

*Paving New Roads for Care Transitions  
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## Improving Patient Experience, Reducing Readmissions with Better Communication

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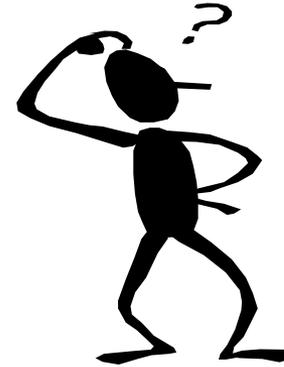


# Introducing Cullman Regional Medical Center

- ▶ 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
- Plans to expand to ED, respiratory therapy, physical therapy, CPAP Care Center & Patient Financial Services



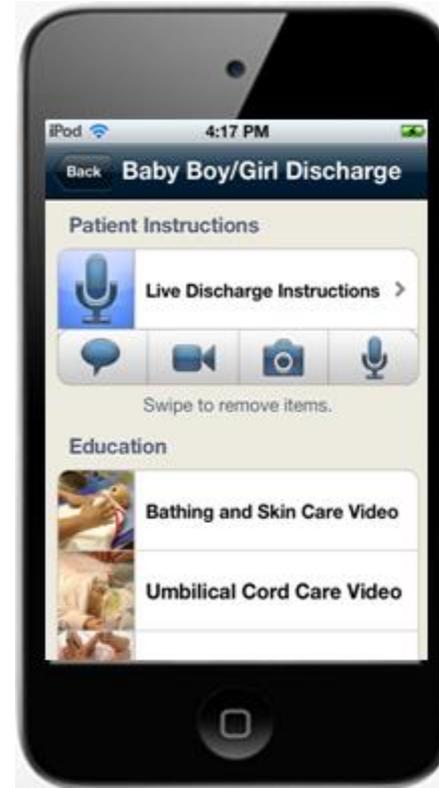
# Engaging Patients and Families

- 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

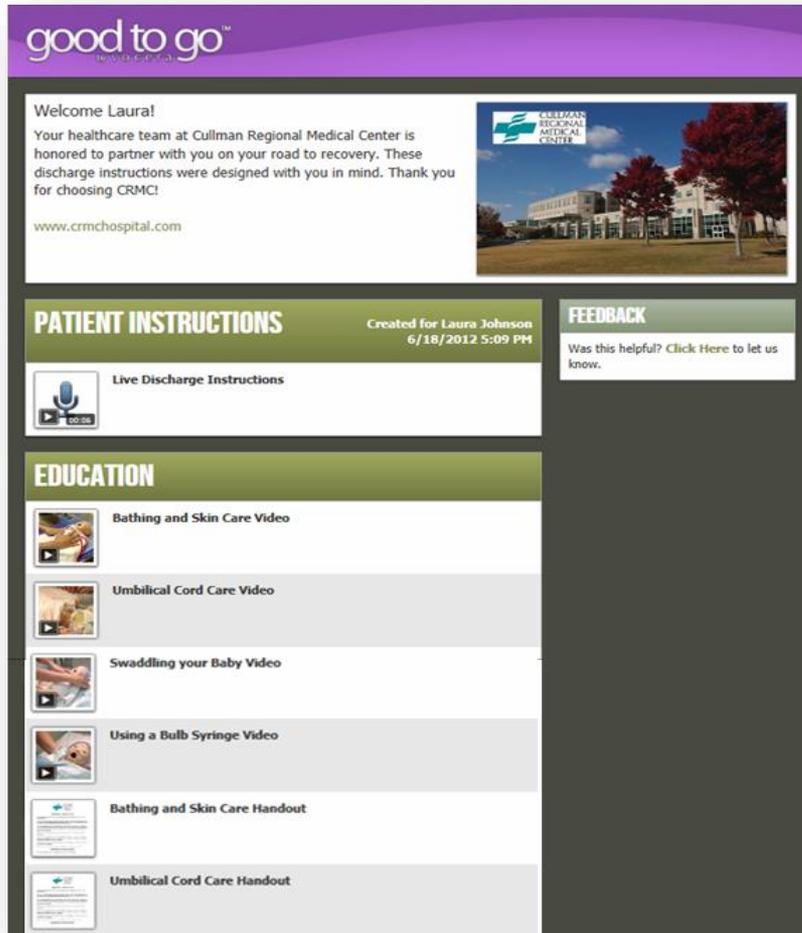


# Personalizing and Safeguarding the Care Plan

- 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



The screenshot shows a patient portal interface for Cullman Regional Medical Center. At the top, it says "good to go™" and "WELCOME TO CRMC!". Below that, a welcome message for Laura Johnson is displayed, along with a photo of the hospital building. The interface is divided into several sections: "PATIENT INSTRUCTIONS" with a "Live Discharge Instructions" video icon, "FEEDBACK" with a "Was this helpful?" link, and "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".

- 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



# 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

Improved Patient Understanding



Improved Patient Compliance



Improved Patient Outcomes



Improved Patient Experience



Reduced Readmissions



Improved Caregiver Experience



Created Lasting Loyalty



# 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.”*

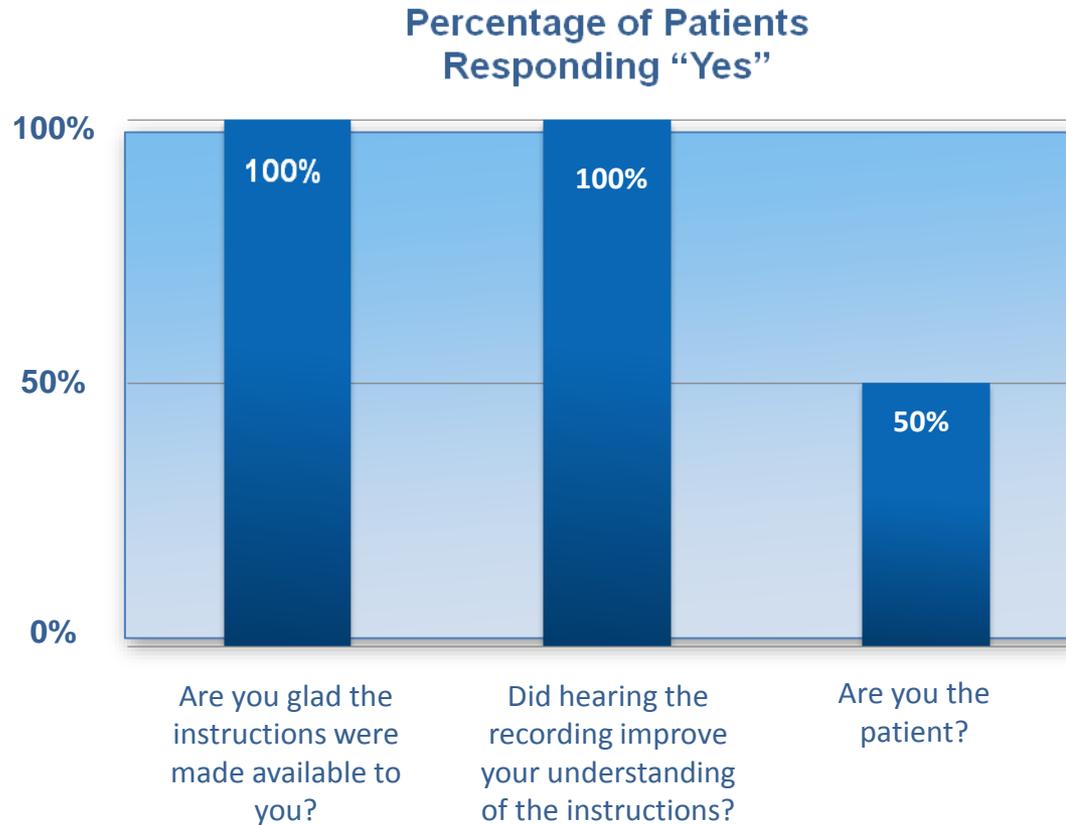
*– CRMC Inpatient Nurse*

*“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*

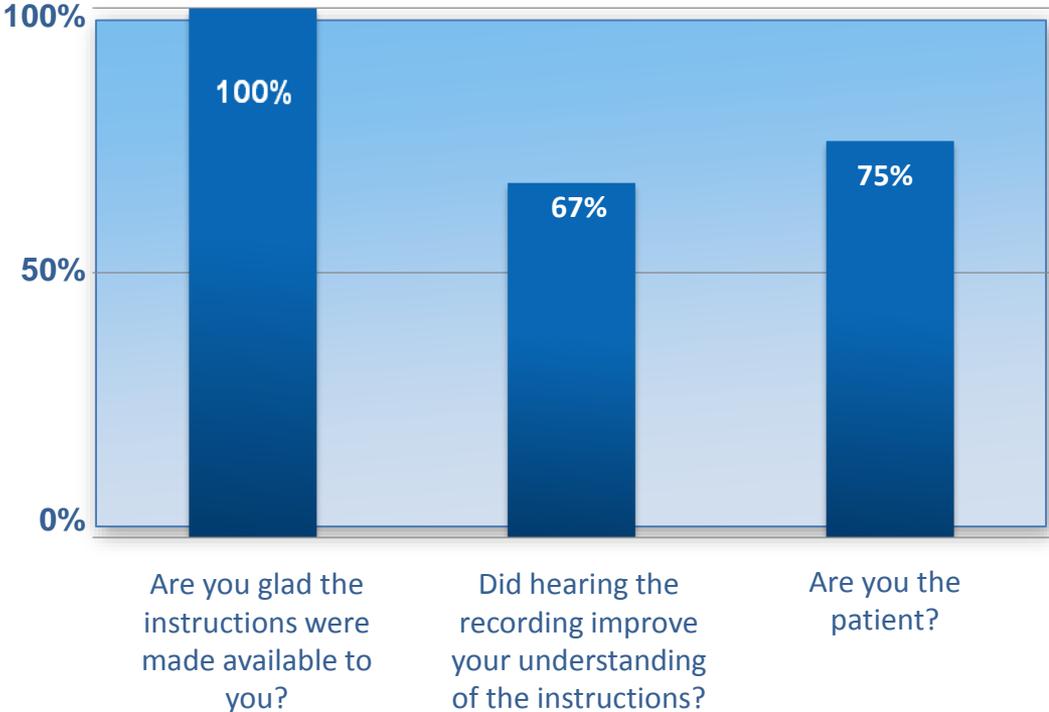


# Improving Patient Experience Inpatient



# Improving Patient Experience Outpatient

Percentage of Patients  
Responding “Yes”



# 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



2013 Gold Award Winner



Robert Wood Johnson Foundation  
Care About Your Care Award Winner



2012 Patient Safety Award Winner



# Thank You

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