

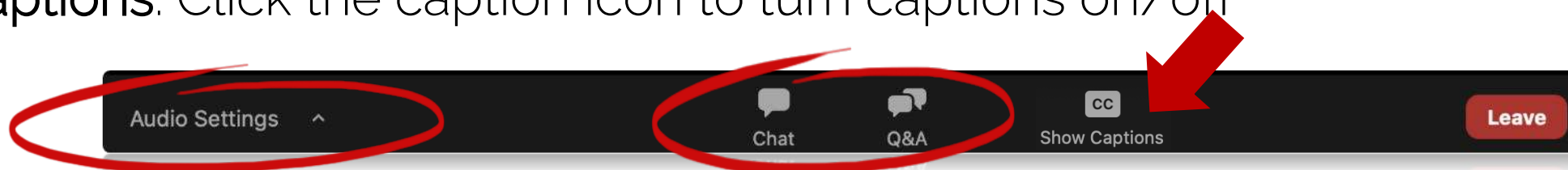
The Sunrise Association Wheels Up! Program: Bringing the Joys of Childhood to Hospitalized Cancer Patients

October 5, 2023



Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

PX Continuing Education Credits

- This program is approved for 1 PXE.
- In order to obtain patient experience continuing education credit, participants must attend the program in its entirety and complete the evaluation within 30 days.
- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.
- No off-label use of products will be addressed during this educational activity.
- No products are available during this educational activity, which would indicate endorsement.

This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.



This PX Marketplace Webinar
is brought to you by:



For more information, visit:
pcare.com

Our Speakers



Bonnie Flatow, MT (ASCP)
*Senior Vice President for
Hospital and Community
Services*
The Sunrise Association



Chris Strom
Chief Marketing Officer
The Sunrise Association



Julie Hertzog, BS
Child Life Manager
Mary Bridge Children's
Hospital



Alyssa Salangsang-Hamilton, MS
Certified Child Life Specialist
Mary Bridge Children's Hospital

**T H E B E R Y L
I N S T I T U T E**

Marketplace Webinar

Wheels Up! Bringing the Joys of Childhood to Hospitalized Cancer Patients

MultiCare 

Mary Bridge Children's 



pcare[®]

October 5, 2023

The mission of the Sunrise Association

is to bring back the joys of childhood to children with cancer and their siblings worldwide. Sunrise accomplishes this through the creation and oversight of welcoming, inclusive *summer day camps*, *year-round programs* and *in-hospital recreational activities*, all offered *free of charge*.





IMAGING THE CHILD'S EXPERIENCE



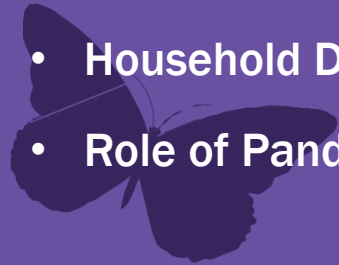
**Cancer affects
200,000 children
in the US**





IMPACT OF CHILDHOOD CANCER

- Social challenges
- Educational and Cognitive Challenges
- Physical Challenges
- Family Dynamics
- Financial Impacts
- Household Disruption
- Role of Pandemic



GREETINGS FROM

WHEELS UP!



SPECTACULAR
SINGAPORE

SEASON 7: EPISODE 1



Sunrise Association Day Camps

- Started in 2006 in Long Island.
- World's first full summer day camp for kids with cancer and their siblings, free of charge.
- 96 campers in 2006 to over 2,000 in 12 camps across the U.S. and Israel today (13th in December)



Why Day Camps?

- Campers sleep in their own beds.
- Close proximity to doctors and hospitals.
- Full eight-week summer experience, compared to shorter stays at other camps.
- Respite for parents and caregivers without commitment to sleep away camps.



Sunrise on Wheels

- Started in 2009 by Bonnie Flatow to bring the magic of Sunrise into pediatric oncology wings in hospitals and medical facilities.
- Colorful tie-dye footlocker trunks on wheels filled with toys, games, crafts, music rolled into pediatric oncology wings in hospitals.
- 25 hospitals worldwide, engaging with 6,000 kids annually.



WHEELS UP!

30-minute adventure program transporting kids from the hospital to fascinating places worldwide.



Adventure



Crafts

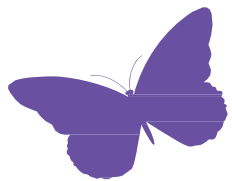
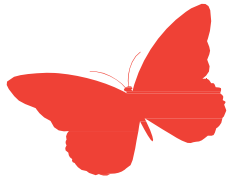


Games

WHEELS UP!

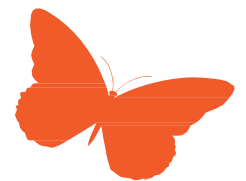
- **Growth:** 7 seasons, over 100 episodes, currently shown in 157 hospitals and medical facilities around the world and growing every week.
- **Partnership:** Collaboration with American Airlines, featuring pilots or crew in episodes, branding and AA destinations. Partner with pCare, Give Kids the World Village, Ryan Seacrest Studios and more.
- **Passport Kits:** Given to children to follow along and engage.
- **Wider Reach:** Not limited to kids with cancer; offered to everyone in the facilities.
- **Viewing Platforms:** Available on hospital closed-circuit TVs, tablets, YouTube, and the Sunrise Studios app.





BRING WHEELS UP! TO YOUR FACILITY

Bonnie Flatow, MT (ASCP)
Senior Vice President for Hospital & Community Service
bonnie.flatow@sunriseassociation.org





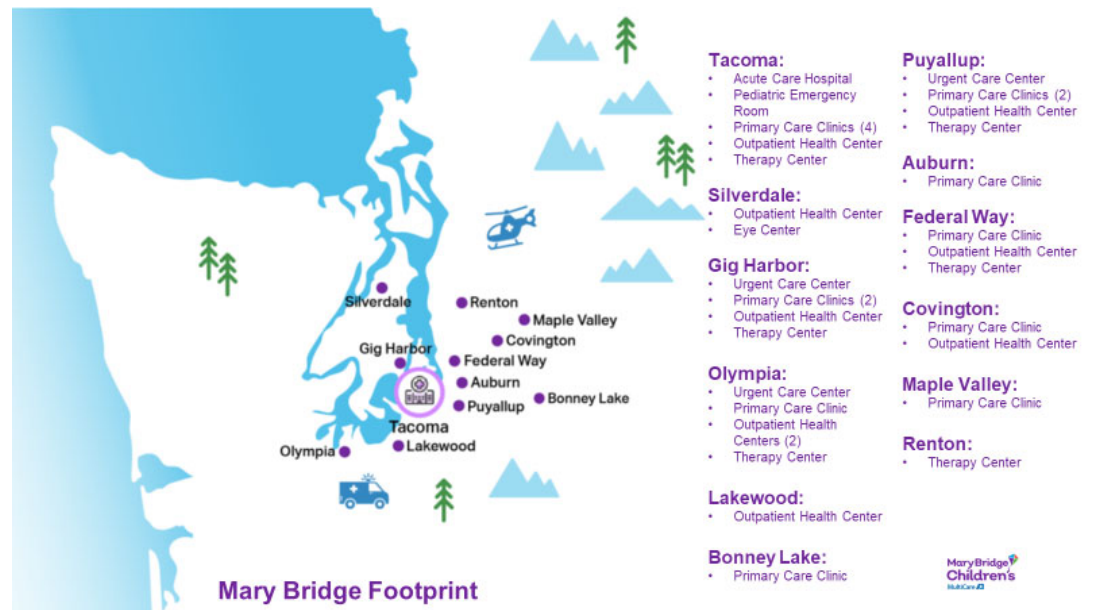
MARY BRIDGE CHILDREN'S HOSPITAL AND HEALTH NETWORK TACOMA, WASHINGTON

Highlights:

- 1 Acute Care Hospital – Tacoma (82 pediatric beds & 70 bed NICU)
- Trauma 2 Pediatric Emergency Room – Tacoma
- 4 Urgent Care Centers
- 13 Primary Care Clinics
- 6 Therapy Centers

New Hospital Building:

- 96 total beds (82 built out and 14 shelled for future growth)
- 8 operating rooms (including 2 shelled ORs); 1 pediatric cardiac catheterization/interventional radiology and 2 endoscopy suites
- Shared pre-post/PACU and sedation
- 26 emergency department exam rooms including 8 reduced risk rooms
- Diagnostic Imaging



Child Life

“It takes
more than
medicine to
heal a child”



Child Life Specialists

Growth and Development



Education and Play



Family-Centered Care and Collaboration



Child Life at Mary Bridge



Patient Emotional Safety Screener



Service Area	Percent Screened Positive
Critical Care	64%
Emergency Department	57%
Acute Inpatient	51%
Pre- Surgery	48%
Ambulatory Clinics	45%
Radiology	43%

Percentage of Patients Screened Positive on PESS at Children's Hospital of Colorado by Service Area

Wheels Up!

At Mary Bridge Children's Hospital

Why

- Gain access to fun, unique, and new activities
- Provide opportunities for patients on isolation to engage in
- Partnership with the Sunrise Association

How

- Information gathering
- How to get this program out to families at Mary Bridge Children's
- Connect with pCare
- Utilize volunteers for craft kits

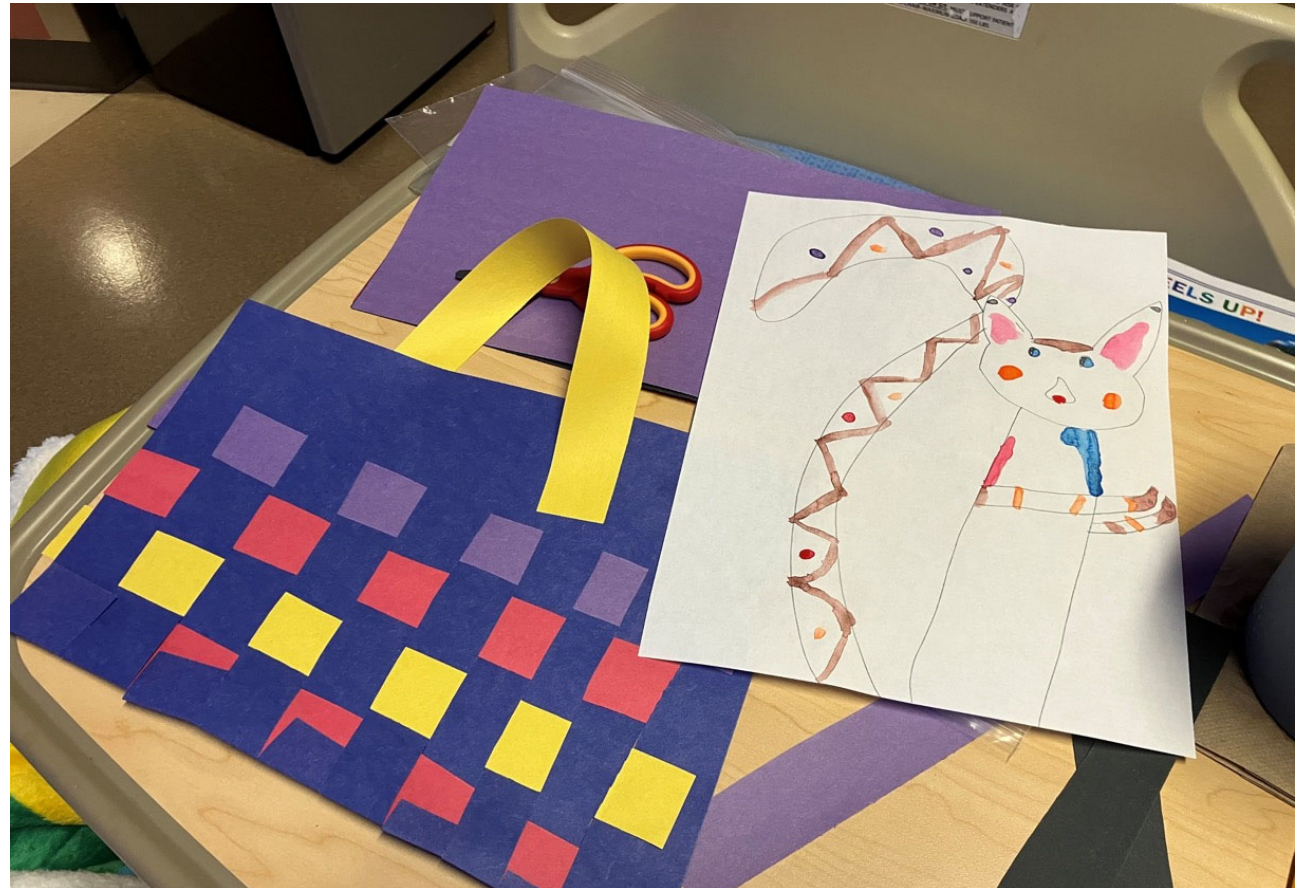
Who/Where

- Patients and siblings
- Emergency room
- Inpatient units

Wheels Up! In Action

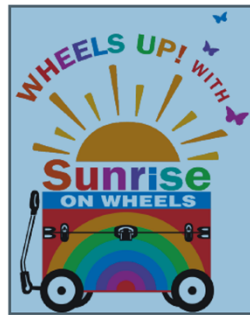
Case Study: 12-year-old new diabetic

- First Hospitalization
- Only Child
- Bilingual family members
- Starting Middle School this Year
- Aspiring Marine Biologist
- 2/3 days ongoing diagnosis education



Wheels Up! Getting Started

MY PASSPORT



- Incorporating our own “Passport”
- Pre-Made Grab N Go Kits
- Partnered with pCare to provide kit instructions on TV’s
- Volunteer engagement
- Chose to start slow (2 destinations at a time) and add over time
- Making the program available for all kids/families

Thank You



MultiCare 

Mary Bridge Children's 

PX Continuing Education Credits

- This program is approved for 1 PXE
- To obtain PXE, participants must attend the program in its entirety and complete evaluation within 30 days.
- Use the PXE link at the end of the evaluation to claim PXE credit at the Patient Experience Institute's PXE Portal.

Upcoming Events & Programs

WEBINARS

October 10 | Leader Rounding: A Proactive Approach to Improve Experience

October 17 | Virtual Care: How to Turn a Short-term Fix into a Long-term Strategy

October 26 | Headliner - The Treatment Impact: Cultural Inclusivity in a Modern World

CONNECTION CALLS/PX CHATS

October 11 | Volunteer Professionals Community Connection Call – Measuring Volunteer Impact

November 6 | Patient Advocacy Community Connection Call – Rounding

November 15 | Lost Belongings Workgroup

PROGRAMS

November 2-16 | CAVS Exam Preparation Course



Access our vast library
of on demand patient
experience webinars.

*Webinars are included in membership
with the Institute.*

Thank You

