

2019



# Improving the Patient Experience in a Digital World

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# Cisco for healthcare providers



Personalize patient experience



Streamline clinical experience



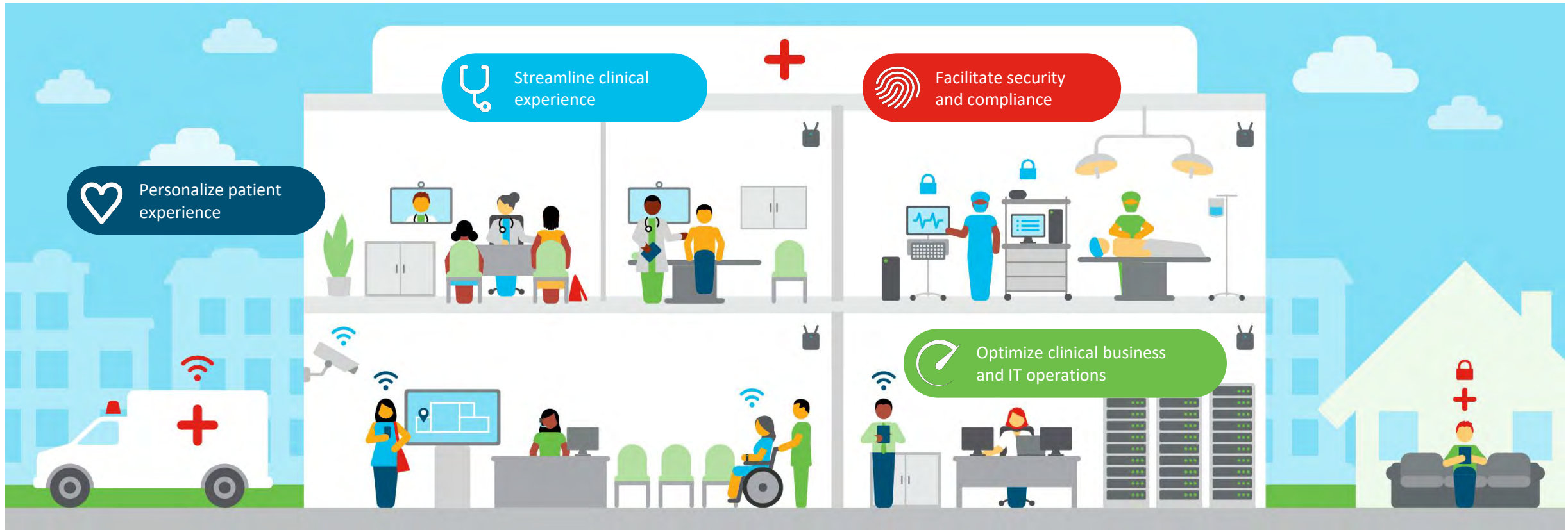
Optimize clinical business and IT operations



Facilitate security and compliance



# Cisco for healthcare providers



## Personalize patient experience

- Guest wireless
- Mobile experiences—wayfinding
- Population health outreach
- In-patient bedside experience
- EHR-integrated telehealth



## Streamline clinical experience

- Provider video consult
- Location services for clinical environments
- Clinical communications and collaboration
- Virtual patient observation



## Facilitate security and compliance

- Network and micro-segmentation
- Healthcare cybersecurity



## Optimize clinical business and IT operations

- Facilities and equipment monitoring
- Administrative collaboration
- Next generation data center
- Network optimization

# Patient Experience in a Digital World...



Personalize patient experience



Streamline clinical experience



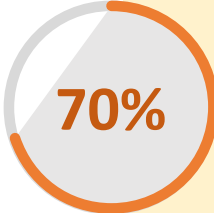
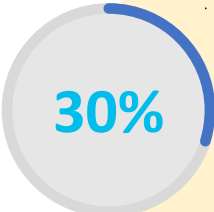
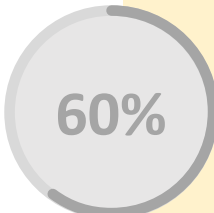
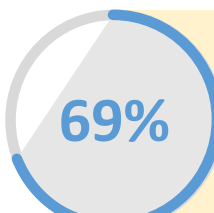
Optimize clinical business and IT operations



Facilitate security and compliance



# Patient demand for digital experiences

-  70% Of patients say **scheduling** ease is an important factor in their care experience.
-  30% Of first-time visitors **get lost and confused** in hospitals. This comes with a high cost of \$150B in US due to missing appointments.
-  60% Of patients said, **free internet** in the waiting room would completely or somewhat minimize frustration.
-  69% Of patients feel that **video** can stimulate an in-office experience, resulting in accurate diagnosis.

# HCAHPS



Patients provide feedback on their experience with a hospital in specific areas:

- Communication with Nurses
- Communication with Doctors
- Responsiveness of Hospital Staff
- Pain Management
- Communication about Medicines
- Discharge Information
- Cleanliness and Quietness of Hospital Environment
- Hospital Rating

**Improving HCAHPS**

Learn about the impact limited-English proficient (LEP) patients have on HCAHPS scores.

[DOWNLOAD THE GUIDE](#)

**NURSES CAN HELP LOWER NOISE LEVELS AND RAISE HCAHPS SCORES**

**QUIETYME**

Susan Keane Baker, MHA

**HIGHER HCAHPS SCORES**

The Willing to Recommend Approach

Probably NO  
Probably YES  
Definitely YES

**ONE CHANGE WILL BOOST HCAHPS**

The Impact of BlackJack Cables

**HCAHPS Basics**

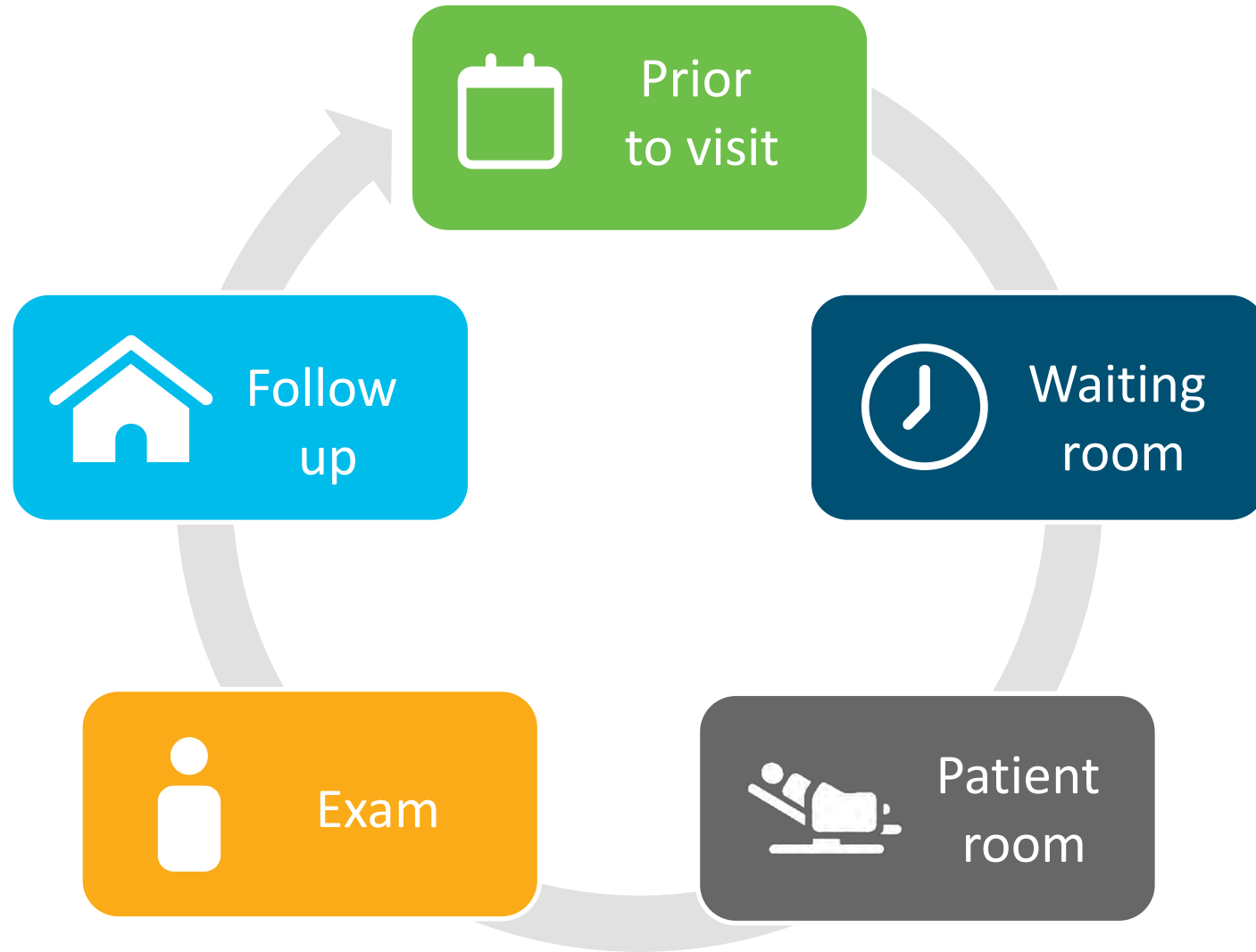
A RESOURCE GUIDE FOR HEALTHCARE MANAGERS

Carrie Brady, JD, MA

**IT'S GETTING THERE: A GUIDE TO HCAHPS BASICS**

ANTHONY RODRIGUEZ


# Patient experience touchpoints

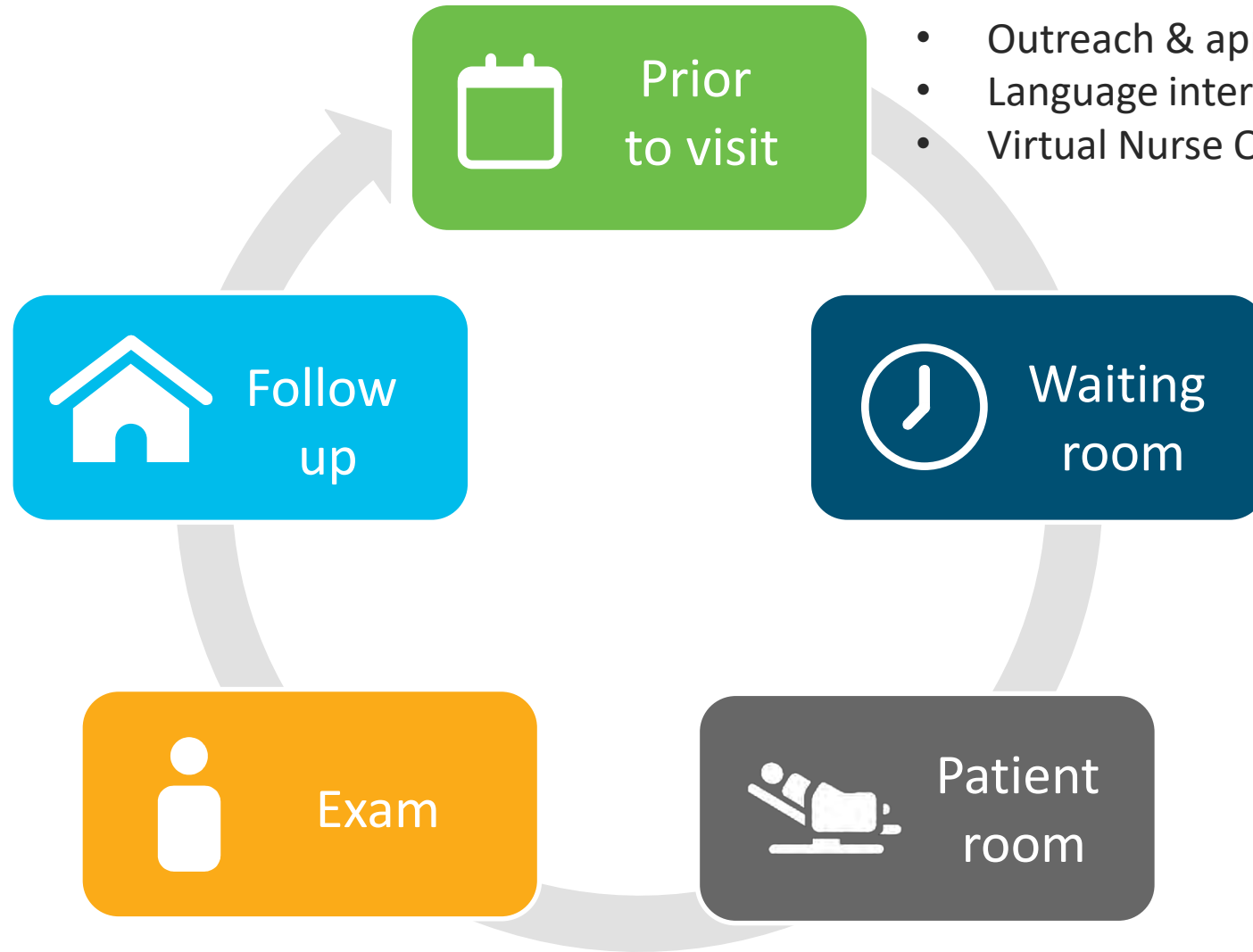




# Patient experience touchpoints



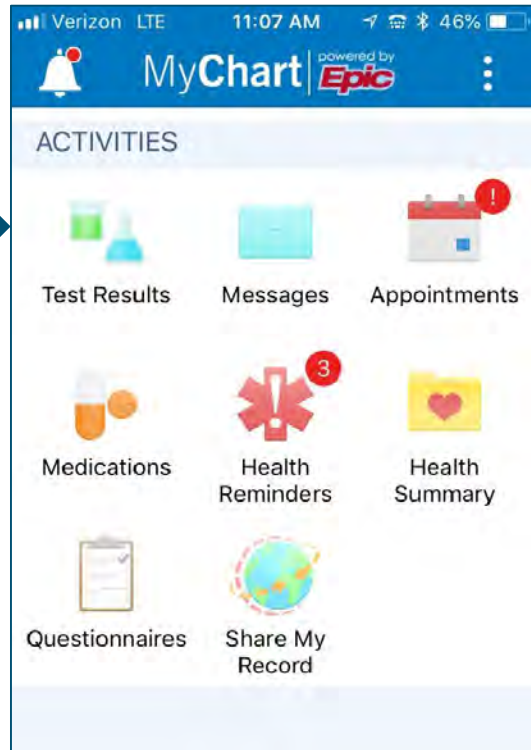
 Personalize patient experience



# Outreach and appointment scheduling



A new online tool is tapping into the popularity of ride-hailing services to help make sure patients don't miss their doctor's appointments.




# Virtual Nurse-Call Services

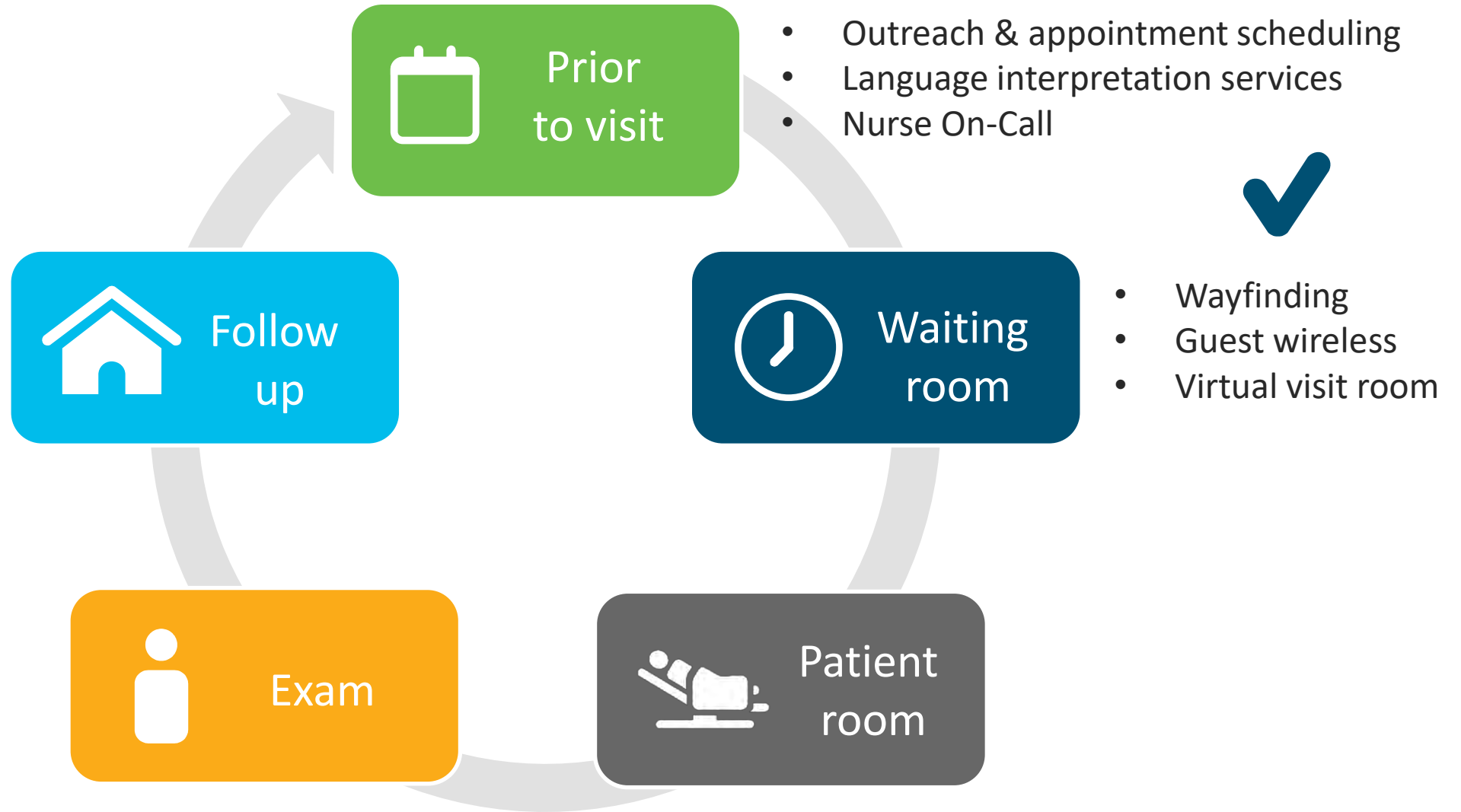
Using your phone, smartphone, tablet or computer, you can connect with a board-certified physician or pediatrician for treatment of a wide range of conditions—24 hours a day, seven days a week.



s affiliates. All rights reserved. Cisco

# Patient experience touchpoints

 Personalize patient experience



# Nosocomophobia – The fear of Hospitals



Waiting room

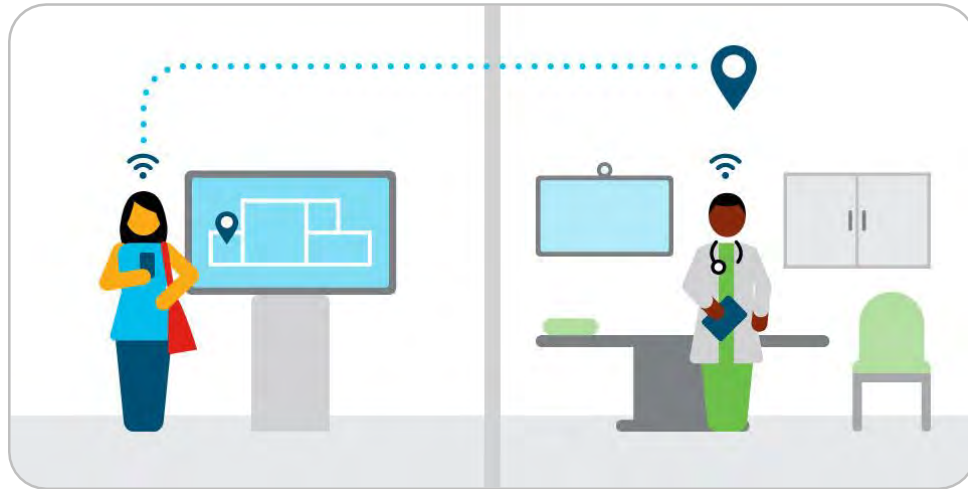


Where did I park the car?

# Mobile experiences and wayfinding



Make it easier for patients to find what they need—and get where they're going—with mobile experiences on their own devices



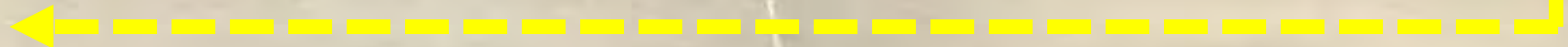
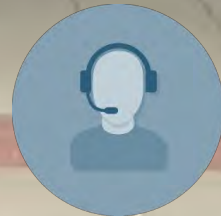
## Benefits

- Reduce patient/visitor anxiety and time navigating to unknown locations
- Increase on-time appointments; improve patient flow and throughput
- Reduce “no-shows”
- Improve staff productivity and experience; reduce staff time spent to provide directions
- Improve healthcare provider revenue via personalized marketing and messaging

# Hospital Main Entrance



**LIMITED SPOTS AVAILABLE!**

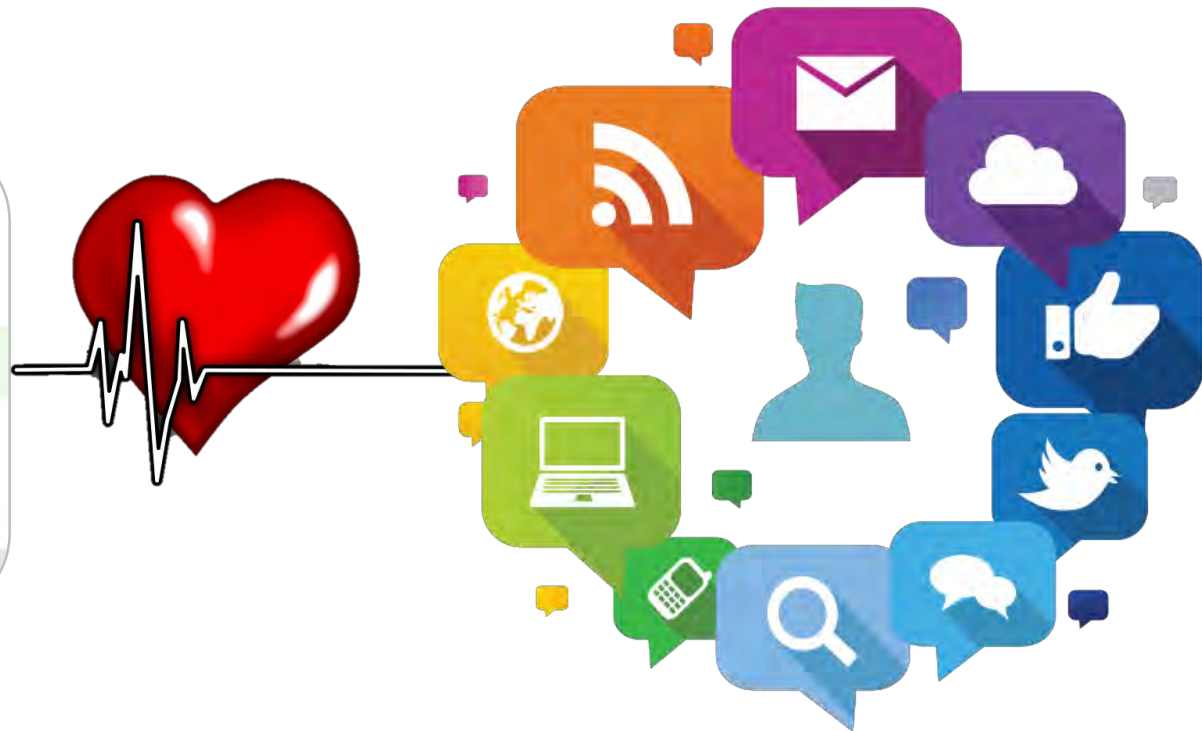


# Guest wireless



Waiting  
room

Improve your patient's experience—and increase their satisfaction—with consumer-level Wi-Fi access




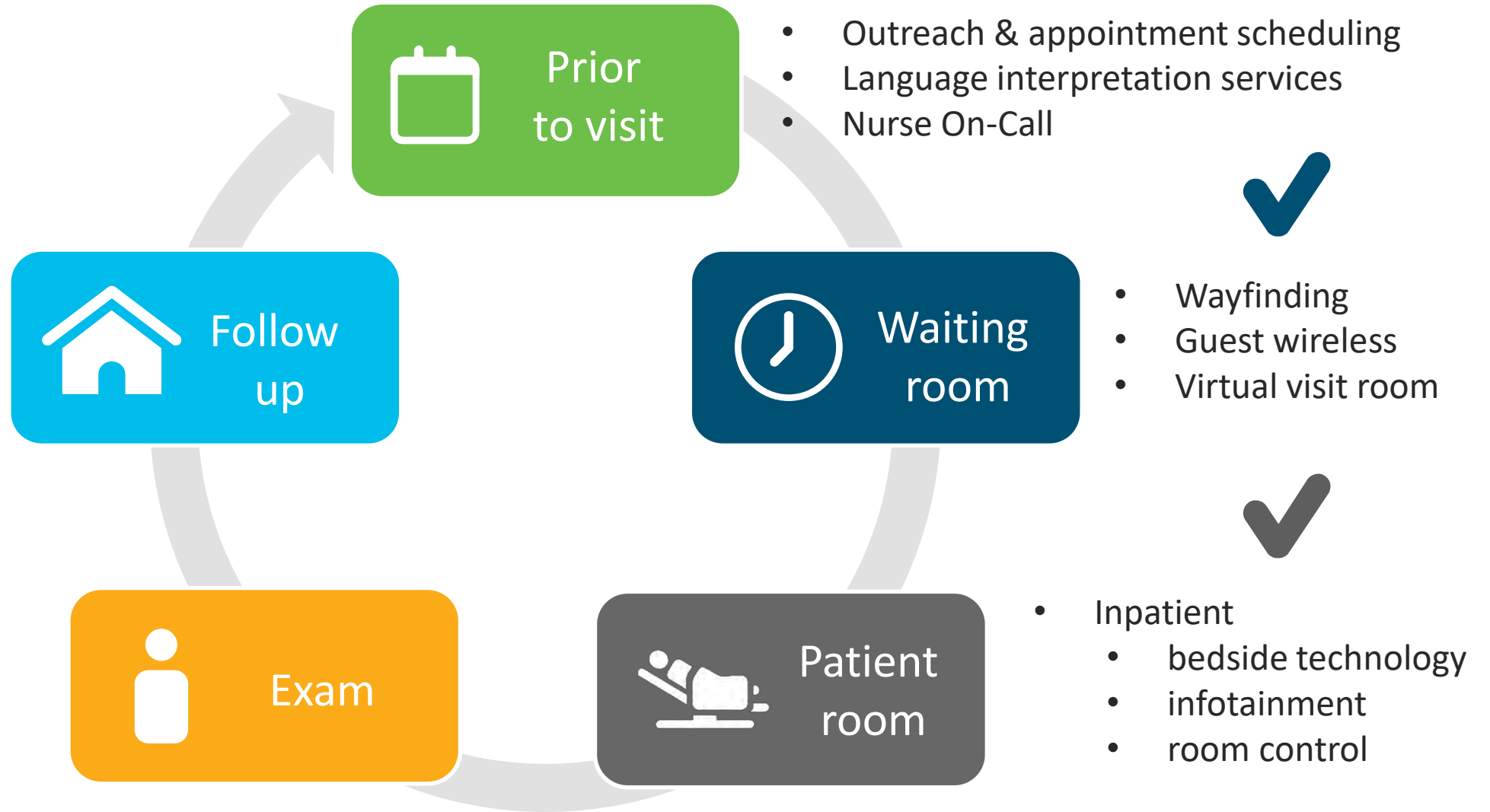
## Benefits

- Better patient and visitor engagement with persistent availability of digital content
- Real-time connectivity for healthcare organization campus operations functions and apps, like video and collaboration
- Reduced IT problem resolution time and resources



# Patient experience touchpoints

 Personalize patient experience

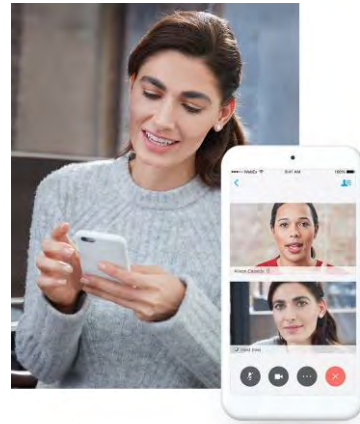


# In-patient bedside experience

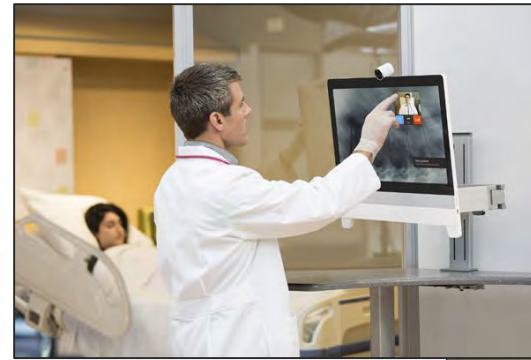


Patient  
room

Give your patients more control of their in-patient experience with easier access to care information, educational content, and entertainment



Video Calling



Virtual Visits


Infotainment

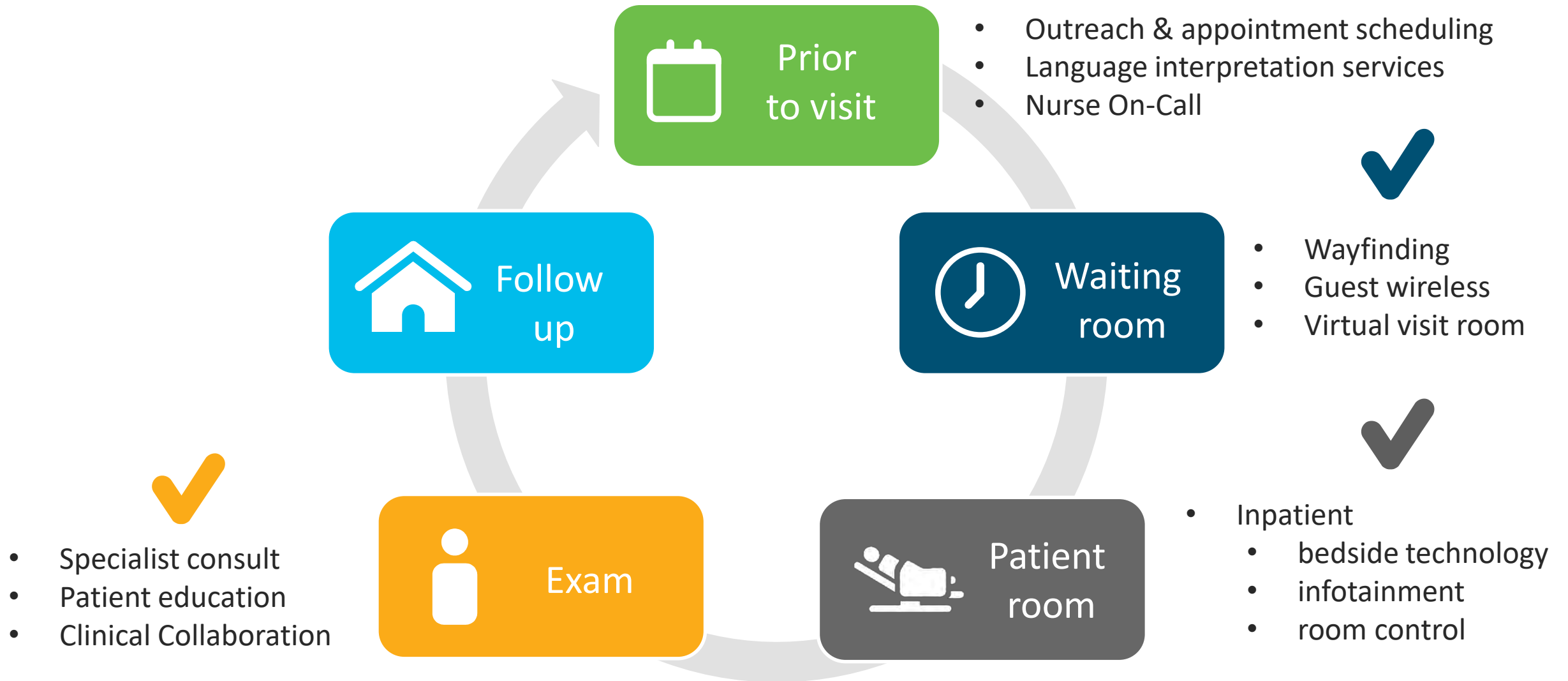


## Benefits

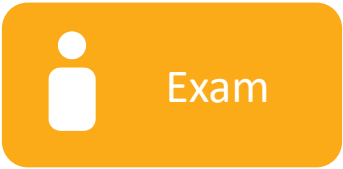
- Improved compliance
- Improved patient satisfaction
- Improved care experience, efficiencies, and outcomes
- Improved clinician satisfaction, new clinical efficiencies, and automated workflows for care teams
- Empowers patients and family caregivers to co-own the care journey for better post-discharge compliance, reducing readmissions

# Patient experience touchpoints

 Personalize patient experience



# What is driving the need for change



## Top drivers for clinical communications

1 Compliant secure messaging

2 Voice and secure messaging consolidation

3 Critical results and alerts delivery

50 different employees – physicians, nurses, techs – can interact with a single patient during a four-day hospital stay.



63%

of clinicians and informatics stakeholders feed their current clinical communication products have very limited workflow integration

A 500-bed hospital loses over \$4 million annually as a result of communication inefficiencies



77%

of IT wants to integrate communication solutions into clinical workflow management and documentation.



1 hour

Time spent by nurses daily tracking down physicians.

# Location services for clinical environments



Exam

Save time and improve efficiency with infrastructure that helps you keep track of staff, equipment, and patients—at all times



Resources



Assets



Digital Records

## Benefits

- Reduce over-leasing or spending on medical equipment
- Increase on-time patient discharge
- Reduce patient elopement
- Increase infant security
- Increase hand hygiene and infection control
- Reduce cost of care
- Improve clinician experience

# Efficient Discharge processes

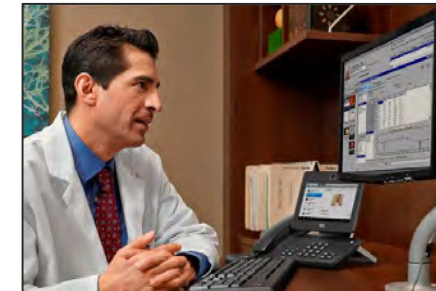


Exam

Strengthen your clinicians' ability to communicate and collaborate at all times, with everyone on the care team, wherever they are.



Digital Rounding technology



Consolidated discharge process



Recorded Care instructions

## Benefits

- Coordinated activities of care team members improve—Clinical Workflows/Staff Productivity
- Patient Experience (HCAHPS)
- Quality of Care (reduce Med Errors, time to discharge)
- Patient Safety
- Patient Throughput (reduced LOS)
- Security and HIPPA compliance (at the messaging level and device level)

# Operational Insights (Data Analytics)



Exam

Identify and monitor assets, detect anomalies, optimize operations and response times through alerts and integrate with enterprise systems

## Tag



Clients, Wi-Fi or Bluetooth Low Energy (BLE) tags on assets

## Classify



Classify tagged assets by location, type, and more

## Set Rules



Create rules to trigger alerts and notifications

## Track and Trace



Track and analyze telemetry data from assets

## Trigger Alerts



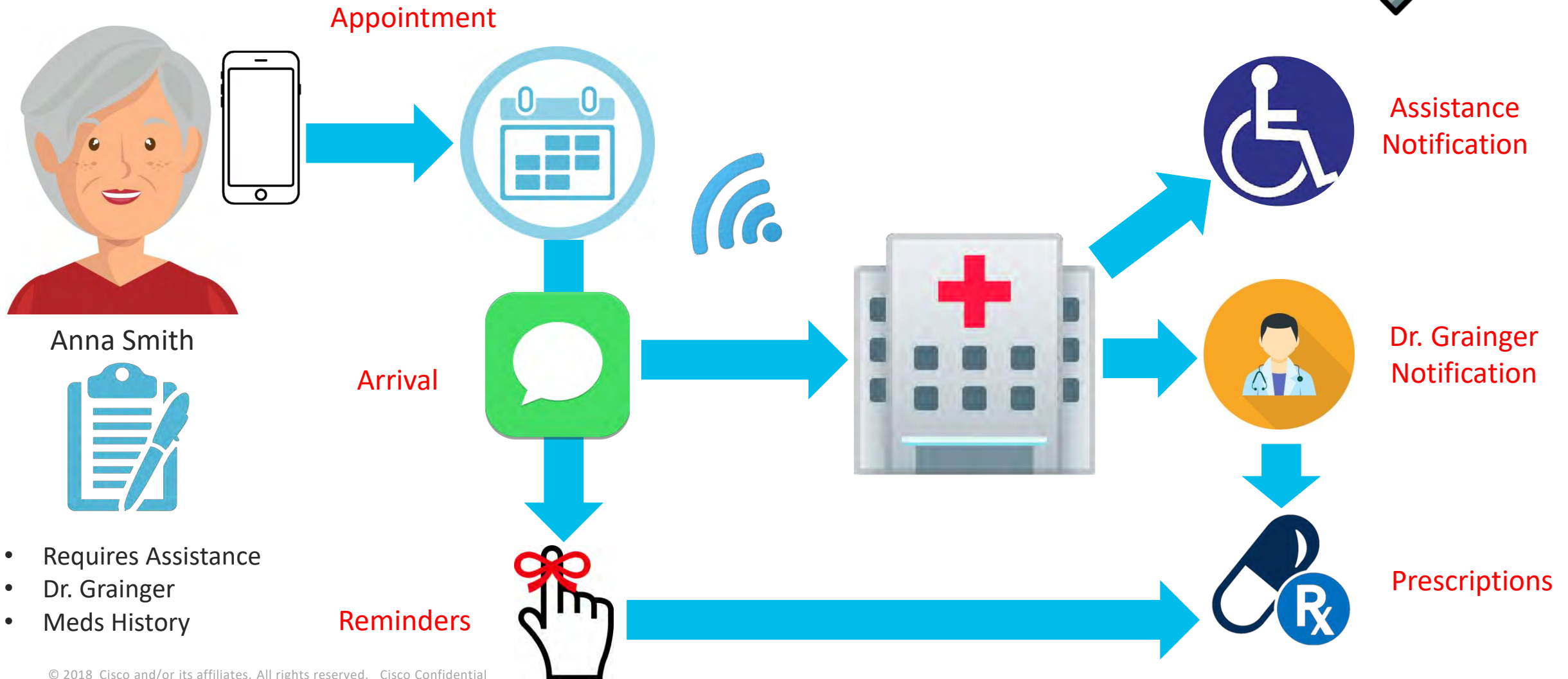
Trigger alerts based on a set of actions

## Reports




Generate historical data in customizable reports

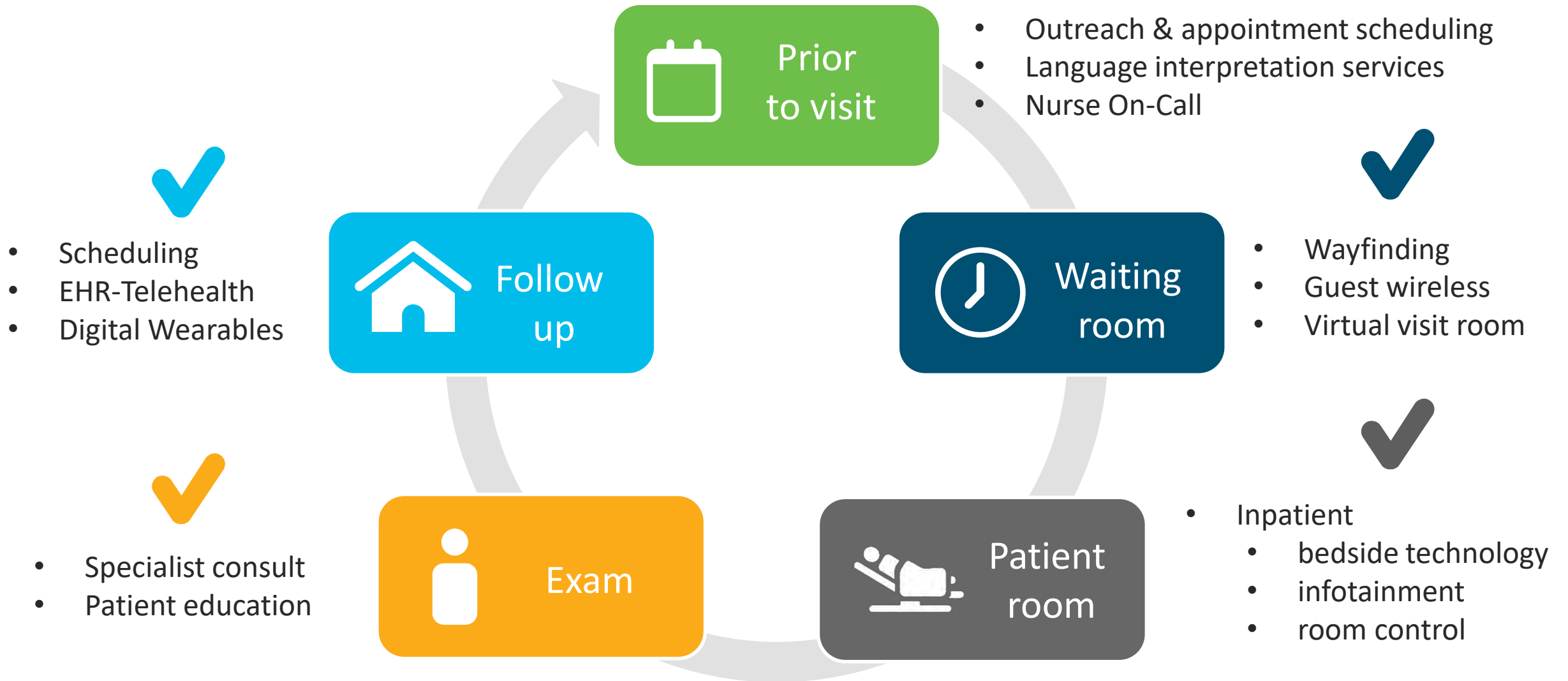
# Data Analytics in Motion...



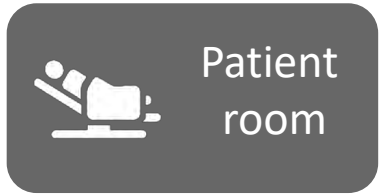


# Patient experience touchpoints

 Personalize patient experience



# The value of telehealth



## Margin management

- **Readmission rates**
- Cost per case
- Length of stay



## Clinical scale

- **Time to diagnosis and/or treatment**
- Physician supply/demand by specialty



## Channel access

- Network leakage
- **New patient visits**



## Care continuity

- **Discharge disposition**
- **Medication compliance rates**



## Market expansion

- Service area mapping
- Competitor market share
- Demographic trends
- Patient origin analysis



## Patient focus

- **Patient travel times**
- **Consult response time**
- **Net promoter scores (new/returning)**



## Business model innovation

- Percentage of revenue from novel sources
- Revenue per full-time equivalent (FTE)



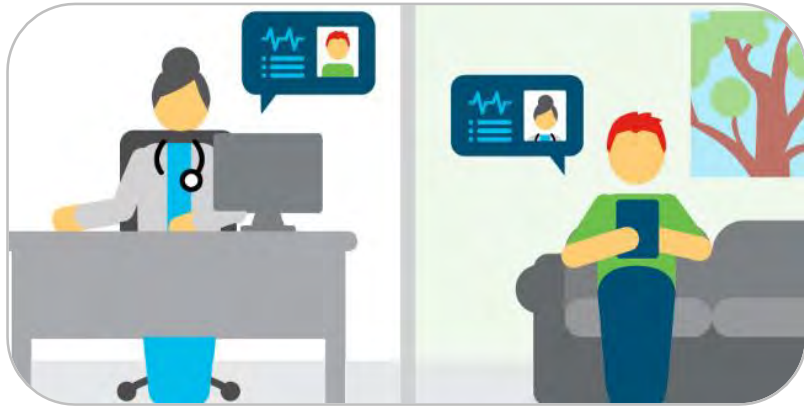
## Population health management

- Total cost of care
- Avoidable utilization

# EHR-integrated telehealth



Make virtual care and communication feel like a face-to-face interaction with high-quality video consultations



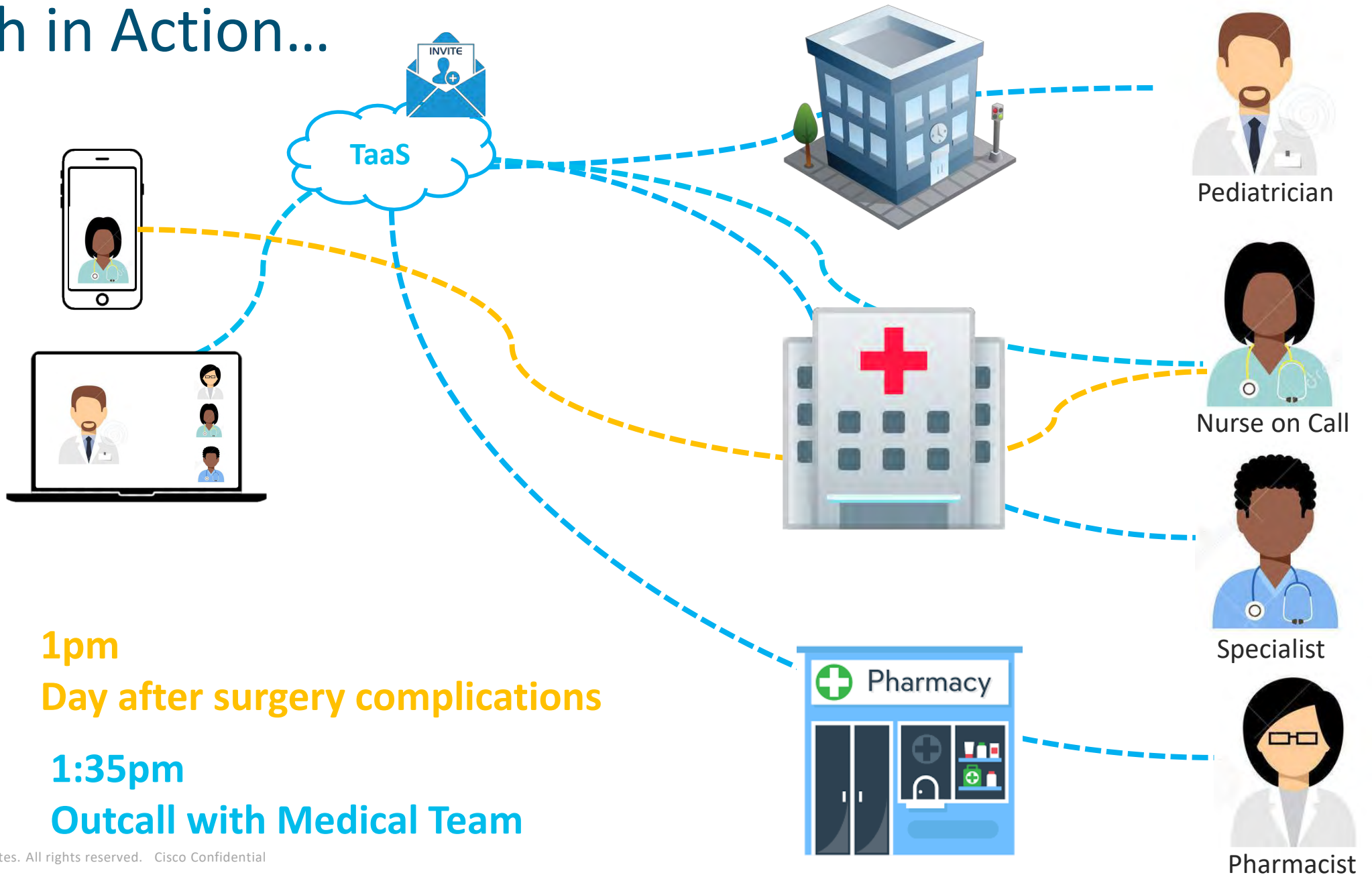
## Benefits

- Improve staff workflow and efficiency
- Increase business worker productivity
- Increase specialist consults
- Improved scheduling
- Demonstrate commitment to patient well-being
- Save time and money
- Improved access to care

# TeleHealth in Action...



The Parkers



# Digital Wearables



The wide adoption of wearables that track patients' health stats enables the collection of huge amounts of data that can be used to establish patterns with the help of AI and machine learning.



# Providing a better Patient Experience...



## Improve access to care

Make appointment scheduling and follow-up convenient and easy, so patients can become more engaged in their care.



## Deliver guest connectivity

Offer a reliable, highly secure wireless network so patients can access the Internet and stay connected with loved ones.



## Enhance patient visits

Provide high-quality Internet access and mobile resources that help reduce stress and improve patient satisfaction.



## Get real-time analytics

Understand where patients go and what they need so that you can facilitate a better care experience.

