

Enhancing the Patient Experience through the Use of Interactive Technology



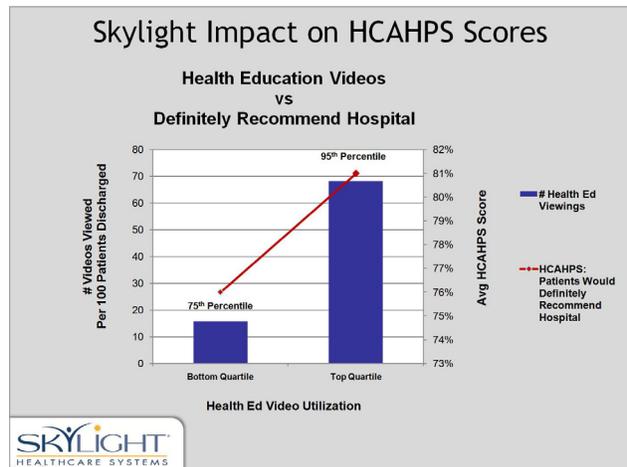
Research shows that improving the patient experience will be a key differentiator in how healthcare facilities are perceived. Efforts to positively impact service encounters span the continuum of care from pre-admission to post-discharge. To compete, healthcare organizations are looking for new ways of engaging patients.

One significant trend to provide exceptional patient experiences is the use of interactive technology. Just as clinicians use electronic medical records to access and update clinical data, interactive patient care technology uses two-way exchange of real-time information to engage patients and provide them with better service and information. This technology brings an unprecedented range of services and control to the patients' fingertips - patients can submit feedback and make requests, and access information and education that support them in their care. Clinicians and staff members can automatically push personalized content to the patients according to their condition, recovery process, and hospital policies and patients can deliver

real-time feedback with the touch of a button. This dramatically reduces non-clinical call volume, allowing nurses to spend more time on actual nursing tasks, while enabling process improvements that can directly impact patient satisfaction, HCAHPS and other scores. Real-time feedback and service alerts allow hospitals to immediately identify and respond to patient satisfaction priorities, while automatically monitoring and reporting on service delivery. The ability to automate routine requests, surveys, tests, and other patient input also creates an electronic record for documenting regulatory compliance.

This paper includes six case studies that examine how interactive technology is being used to improve Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) scores, enhance patient satisfaction and impact clinical outcomes, while providing hospitals with real cost savings and revenue opportunities. Results confirm the promise. Typical results from hospitals using Skylight Healthcare Systems' interactive technology have shown that overall patient satisfaction scores rose on average by 8-12 %, while patient satisfaction with health education offerings increased by as much as 42%.

Hospitals engaging in the use of interactive technology are realizing tangible benefits, which translate into significant, measureable improvements in patient outcomes, the hospital's financial performance, and greater patient engagement, making the patient experience an excellent one.



About The Beryl Institute

The Beryl Institute serves as the professional home for stakeholders who recognize that the patient experience is an essential element in the execution and evaluation of health care performance. The Institute defines the patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.