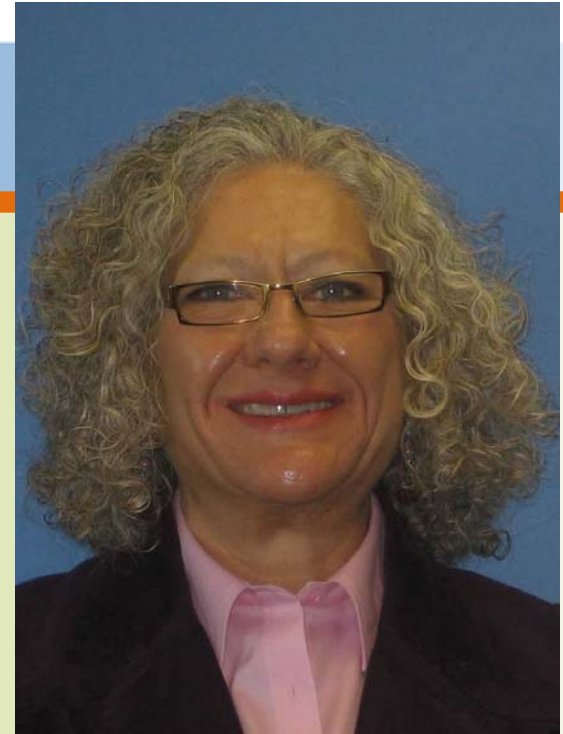



Paula Burks, RN, BSN


Director of CCU/Stepdown

Cullman Regional Medical Center





Improving Patient Experience,
Reducing Readmissions with
Better Communication

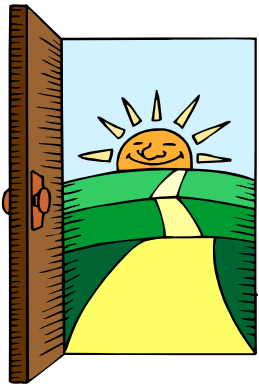
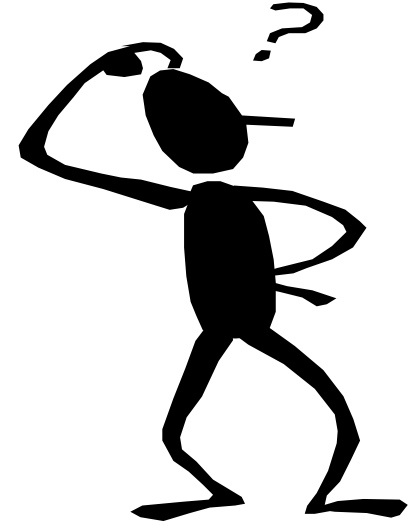
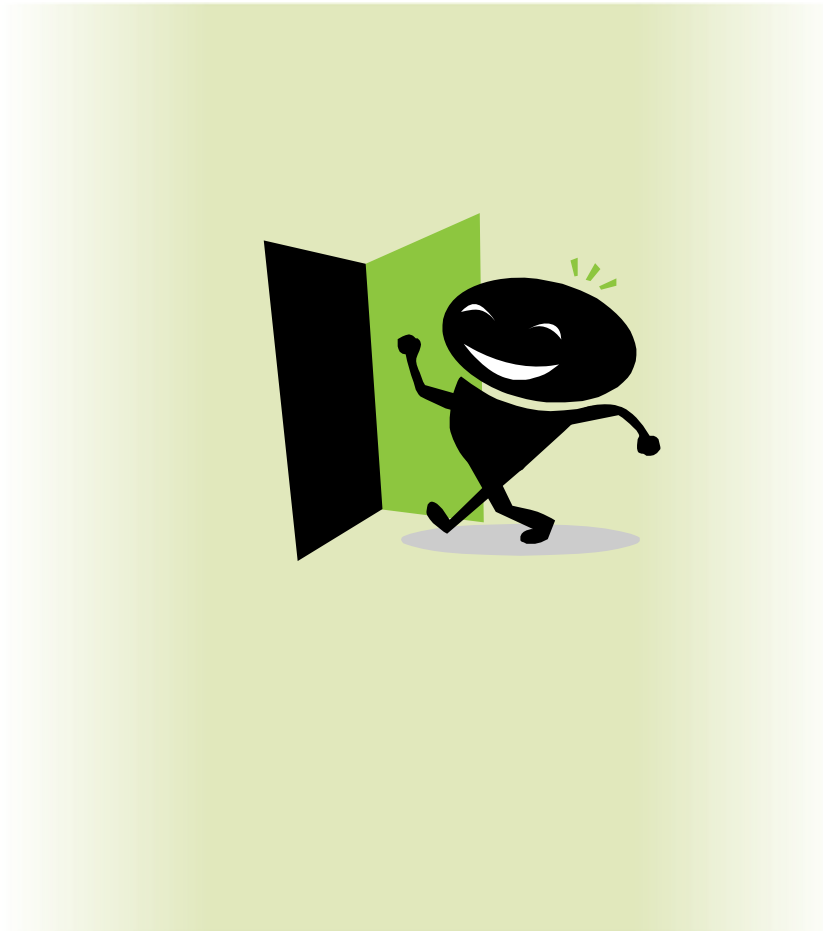


Introducing Cullman Regional Medical Center

- ▶ Not for profit; Cullman, AL
- ▶ 145 beds; serves 150,000
- ▶ Annual patient discharges: 7,221
- ▶ Annual outpatient visits: 105,543
- ▶ Tier 1 hospital by BCBS of AL
- ▶ BCBS Orthopedic Distinction
- ▶ Triple Gold HF, Stroke, CHF
- ▶ Most Hot-Wired hospital
- ▶ Payer mix:
 - Medicare 44.2%
 - Medicaid 9.2%



What is the Challenge?



Redesigning Discharge Communication

- Worked with development partner: ExperiaHealth
- Identified 4-East, Step-down Unit
- Expanded new discharge communication solution to pre-admission testing and one-day surgery March 2012
- Expanded solution to maternity unit June 2012
- Expanded to ED, respiratory therapy, physical therapy, CPAP Care Center & Patient Financial Services



Project Team at Cullman Regional Medical Center

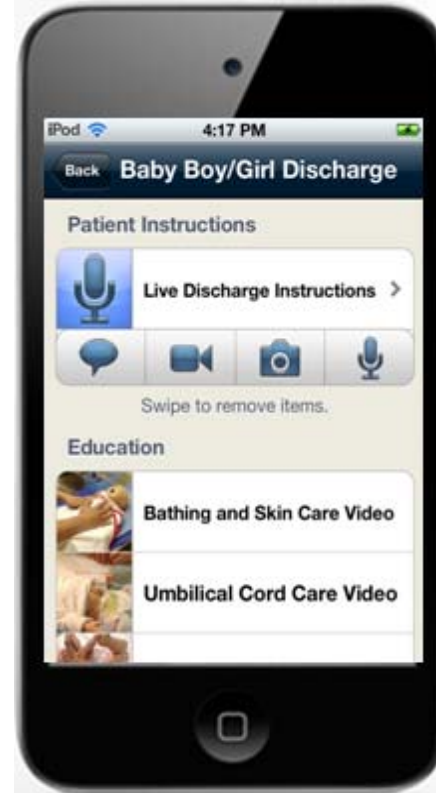
Engaging Patients and Families



- Discharge sessions are captured with Apple devices at the patient bedside
- Engage patients with spaced repetition and teach-back
- Customize educational documents per patient health literacy
- Add instructional videos
- Take baseline pictures to monitor healing
- Personalize messages from the hospital staff to the patient

Personalizing and Safeguarding the Care Plan

- Inline Discharge Process: Easy to use, understand, and implement
- HIPAA Compliant:
 - Data travels securely over SSL
 - Requires secure login credentials
- The iOS device acts as a capture and send device
- Information does not reside on device
- Does not sync with iTunes or computers



Communicating with Patients Post-Discharge

- Patients, family members, or another caregiver can access the instructions 24/7
- Instructions can be accessed by landline, smart phone, or computer
- Patients are given access to a secure website, toll-free phone number, and unique ID to retrieve their instructions
- Patients can receive a text and/or email with a notification and link to their personalized instructions

The screenshot displays the 'good to go' patient portal interface. At the top, a purple header contains the 'good to go' logo. Below the header, a white box contains a welcome message: 'Welcome Laura! Your healthcare team at Cullman Regional Medical Center is honored to partner with you on your road to recovery. These discharge instructions were designed with you in mind. Thank you for choosing CRMC!' and the website 'www.crmhospital.com'. To the right of the message is a photo of the Cullman Regional Medical Center building. Below the welcome message, there are three main sections: 'PATIENT INSTRUCTIONS' with a 'Live Discharge Instructions' button and a microphone icon; 'EDUCATION' with a list of video and handout resources including 'Bathing and Skin Care Video', 'Umbilical Cord Care Video', 'Swaddling your Baby Video', 'Using a Bulb Syringe Video', 'Bathing and Skin Care Handout', and 'Umbilical Cord Care Handout'; and a 'FEEDBACK' section with the text 'Was this helpful? Click Here to let us know.' The interface is clean and user-friendly, designed for easy access to patient information.

Engaging Patients and Families



- Engagement: 40% retrieval of instructions when notifications are sent to patients and family
- Technology: 40 / 60 split between web and phone access by patients and family
- Access: 30% of instructions are received more than once

“This is great. My daughter was not able to hear the discharge instructions at the hospital, and now she can. It is very helpful to have the information available this way.”

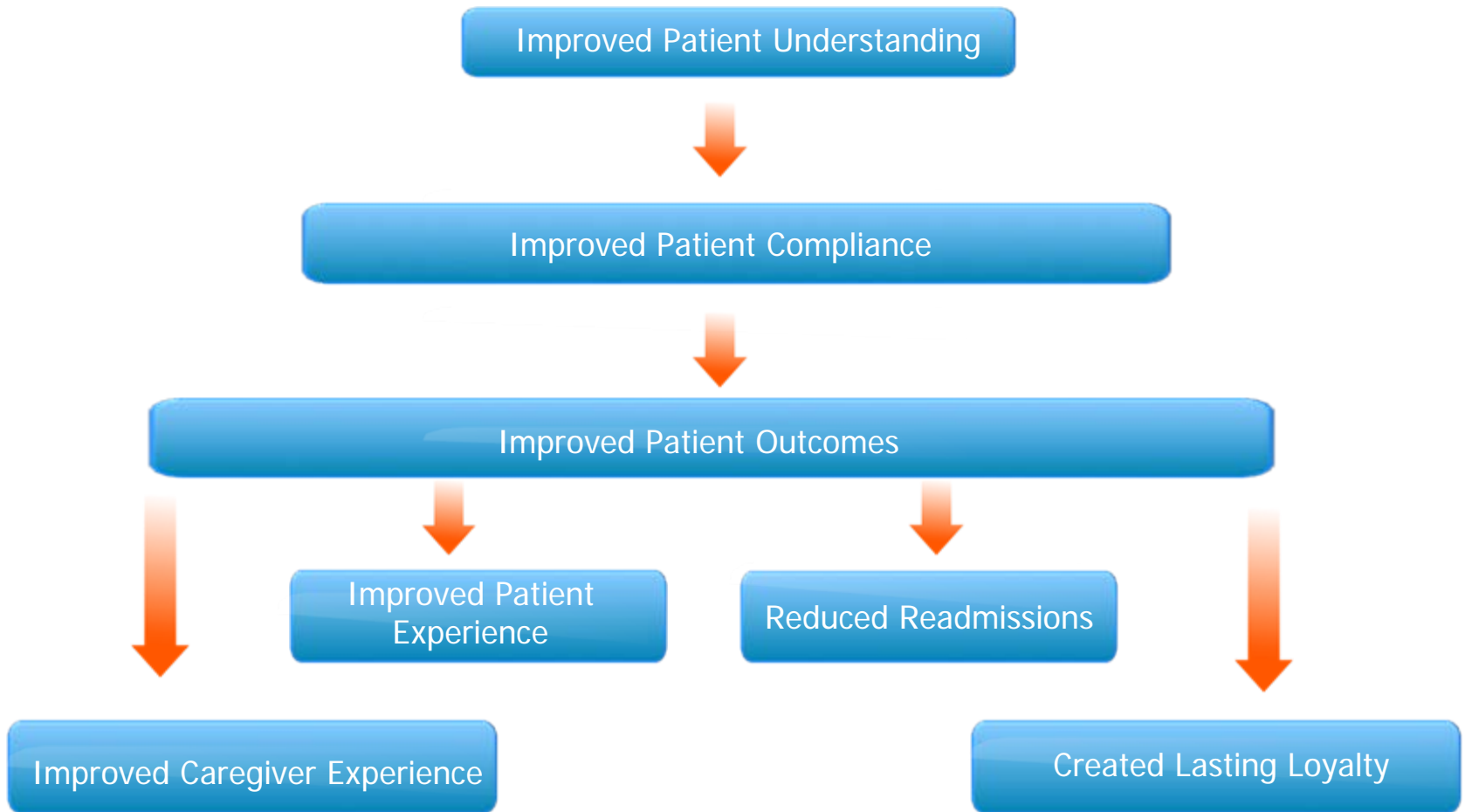
– CRMC Inpatient Discharged Patient

Increasing Accountability and Compliance

- Nurses are more accountable
- Patients are more alert (*Information is important enough to be recorded*)
- Leadership audits recordings (*Provide praise or teaching as needed*)
- Patient/family retrieval of instructions is monitored



Improving Outcomes



Improving HCAHPS, Reducing Readmissions

During the hospital stay, did you get information in writing about what symptoms or health problems to look for after you left the hospital?

63.2%
Increase

During the hospital stay, did doctors, nurses, or other hospital staff talk with you about whether you would have the help you needed when you left the hospital?

62.8%
Increase

15% reduction in readmissions when patients accessed their *Good to Go* discharge instructions verses those who did not.

15%
Reduction

Improving Caregiver Experience



96% of caregivers surveyed said the new discharge communication tool is valuable to the patient.

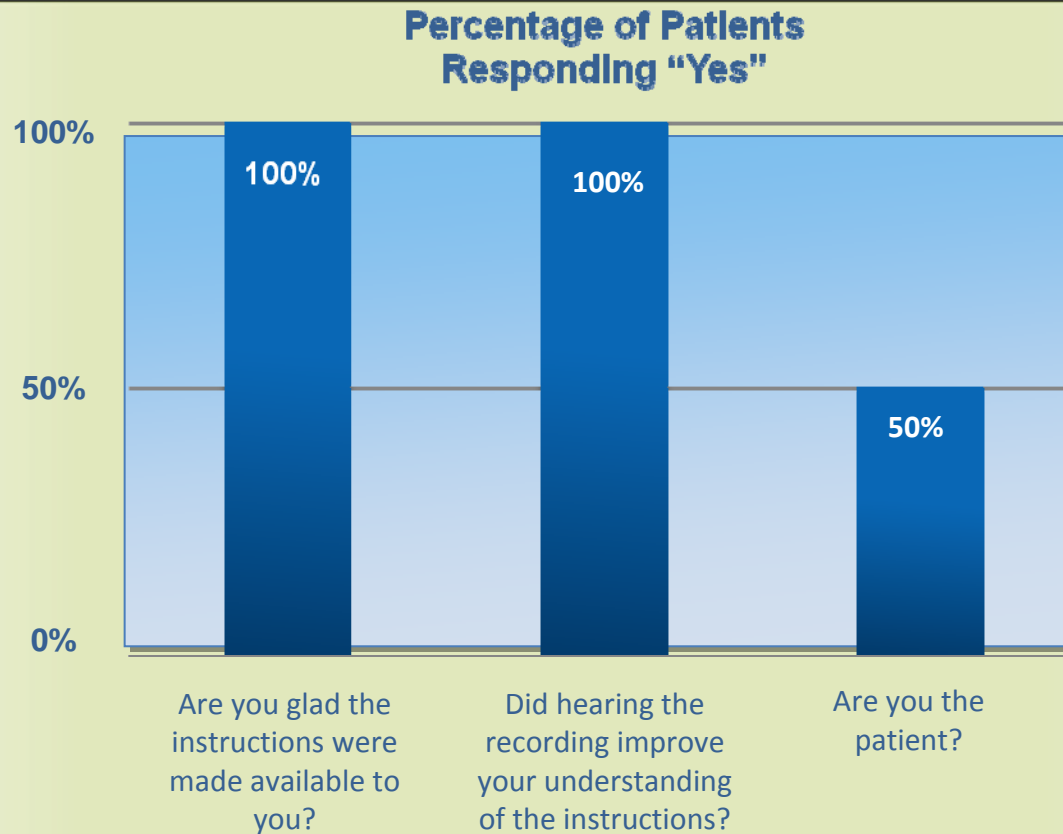
“Many patients need extra teaching after discharge. It is a very good teaching tool, and it is easy to follow.”

– CRMC Inpatient Nurse

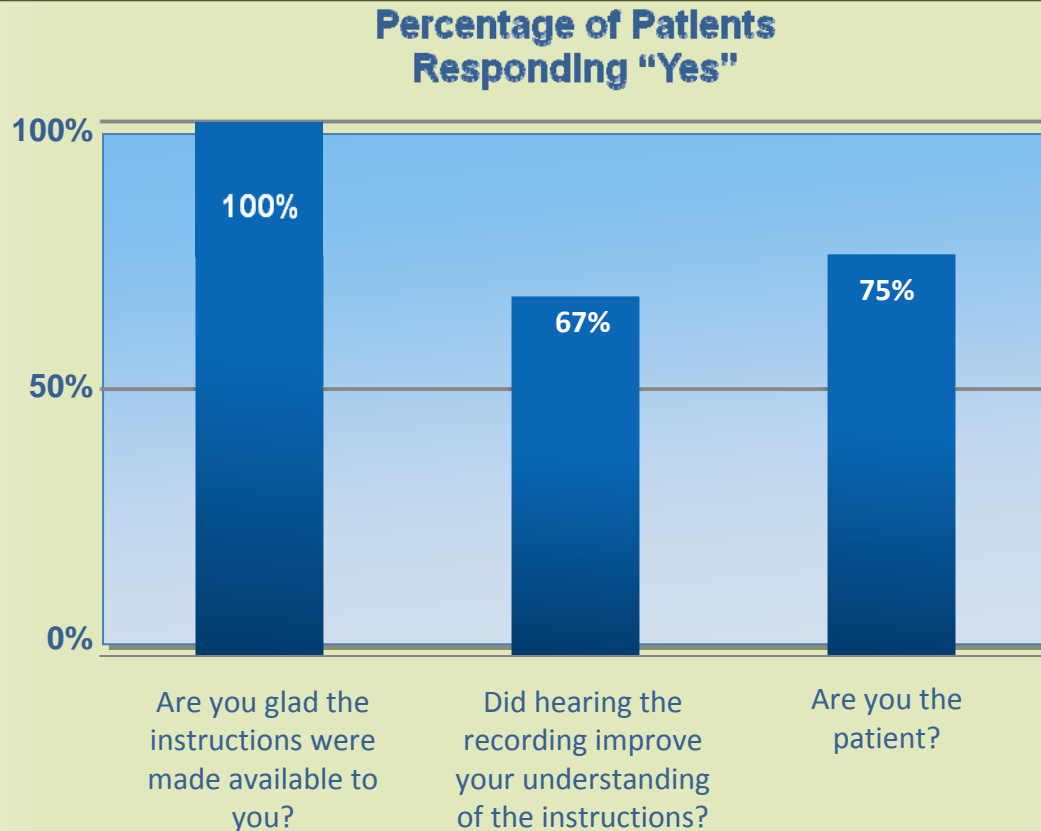
“It gives the patient and/or family the opportunity to listen to discharge instructions at a later time when they are feeling better.”

– CRMC Case Manager

Improving Patient Experience - Inpatient



Improving Patient Experience – Outpatient



Making an Industry Impact

CRMC has been recognized in the industry for communication innovations and for the difference the organization is making on patient experience, safety, and outcomes.

WINNER: 2012 *Modern Healthcare* Spirit of Excellence Award for Patient Safety

WINNER: 2013 Robert Wood Johnson Foundation Care About Your Care program

WINNER: 2013 Nursing I.T. Innovation Award

WINNER: 2013 Discharge Planning Program - Dorland Health Case In Point Platinum Awards



Lessons Learned

- Increase clinical awareness - “Why am I doing this?”
- Develop more templates before Go Live
- Engage physicians
- Market to patients, families and community

Building Upon Success

- Extending Care Transition Communication with Post-Acute Facilities
- Patient Financial Services



Thank You

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