



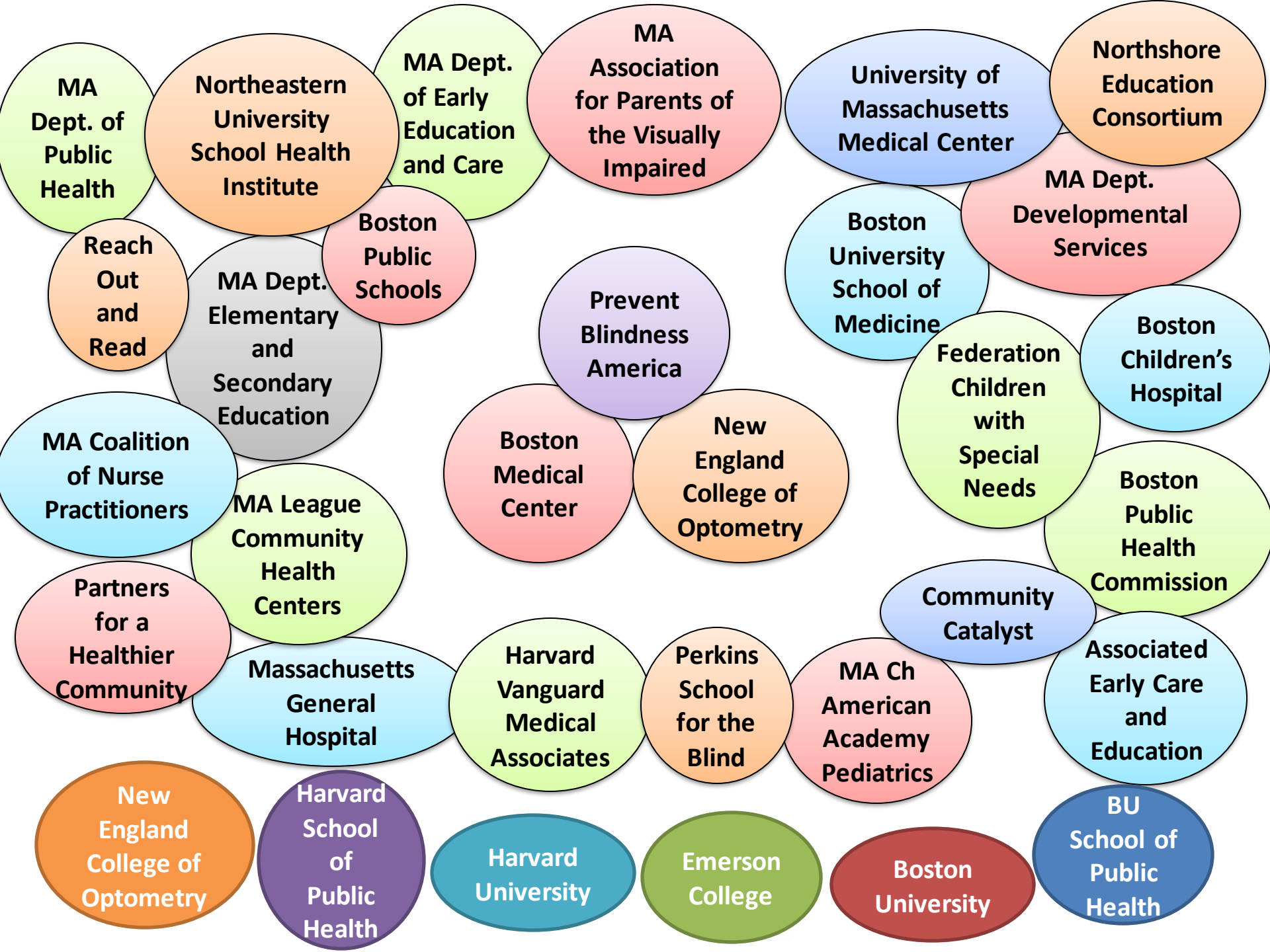
Children's Vision
Massachusetts

Open Eyes. Open Doors.

Katherine Majzoub, RN, MBA
Director, Northeast Region
Prevent Blindness America

FOCUS ON EYE HEALTH
National Summit



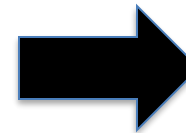


**Prevent Blindness America
National Center for Children's
Vision and Eye Health**

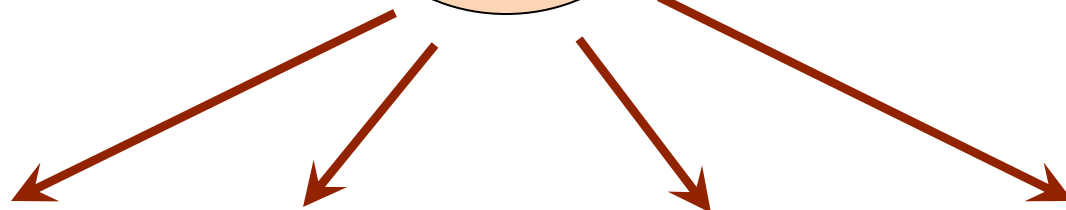


CHILDREN'S VISION MASSACHUSETTS

**Leadership
Team**



**Bruce Moore, OD
Jean Ramsey, MD, MPH
Kathy Majzoub, RN, MBA**



**Education
Committee**

**Data, Systems
Development,
Evaluation &
Research Committee**

**Communication
and Media
Committee**

**Legislative &
Regulatory
Committee**



PROJECTS

THE BIG PICTURE

The opportunity to “immunize” all children from preventable blindness and vision impairment and the lifelong challenges these health problems create

CURRENT REALITY

2004 Pre-School Vision Program Mandate

Resources & Attributes:

- Evidenced-based screening protocols
- Universal health care coverage
- Deeply committed professionals

Must:

- Create collaborative relationships
- Develop necessary systems
- Secure funds

PATHWAY

1. Framing, Design & Vision
2. Situation Analysis
3. Resource Development
4. Solution Development
5. Implementation

DEFINITION OF SUCCESS

1. Elevate importance of early, detection, diagnosis, follow-up, treatment
2. State-wide systematic approach for delivering and monitoring care
3. Key multidisciplinary professionals share responsibility for the success of a comprehensive state vision program
4. MA contributes best practices, national standards for universal care

STAKEHOLDERS

Families, Optometrists, Ophthalmologists, Pediatricians, Family Physicians, Nurse Practitioners, School Nurses, Educators, Public Health Professionals, Epidemiologists, Government, Tax Payers, MCHB, Prevent Blindness America

Step 1: Framing, Design and Vision

- **Our Vision is that all children have the opportunity to develop their best possible vision**
- **Our Mission: to build a statewide, systematic approach to vision care for children that is:**
 - **Universal**
 - **Comprehensive**
 - **Cost effective**
 - **Collaborative**
 - **Multidisciplinary**
 - **Dynamic**
 - **Sustainable**
 - **Evidence-based**
- **Guiding Principles**
- **Goals and Objectives**

Step 2: Situation Analysis

Qualitative Analysis

Stakeholder Interviews (20)

- **Uncertainty on care for children with special needs**
- **Poor follow up on referrals**
- **Parents lack knowledge/urgency regarding follow-up**
- **Inconsistencies in Electronic Medical Records**
- **Lack of confidence in screening results**

Step 2: Situation Analysis (cont.)

Quantitative Analysis

Pediatric Physicians' Organization at Children's

Sample: 450 well visits of 3, 4, 5 year olds

150 randomly selected for chart review

- 37% of children were not screened at all
- Of the 63% who were screened
 - 60% had Visual Acuity and Stereopsis
 - 40% had Visual Acuity only



Rates were significantly associated with age and practice size

Step 3: Resource Development



Step 4: Solution Development

- ✓ **PCP Collaboration: Pediatric Physicians' Organization at Children's**
 - ✓ **Eyes that Thrive in School: Boston Head Start**
 - ✓ **Social Media Presence**
 - ✓ **Positioning for Inclusion on Immunization Registry**
 - ✓ **Launch Legislative Plan**
-
- **Outreach to Families through MA Dept. EEC and Home Visit Network**
 - **Integration of Message with Existing Programs and Materials**
 - **Developmental Questionnaire Task Force**
 - **Vision Care for Children with Autism and Developmental Disabilities**
 - **Vision Ready Children: A Community Based Demonstration Project**

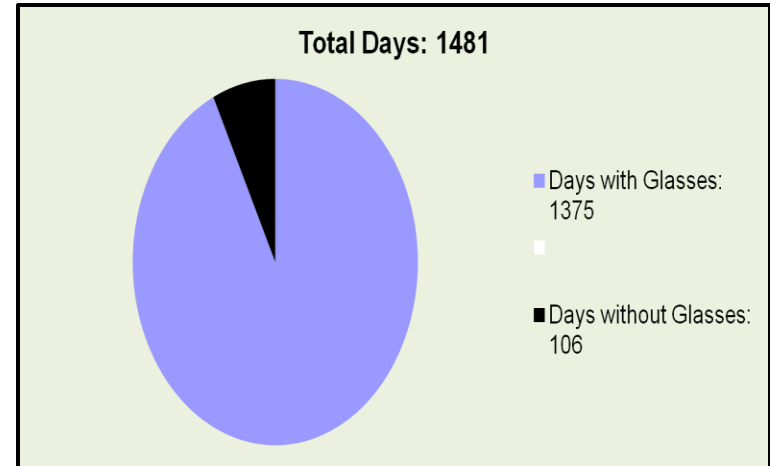
Step 5: Implementation Project #1

- PBA Children's Vision Screening Certification Program**
- Practice Based Toolkit**
- Network Guidelines**
- Policy to Support Quality Improvement: Critical**
- Evaluation**
- Sustainability through Education**

Step 5: Implementation Project #2



- Vision Action Plan
- Education
- Treatment Tracker
- Two Pair



Compliance with Action Plan: 93%

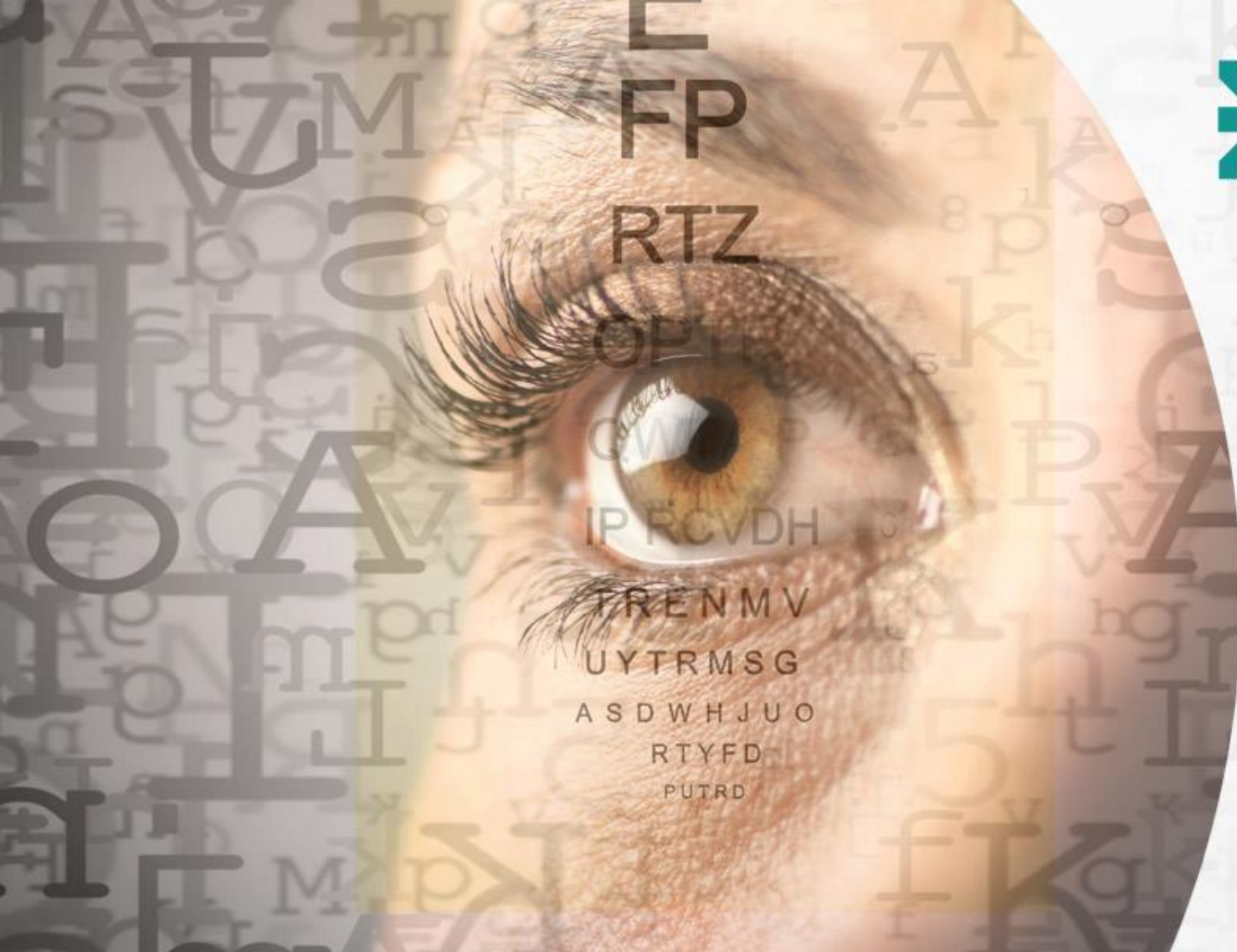
- Elevate Awareness
- New Policies Support QI
- Replicate Nationally

Lesson Learned: Balance

1. Federation for Children with Special Needs Annual Conference, *March 2011, Boston, MA*
2. Harvard Medical School Center for Primary Care, *October 2011, Boston, MA*
3. American Academy of Optometry Annual Meeting, *October 2011, Boston, MA*
4. American Public Health Association Annual Meeting, *October 2011, Washington, DC*
5. Institute for Healthcare Improvement Conference, *December 2011, Orlando, Florida*
6. American Public Health Association Annual Meeting, *October 2012, San Francisco, CA*
7. American Association of Pediatric Ophthalmology and Strabismus, *April 2013, Boston, MA*
8. American Association of Pediatric Ophthalmology and Strabismus, *April 2013, Boston, MA*
9. National Head Start Association Annual Conference, *May 2013, Washington, DC*
10. National Association of School Nurses Annual Conference, *June 2013 (accepted) Orlando, FL*

Thank you

kmajzoub@preventblindness.org



Our Vision Is Vision®

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RTZ
OP
IP FCVDH
TRENMV
UYTRMSG
ASDWHJUO
RTYFD
PUTRD