The Overlooked Opportunity to **SUPERCHARGE**
Patient Engagement and Satisfaction

Leverage patient education to improve ROI and health outcomes.
What every patient education SUPERHERO needs to know

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CHAPTER 1: INTRODUCTION

The ongoing transformation in the U.S. healthcare industry has created both challenges and opportunities for patient educators. The days of handing patients a flyer as a means of providing education are long gone.

As hospitals move from fee-for-service payments towards value-based care in an era that increasingly rewards quality outcomes and patient satisfaction, educators must do more to help their organizations improve the patient experience.

Additionally, healthcare consumers have become more empowered than ever. Even the least tech savvy go online to educate themselves about health conditions and which health system might offer the best treatment and care.

To attract new patients and ensure positive health outcomes and high satisfaction scores, healthcare providers must improve their education and engagement strategies.
CHAPTER 2: HEALTHCARE CHALLENGES

With increased pressure to reduce healthcare costs and remain financially viable, healthcare providers face a unique set of challenges that are both hindered and aided by advancing technologies.

The biggest of those challenges are:

- Reducing length of stay
- Improving outcomes
- Reducing readmissions
- Increasing patient satisfaction

Without question, the development of newer and better diagnostic technologies and procedures, and rapidly increasing treatment breakthroughs, will play a major role. However, these alone will not be enough. Because just ‘getting fixed’ does not always mean getting well.

And getting well is ultimately the biggest patient satisfier of all!
CHAPTER 2: HEALTHCARE CHALLENGES

Healthcare providers must continually improve their ability to provide patients with individualized information how, when and where it’s needed most.

With the continued pressure to reduce healthcare costs, it’s increasingly difficult for both doctors and nurses to take time from direct patient care to engage patients with consistent, meaningful and relevant education.

Yet, improved outcomes and increased patient satisfaction – which tie directly to reimbursements and reduced readmissions – will rely on how well both patient educators and hospital marketers accomplish this.

Why customized patient education available anywhere, anytime matters.

13-16 minutes – time most physicians report spending with patients¹

4 minutes – time physicians average in patient room during hospital rounds²

7% – time nurses spend on education out of 44% total time spent on patient care³

¹ Medscape Physician Compensation Report 2016 April 1, 2016
Clearly, with reimbursements at stake, health systems and their patient educators must find ways to further improve the patient experience in order to boost patient satisfaction.

What’s money got to do with it?

The HCAHPS and CAHPS surveys have patients rate their inpatient stay or outpatient experience in categories ranging from the usual pain management, facility cleanliness and quietness factors, to their communication with doctors and nurses. Then, the quality of that experience drives published rankings as well as reimbursement levels.

And, based in part on your survey scores, 2% of your hospital’s Medicare payments are at risk in 2017.

Additionally, hospitals and outpatient facilities stand to lose or gain patients, and therefore income, based on published rankings.
CHAPTER 3: AGE OF HEALTHCARE CONSUMERISM

As if the need to keep an eye on factors that affect reimbursements was not enough, healthcare consumerism is taking a greater role in both patient decision-making and satisfaction.

Even before they see a physician or walk into your hospital or clinic, increasing numbers of digitally capable patients have already done their homework. They’ve researched their condition, made a tentative self-diagnosis and explored potential treatment options. And, unlikely to automatically accept what they’re told, many continue to research after their appointment or stay.

Healthcare providers – especially with the help of their marketing teams – are wise to position themselves with consumers as their most reliable source for their health information.

Consumers have become avid researchers*

72% look online for health information.
47% search for information about doctors & other health professionals.
38% search for information about hospitals & other medical facilities.

CHAPTER 3: AGE OF HEALTHCARE CONSUMERISM

IMPROVING THE FLOW AND CONSISTENCY OF INFORMATION FROM PROVIDER TO PATIENT IS NOT EASILY ADDRESSED.

On top of that, successfully informing and educating patients is further complicated by the fact that at the time of medical need or illness, patients are often distracted or under increased duress, making them less receptive and less likely to retain information.

The good news for both patient educators and marketers is there are an increasing number of reliable resources to aid in this endeavor, engaging patients where and when they need it most – from pre-admission, clinic visits and waiting rooms, to patient bedsides, discharge instructions and home recovery.

Most commonly researched internet health-related topics:*

1. Specific diseases & conditions
2. Treatments & procedures
3. Doctors & other health professionals

CHAPTER 4: CHALLENGES FOR CHAMPIONS OF PATIENT EDUCATION

Patient education has changed dramatically in recent years. The importance of providing the right education for the patient at the right time cannot be underestimated for its ability to empower patients to improve their health. Nor can it be ignored as it relates to reimbursement and reducing readmissions.

Consistent patient engagement across all points of care is critical to improving outcomes. But to engage patients and drive satisfaction, health systems also need education that is:

- Personal and portable
- Affordable and accessible
- Usable and understandable
- Relevant and timely

Effective patient education will also meet nationally recognized care standards and guidelines of organizations such as:

- American Heart Association
- American Stroke Association
- American College of Physicians
- American Medical Association
- American Association of Diabetes Educators
- American College of Obstetrics and Gynecology
- American Academy of Pediatrics
- Association of Women’s Health, Obstetric and Neonatal Nurses
CHAPTER 4: CHALLENGES FOR CHAMPIONS OF PATIENT EDUCATION

Fortunately, technology has made customization of patient education easier than ever. Not only has it facilitated the fine-tuning of messages, it has given providers tools to more easily deliver and track assigned education, and patients more ways to access and comprehend it.

- **Automated Delivery** is more learning-effective for patients and time-efficient for clinicians.
- **Interactive Technology** delivers as much as a 42% increase in patient satisfaction.¹
- **Remote Monitoring** of patient engagement post discharge allows compliance tracking.
- **More extensive use of apps** will further help patients manage diseases and adhere to recommended lifestyle modifications.²

¹ The Beryl Institute “Enhancing the Patient Experience Through the Use of Interactive Technology” 2011
² How technology is shaping patient education  PMLive, October 2013
CHAPTER 4: CHALLENGES FOR CHAMPIONS OF PATIENT EDUCATION

As health systems continue to struggle with optimizing reimbursements under ever-changing requirements while delivering an optimal patient experience, the ability to personalize patient education will continue to have a significant impact.

Health consumers are more focused on recovery and wellness than ever before and want to have confidence that their needs are understood and will be met by their most reliable and trusted resource – their health provider.

Which is why providers need to use every tool available to personalize messaging and customize education. Because, without question, both are increasingly necessary for patient recovery and long-term health.
CHAPTER 5: AN OVERLOOKED OPPORTUNITY

Although studies show 30% of well-informed patients are less likely to be readmitted, a number of education-related factors continue to impact the ability of healthcare providers to reduce readmissions.

- Staff time constraints
- Inconsistent education
- Lack of engaging education resources
- Distracted patients
- Unengaged family members

But when you put education at patients' fingertips – whether before, during or after their clinic visit or hospital stay – they can engage when they are truly ready to learn.
CHAPTER 6: THE VALUE OF CUSTOMIZED EDUCATION

Customized, engaging patient education resources, integrated into your clinical workflow, can help address some of the biggest challenges in healthcare today:

- **Improving** patient-provider communications
- **Meeting** patient education needs across the healthcare continuum
- **Supporting** efforts to further your reputation for quality care
- **Increasing** patient satisfaction

Support your goals to improve health outcomes and your reputation for quality care.

Leverage The Wellness Network's comprehensive patient education video and print resources to improve disease management, support women throughout their pregnancy, delivery and return home, and help patients reduce stress, anxiety and improve overall wellness.

When patient educators and marketing teams take full advantage of customization – from program content and schedules to branding and special promotional messages – you provide a more powerful and effective learning experience for your patients.
CHAPTER 6: THE VALUE OF CUSTOMIZED EDUCATION

Customization allows you to address specific clinical initiatives while reinforcing your commitment to quality care and strengthening your brand.

Select from a library of over 450 programs from The Wellness Network that meet the needs of your specific patient population.

Adjust the schedule to ensure optimal viewing based on average length-of-stay.

Integrate locally produced programs showcasing employees, service lines and hospital-specific messages.

Leverage digital signage to promote events, wellness activities, seminars and other pertinent patient messages.

Improve awareness of education channels through branding of print materials promoting programming, schedules and other education offerings.

Enhance community outreach with external access to education from your website.
CHAPTER 7: THE OPPORTUNITY TO EXTEND YOUR BRAND

The opportunity to integrate branding strategies into customized patient education not only supports efforts to improve health outcomes and the patient experience, it can provide unique opportunities to reinforce your organization’s reputation for quality care while increasing patient satisfaction.

Why should marketers consider tying their existing strategies into patient education? According to a recent report on key marketing trends impacting healthcare brands*:

1. Patients want everything, and they want it now.
2. Digital channels enable real-time, prospective patient feedback.
3. Consumers want relatable stories about healing.
4. Successful campaigns keep nurturing the 99% of your audience not yet ready to buy.

Clearly, reaching your patients with messages where and when they need them, that resonate, and that satisfy their desire for information throughout their healthcare journey, has never been more important.

* Franklin Street Health Care Marketing Trends Report, 2017

Leverage patient education to drive marketing strategies

CEO video welcome.
Reinforce your commitment to quality care.

Wellness information.
Anywhere/anytime on your website.

Digital messages.
Promote events, wellness activities & programs on education TV.

Brand wellness programs.
TV channel, online, program guides, table tents, bookmarks.
The following healthcare facilities serve unique patient populations and fulfill distinct missions within their communities. Each has opted to engage a customized approach to education.

While there are some differences in how they've customized content or promoted the availability of their education channels, you'll see important commonalities in how that customization benefits both patients and staff.

**CHAPTER 8: CASE STUDIES**

- **A customized programming schedule** gives patients educational content when and where they’re most receptive...and to a degree that busy clinicians do not always have time to accomplish.

- **Clinical staff is able to reinforce education messages** instead of starting from scratch, gaining more time for direct patient care.

- **Programming that prepares patients** for post-discharge recovery and lifestyle modifications ultimately reduces the financial impact of readmissions.

- **Education customization and improved relevancy** will increase overall patient satisfaction with their experience.
A strong commitment to the power of education is one of the core principles behind Willis-Knighton’s creation of WKTV, an internal patient education channel broadcast directly into patient rooms and waiting areas throughout all five facilities in their health system.

Willis-Knighton opted for a customized approach and created Willis Knighton TV. **WKTV is a branded channel specific to their offerings and patient population needs.** It ensures they connect with and communicate to patients clearly, often and consistently with customized messaging, such as:

- **Instructions for patients requiring a pain pump**
- **Support for patients recovering from surgery**
- **Reinforcement of cardiac rehabilitation programs**
- **Use of actual staff clinicians as on-air talent to drive patient familiarity and confidence**
- **Drive awareness of “Condition H”, and instruct patients what to do if they feel they’re not receiving the level of care expected**
- **Custom 48-hour program rotation based on average 2-3 day length of stay to ensure the majority of patients can view programs considered to be most important**
- **External access to educational programs via the system’s website**

**CHAPTER 8**

**CASE STUDY 1: Willis-Knighton Health System – Shreveport, LA**

Creating a custom TV network with locally produced programs to improve patient education
According to Darrell Rebouche, visual arts coordinator in the Marketing Department, WKTV, Willis-Knighton’s customized education solution, seamlessly integrates locally produced programming with content from The Wellness Network library to:

- **Reduce hospital-acquired infections**
- **Increase patient safety**
- **Improve patient satisfaction**

The end result directly ties to one of their core education values:

*A better-educated patient is a more engaged patient, and that may lead to a quicker recovery, reduced length of stay and higher patient satisfaction.*
As the first hospital in Missouri recognized by J.D. Powers and Associates’ Distinguished Hospital Program for “Outstanding Patient Experience” in maternity care, Mercy Hospital uses the Mercy Kids Newborn Channel to drive both strategic corporate initiatives and patient education goals.

According to Parth Zaveri, business development officer, growing use of the Mercy Kids Newborn Channel for brand development and marketing initiatives is helping Mercy succeed in increasing awareness and utilization of hospital services and tools intended to enhance patient care and improve the patient experience.
Mercy Kids customized their approach by:

- Airing a customized loop with selected video and local “commercials” (same as commercials run on local TV stations)
- Integrated branding on channel guides and updated marketing tools, including brochures and emails
- Enabling doctors to electronically assign and order programs for patients

- Expansion of channel availability to all hospital and clinic locations in the system with labor and delivery departments or maternity care, and shortly thereafter for the entire community on their website

- Using expansion of the Newborn Channel to additional locations and online as reason to email patients with that news, plus additional maternity education & classes offered

- New website landing page for soon-to-be moms with links to relevant programs

- Promotion of awards, certifications, announcements, patient reminders (i.e. flu shots), and other available classes/education

Mercy will soon begin to assess the results of these initiatives on patient satisfaction by including education-related questions on their post-discharge patient surveys.
Act now to

CUSTOMIZE your patient education.

PROMOTE awareness and increase utilization.

EXPLORE our award-winning library of over 450 programs and interstitials plus create your own programming schedule to improve your reach and better meet your education goals.

REACH patients across their entire healthcare journey to improve outcomes and satisfaction.

To learn more about putting the power of improved patient engagement and satisfaction at your staff and patients’ fingertips, call 1-888-219-4678 or email us today at info@thewellnessnetwork.net.