# Context Matters: Balancing High Touch and High Tech Communications to Transform the Business of Patient Engagement

Population Health Colloquium
Philadelphia, PA
March 20, 2018

Technology to Engage, Educate, and Empower

Interactive Patient Systems. TV and Communications to a captive Audience at the Point of Care to Align the 4 P's
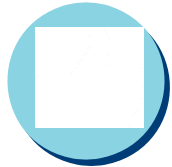

Patient   **Provider**   **Payer**   **Pharma**
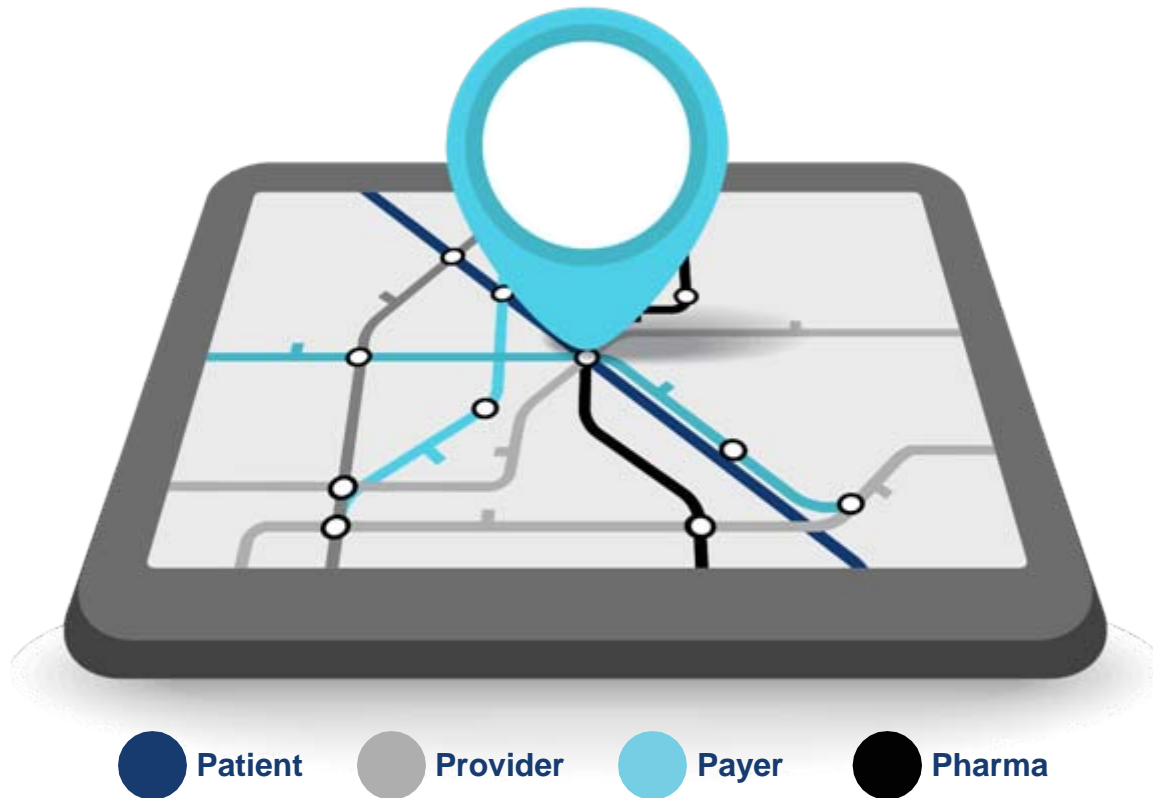
Minimum Desired Outcomes:

1) Communications strategies and technology tools to improve operating performance through leadership, culture change, and financial stewardship.

1) Sample digital campaign designed for reach, engagement, and scale.

Benefits of Interactive Technologies

Improved Patient Satisfaction
- Entertainment and Information
- Patient Feedback from the Bedside
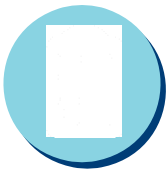- Integrate with Patient Experience Rounding

Assist in reduction in readmissions
- Prescribed Patient Education
- Care Transitions Rounding
- Leveraging Tech and Rounds to Improve Discharge Programs

Patient Specific Care Plans including
- Education, Reminders and Feedback
- Videos, On Screen Messaging, Hourly Rounding, Calls

Care Coordination, Patient Usage Analytics, Performance Improvement
- Establish Standards
- Share Best Practice
- Unique Communications Opportunity

Priorities

Fall Prevention

Patient Engagement Opportunity.

Why Fall Prevention?

Up to **_1 Million_** hospital patients **_fall per year_**

_85%_ are unwitnessed **_60%_** occur getting in/out of the bed **_20%_** occur in bathrooms

$27K
Average cost of
a serious fall
(non-reimbursable)

Hospitals spend over
$5B
per year on fall prevention

Over 25% of hospital falls are preventable

Source: CDC Website

Explainer Video- Fall Prevention

The Nature Of Human Falling

You're walking. And you don't always realize it,
but you're always falling.

With each step you fall forward slightly.
And then catch yourself from falling.
Over and over, you're falling.
And then catching yourself from falling.
And this is how you can be walking and falling
at the same time.

(Laurie Anderson, American Artist,1982)

Fall Prevention at the Point of Care

- Placing what the patient uses close at hand
- One side of bed for exit
- Intentional rounding
- Wireless Technologies for virtual side rails/alarm/monitors
- Sitters, Live or Virtual
- Post fall huddle, analysis, tracking

Research supports the use of Interactive technologies

"…deploying usable and effective information and communication technologies in areas of assisted healthcare, specifically falls prevention, within the home has the potential to enable older adults to maintain their independence and engage in unsupervised interventions, remotely monitored by clinicians."

-Julian Hamm et al. / Journal of Biomedical Informatics 59 (2016) 319–345

Patient Journey Map

Fall Prevention Use Case

Balance of High Touch and High Tech

Emergency Admission/ Pre-Admission
Surveys and Assessments

Patient Rooms
Call Center, Concierge, Targeted Playlists

Common Areas
Strategic Communications

Staff Engagement
Training and Onboarding Process

Performance Improvement
Fall Prevention Team Reviews

Discharge
Content and Follow-up Actions

Mobile and Home
Content and Survey

Performance Improvement Data Sources

Hospital Systems

Interactive Sessions
(On screens, on phones, on-site)

Two-Screen Experience

Channel Usage

Design for Personalized Care. Support Follow Up Actions. Use Clinical Intelligence to Drive Performance Improvement
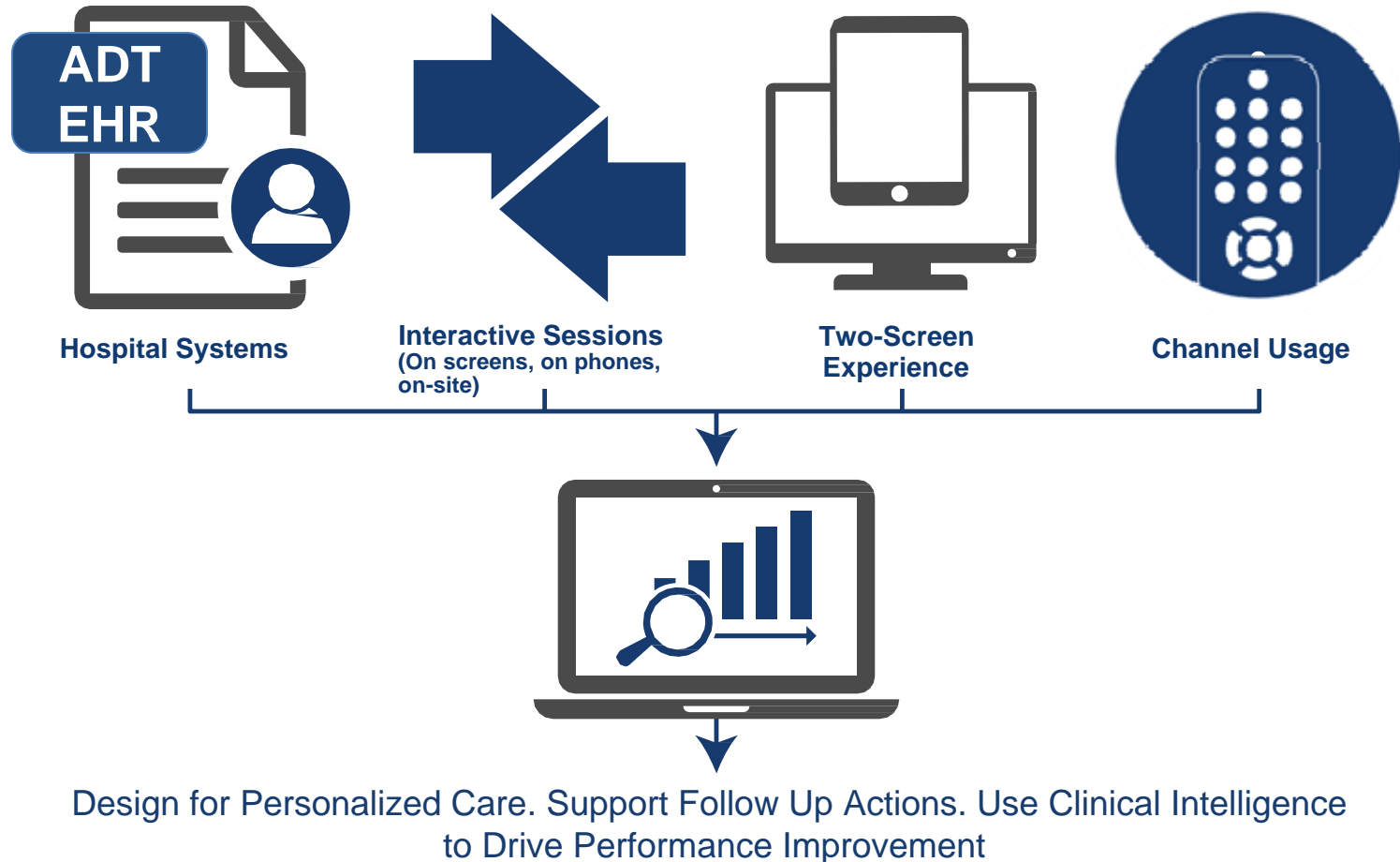
Education vs. Shared Decision Making

Do You Communicate the Same for Both?

Education

- Identify a process to be **automated**
- Build an **integrated product**
- **Implement** the product well
- **Service** the product well

SDM

- Understand **patients' needs** as they face complexity
- Find a **solution to a common problem**
- **Partner with patients** while delivering care and services
- Drive **improved outcomes** and/or efficiencies

Monetize Patient Engagement

Financial Alignment of stakeholders to focus on critical
patient safety challenges

pCARE by the Numbers

KLAS CATEGORY LEADER
INTERACTIVE PATIENT SYSTEMS
2018
2015/2016 · 2017 · 2018

INTERACTIVE PATIENT SYSTEMS (IPS)
BEST IN KLAS: SOFTWARE & SERVICES

250+
HOSPITAL & HEALTH SYSTEM CUSTOMERS
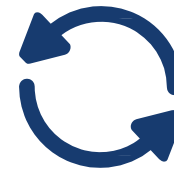
SERVING
3 +MILLION
PATIENTS PER YEAR

COST AVOIDANCE
~$700K
PER YEAR PER HOSPITAL

67 +YEARS
SERVING HEALTHCARE

SEAMLESS INTEGRATION
TO ENHANCE EXISTING WORKFLOWS

END-TO-END
SERVICE

• New York City • Long Island • Philadelphia • Fort Lauderdale •

Enhancing the Patient Experience • www.tvrc.com

Music Video- Call Don't Fall

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