


HEALTH CARE EDUCATION ASSOCIATION
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Establishing an Enterprise-Wide Patient Education Solution: Leveraging the EMR, Facilitating Documentation, Reaching the Community

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Session Objective

- Establish criteria for evaluating an electronic patient education system that will take into account:
 - Enterprise-Wide HIT Strategies
 - Enterprise-Wide Departmental Needs
- Show how to utilize a case study approach to outline the criteria and process used in evaluating and choosing a patient education solutions connected to broader HIT strategies




Session Agenda

- Introductions
- Lehigh Valley – Case Study
- Engaging Marketing
- Q&A




Lehigh Valley – Case Study

- Background: Working toward a paperless hospital
- Setting Priorities
- Creating the team
- Establishing objectives
- Implementation/Rollout



Working Toward a Paperless Hospital

- HIS system selection
- National patient safety initiatives
- Board of Director directive
- Clinical Services Goals




Setting Priorities

- 2001 CPOE & Documentation
- 2001 Medication
- 2003 Patient Safety Initiatives
- 2006 More Documentation
- 2007 Plan of Care
- 2007 Patient Education

Establishing The Teams and Objectives for Patient Education

Creating the Teams


- Technical
- Super Users
- Steering



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Objectives

- Documentation of assessment and information given
- Meet core measures
- Streamline workflow
- Patient safety




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Implementation

Technical Workgroup


- Interfaces
 - ADT
 - To hospital information system (HIS)
 - From HIS to our permanent record ("EHMR")
 - Users
- Project management
- External hospital web site



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Super Users

- Departments and key players
- Kickoff
- Training



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Steering Committee

- Resource comparisons
- Transition of catalog
- Transition of existing online priorities
- Policies and workflow



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Engaging Marketing

The Role of Marketing

- Strategic marketing plan development and implementation
 - Create brand equity, value and market differentiation
 - Ensure marketing efforts build and complement each another
 - Connect plan to organizational goals and objectives
 - Demonstrate quantifiable return on investment
- Measure and define patient satisfaction by
 - Reviewing interactions between patient and staff
 - Evaluating the relationships formed in those interactions
 - Compassion
 - Understanding
 - Patience
 - Overall patient experience
- Cultivate and retain physician and patient relationships/loyalty



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Typical Marketing Promotional Mix

- Direct mail
 - Newsletters
 - Community outreach
 - postcards
- Web
- Advertising
 - Billboards
 - Newspapers
 - TV
 - radio
- Direct customer contact and/or sales



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Show Me The Money!

- Average hospital's marketing and/or communication budget was more than \$1 million*
- Large hospitals with 400 beds or more spent 2x more*
- Marketing has money and signing authority



*Source: 2004 Society for Healthcare Strategy & Market Development

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Access to the Purse Strings

- Network with your marketing team
- Ask them to join your committee and provide a "marketing" perspective
- Reinforce the value of patient education, enterprise-wide
- Show the importance of PE to patients, caregivers, and clinicians and connection to "customer satisfaction"
 - Add questions related to PE on customer surveys
 - Build in response mechanisms on print products or the website
- Talk numbers – patients educated daily and/or yearly; available patient touch points; return on patient (RTP = ROI) potential, number of materials printed or distributed; frequency of patient contacts; time savings or cost savings to staff; reduction of staff turnover
- Quantify cost of patient education and ROI – show comparison to cost of advertising or other marketing tactics



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How Does an Enterprise-Wide Patient Education Solution Benefit Marketing?

- Provides consistent patient education / health information across continuum of care and via community outreach – inpatient, outpatient, website, resource centers, waiting area KIOSKS, etc.
- Reinforces the hospital brand by aligning the brand with quality education and accurate information
- Demonstrates care and correlates to mission
- Increases patient satisfaction through providing helpful online tools and access to information
- Creates loyalty with patients and clinicians / staff
- Correlates to strategic goals and objectives for the hospital



Q & A

Thank you!

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