


2009 HCEA Conference 

October 8, 2009 10:15 - 11:30

Creating a Patient Education Unit in Your Facility and How to Ensure You Consistently Deliver a Positive Return on Investment

Presented by:
 Anne K. Sirman, MS ARNP, Veterans Learning Center at VAMC Atlanta
 Tom Chelston, RN, National Account Director at Krames in Yardley, PA

One can't believe impossible things?
 "I daresay you haven't had much practice," said the Queen. "When I was your age I always did it for half an hour a day. Why, sometimes I've believed as many as six impossible things before breakfast"

- Lewis Carroll

2

Session Objectives

- o Share strategies used in developing or expanding a patient education unit
 - Gaining consensus and gathering champions
- o Building education programs
 - Case studies and interactive dialogue
 - Developing Outcomes Studies
- o Assessing ROI to build your case
 - Defining ROI for your facility
 - Identifying the metrics
 - Selling to internal leadership

3


Session Agenda

- o Introductions
- o Creating the Atlanta Learning Center in VISN 7
- o Building Education Programs that deliver clinical AND fiscal benefits
- o Building a solid ROI case
- o Q & A

4

Atlanta VAMC picture

- o VLC
- o Hepatitis C 1st Step
- o Move! Program
- o MHV

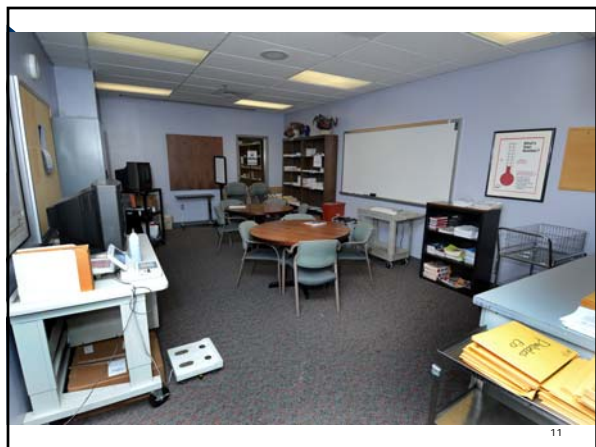
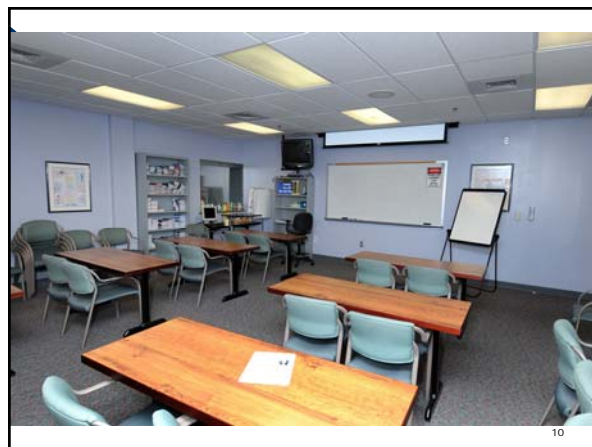
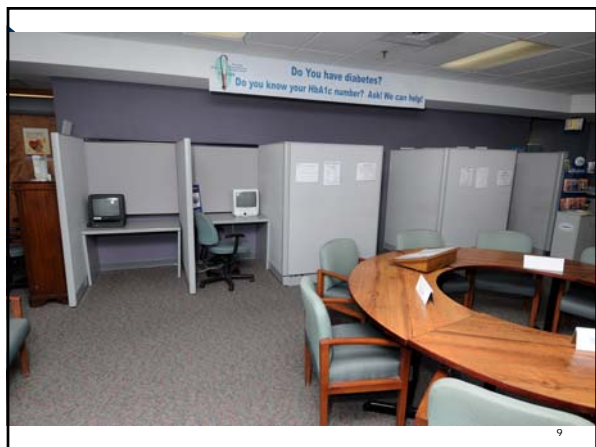


5

Veterans Learning Center

- o Establishment
- o Hepatitis C Program
- o MOVE!
- o MyHealtheVet

6



History

- Opened July 2000
- Top Management Buy-In
- 4000 Sq. Ft. of dedicated space
- Control Point

13

Hepatitis C 1st Step Clinic

- Conceived in response to the Waiting Times Initiative
- Hepatology Clinic visits very time consuming
- 1.5 hours . . . Much time spent in educating the patient
- High no-show rate @\$133.80 per

14

Hepatitis C 1st Step Clinic

- Group education saves time
- Spend 1-2 hours in intense education in VLC
- Printed material/Video/PowerPoint
- Informal setting/confidential
- Questions/comments
- Learn from each other

15

Hepatitis C 1st Step Clinic

- Clinical component
- Order more extensive labs
- Drawn that day
- Results available at the time of first visit in Hepatology Clinic
- Saves an extra Hepatology Clinic visit

16

Hepatology 1st Step Clinic

- Assess for depression
- Referral to MHC if indicated
- Given future appointment to Hepatology Clinic the day of class
- No excuses! "Lost in the mail", "Got the letter the day of appointment", "No one told me", etc.
- Reduced the *no-show rate* in Hepatology Clinic
- Reduced the *waiting time* for Hepatology Clinic

17

Hepatology Treatment Class

- Treatment component
- Injection Class
- Travel Kit/Video/Printed Material
- Side effects
- Available for consultation every day

18

Hepatology 1st Step Clinic

- Work closely with Hepatology Clinic providers
- Pharmaceutical Representative supplies educational materials and Travel Kits
- Success is incumbent on COMMUNICATION!

19

MOVE!

Weight Mgmt Program for Veterans

- National Weight management program
- Designed by the VA National Center for Health Promotion and Disease Prevention (NCP)
- Goal is to help veterans lose weight, keep it off and improve their health.

20

MOVE! Program Features

- Emphasis on health and wellness through nutrition and physical activity behavior change
- Lifetime and lifestyle focus
- Patient centered
- Individual tailoring to meet your needs
- Regular follow-up and support

21

MyHealtheVet Initiative

- Web based program designed to empower Veterans to become better partners in their healthcare and well being.
- Mandated from Washington
- Performance Measure
- 24/7 access to VA Information

22

MyHealtheVet features

- VA Prescription Refills
- VA Benefits & Services
- Personal Health Journals
- Trusted Health Information
- Healthy Living Centers
- Vitals Tracking & Graphing
- Military Health History
- Activity & Food Journals

23

MHV features Coming Soon!

- Lab & Appointments
- Secure Messaging
- Wellness Reminders

24

Selling Your Solution Internally

HCAPHS Measurement

Visit www.hospitalcompare.hhs.gov

Here is a sample of what you'll see

| Hospital Name | Percentage of people who received education 1 hour before surgery | Percentage of people who showed improvement when they received it |
|---------------|---|---|
| Hospital A | 85% | 85% |
| Hospital B | 80% | 80% |
| Hospital C | 75% | 75% |

Many hospitals are demonstrating their commitment to quality improvement by enrolling themselves in Hospital Compare. Information in this ad was collected between July 2008 and June 2009. Check the website regularly for all the most current data available.

"The more information I have to make a choice, the better."
Daisy, 72

31

Selling Your Solution Internally

The Impact of Diagnosis-Specific Discharge Instructions on Patient Satisfaction

Shulman, Lo, MS, RN, Diane L. Stuenkel, EdD, RN, Lori Rodriguez, PhD, RN

The patient satisfaction score is an important index of quality improvement in health care organizations. The satisfaction score may reflect the quality of patient care and patient safety and health. The purpose of this study was to examine differences in mean patient satisfaction scores before and after diagnosis-specific discharge instructions were implemented in three outpatient ambulatory surgery facilities. Mean (range) patient satisfaction scores (ambulatory surgery facilities) were conducted by a survey company the first week after surgery. Satisfaction score mean reports were obtained from the hospital nursing administration. Results of this preliminary study indicate that diagnosis-specific discharge instructions have positive effects on patient satisfaction scores.

Keywords: patient satisfaction, diagnosis-specific discharge instructions, ambulatory surgery unit, quality improvement.

© 2009 by American Society of Perianesthesia Nurses

PATIENT SATISFACTION is a key goal of ambulatory surgery. For the last three decades, the majority of surgeries have been performed in same-day surgery settings in North America. Successful same-day surgery relies on good communication between patients and health care professionals. Well-prepared verbal or written discharge instructions not only contribute to good communication between patient and health care providers, they also

Clark and colleagues¹ demonstrated that the overall quality care in the hospital is related to the quality of discharge instructions. Preoperative standardized education should also be addressed to improve patient satisfaction scores. Many factors can impact patient's postoperative education. The very old patient or patient with impaired vision or hearing may require additional time and highly individualized

Electronic Solutions

- Bring in IT early
- Achieve a basic understanding of your IT 3-5 year plan.
 - Systems/Upgrade Plans
 - IT Philosophy – Best of Class v. Single Source
- How Does Patient Education fit in with IT plan
 - Stand-alone or integrated
 - Integration – Interoperable or Baked In
 - Documentation requirements
 - Purse-Strings

33

Selling Your Solution Internally

- Positioning Solution to fit in with strategic plan.
- Create the business case for your solution.
 - ROI Calculators
 - Tailored Presentations
 - Proper Utilization/Patient Satisfaction /Outcomes considerations
- Leverage Your Vendors as much as possible.

34

Selling Your Solution Internally

Hospitals & Clinics, How Do You Spell ROI?

TIME SAVINGS - A recent research study showed that a Krames Print Patient Education Solution saved nurses an average of 31 minutes per inpatient visit. If we conservatively take a figure of 10 minutes time savings for your Krames solution (we really think it would be greater) and multiply that by the national average of hospital nurses (\$26.31/hour), the savings add up quickly.

| | 1 Year Contract | 3 Year Contract | 5 year Contract |
|---|-----------------|-----------------|-----------------|
| Enter # of Annual Admits across the System | 121,472 | 242,944 | 364,416 |
| Cost of Krames Comprehensive Solution and EMR Integration | \$ 170,749.00 | \$ 462,411.00 | \$ 715,310.00 |
| Return on Investment | \$ 361,906.00 | \$ 602,898.00 | \$ 882,654.00 |

35

Selling Your Solution Internally

REDUCED LENGTH OF STAY - An informal literature review revealed that patient education interventions can lead to a 25% reduction in length of stay. According to data in the 2009 Healthcare Business Market Research Handbook, the average inpatient length of stay is 5.5 days. We pulled cost data from 2006 HCUPnet statistics and calculated that a Krames Solution would reduce length of stay on 1% of inpatient surgeries. The ROI is significant.

| | 1 Year Contract | 3 Year Contract | 5 year Contract |
|---|-----------------|-----------------|-----------------|
| Enter # of Annual In-patient surgeries across the System | 34,392 | 103,176 | 171,960 |
| Cost of Krames Comprehensive Solution and EMR Integration | \$ 170,749.00 | \$ 462,411.00 | \$ 715,310.00 |
| Return on Investment | \$ 457,249.00 | \$ 1,421,583.00 | \$ 2,424,680.00 |

36

Selling Your Solution Internally

REDUCTION IN OR CANCELLATIONS - In a study 2005 published by Dierker, et.al (Validation of Statistical Methods to Compare Cancellation Rates on the Day of Surgery, 2005), OR cancellation rates varied fluctuated between 5.7% to 6.4%. Calichman, M in Creating an Optimal Operating Room Schedule, AORN Journal 2005, estimated the average turn rate for an OR at 210 minutes. We have seen Krames solutions reduce OR cancellations. If we conservatively project a 10% reduction in the cancellation rate, the impact is significant.

| | 1 Year Contract | 3 Year Contract | 5 year Contract |
|---|-----------------|-----------------|-----------------|
| Enter # of Annual In-patient surgeries across the System | 34,322 | 103,176 | 171,960 |
| Cost of Krames Comprehensive Solution and EMR Integration | \$ 170,749.00 | \$ 462,411.00 | \$ 715,310.00 |
| Return on Investment | \$ 966,664.00 | \$ 2,949,828.00 | \$ 4,971,755.00 |


37

Resources

- o ROI Calculators
www.krames.com/roi
- o Case Studies and White Papers
https://www.krames.com/OA_HTML/ibeA_btResearch_kra.jsp#casestudies?a=b
- o How Does Your Facility Compare?
http://www.cms.hhs.gov/HospitalQUALITYINITS/30_HOSPITALHCAHPS.ASP

38

Q & A



Thank you!

Presenter contact information:

anne.sirman@va.gov
tom.chelston@krames.com

"The secret to success in life is for a man to be ready for his opportunity when it comes."

— Benjamin Disraeli

41