastshield.

For NICU, Pump Sets are assembled by Medela UK and distributed to the clinic.

During the trial period, the reliability of the Medela representative was vastly appreciated: There were always enough consumables available, and the clinical engineer of the unit did not have to work with the pump as Medela took care of any maintenance.



Symphony Breastpump



PersonalFit Breastshields



Pump Set

Conclusion

The main benefit of the conversion to Medela Symphony breastpumps was the cost reduction – NICU alone was saving approximately £10'000 a year on pump sets by moving to Medela pump sets.

Staff and the clinical engineer felt comfortable in using the pumps, thanks to the excellent training and the included servicing.

Mothers benefited from state-of-the-art double breastpump and praised the usability, efficiency and comfort. So the trial ended with happy people all round – and the Medela Symphony now replaces all competitor pumps in the hospital.