

# Rethinking Patient Engagement:

## A Patient-Centric Approach

# Presentation Overview

Background Info

Patient Engagement Challenges

Improving Patient Engagement

The System & The Processes


How We Successfully Launched

What Next?

Q&A

# Background Info

# About Kootenai Health

- 
- A modern, multi-story hospital building with a white facade and large windows. The Kootenai Health logo is visible on the upper part of the building. The sky is blue with some light clouds.
- 254-bed community hospital - Idaho
  - 10-county regional referral center
  - 2,500+ employees
  - 500+ providers
  - 32 owned outpatient clinics
  - Mayo Clinic Care Network member
  - New 100,000 sq. ft. wing
  - Aggressive technology expansion

# About T2 Technology Group

T2 is a trusted advisory and consulting firm. We provide value-driven **management advisory services** and **technology consulting expertise** to healthcare executives and IT leadership.

Assessments

Architecture &  
Strategy

Implementation

Project Management

Subject Matter Experts

# T2 Experience



Data Center, Server, Storage

Business Continuity & Resiliency

Network, Wireless, VoIP

Security

Mobility & VDI

Critical Applications

# Patient Engagement Challenges

# Patient Engagement Definition

*“Patient and family involvement in their own care with the goal that they make competent, well-informed decisions about their health and healthcare and take action to support these decision”*

– **AHRQ – Agency for Healthcare research and Quality**



# In-Room Patient Careboards

*Important tool for communicating patient care & health info*

## Challenges

- Underutilized
- Messy & sometimes hard to read
- Occasionally inaccurate
- Repurposed as a clinician tool

Handwritten patient careboard on a clipboard. The board contains the following information:

- Welcome: [Redacted]
- Today is: Wed January 28 2015
- Your Room #: 352
- Phone #: 25-4000
- Nurse: BO
- Nursing Assistant (CNA): Sheila
- Physician(s):
- Therapist(s):
- Your Diet: Cardiac
- Room Service:
- Your Goal(s) for Today:
- Last Pain Medication: 4:45 PM
- Next Dose:
- Pain Goal:
- Skin Breakdown Risk: Low Med High
- Turning Times:
- Fall Risk: Low Med High
- Rounding:
- Ambulation:
- Assistive Devices:
- Number of Times Ambulated:
- Anticipated Discharge Date:
- Other:
- We want you to be very satisfied with your care. If you have any concerns, please contact the charge nurse [Signature] by calling 3040

# Patient Education

*Required to keep patients healthy & out of the hospital*

## Challenges

- Outdated content
- Underutilized
- Hard to access
- Unengaging

**Helpful Information cont.**

**The Gift Shop:** Flower arrangements, candies and a variety of gifts can be purchased from our gift shop, located behind the information desk near the main elevators. The shop is open from 9 a.m. – 8 p.m. Monday through Friday and 9 a.m. – 5 p.m. on Saturday. The gift shop accepts major debit and credit card payments.

**ATM:** An ATM machine is located inside the hospital cafeteria.

**Newspapers:** A limited number of "courtesy copies" of the local newspaper are available free of charge at the hospital information desk, located near the gift shop. For more information or assistance, please contact the information desk.

**Video on Demand Reference Guide**  
Our Video on Demand system is available and can be used to watch videos about topics such as recovering from a heart attack.

Follow these steps:

Step 1: Turn the television to channel 265.  
Step 2: Use the phone in your room to call 9-625-5878.  
Step 3: You will be prompted to enter the number of the video you wish to watch.  
Step 4: You will be prompted to tune in to the video.

Video #	Cardiac	10
140	Leaving the Hospital	10
141	Signs & Symptoms	11
143	Controlling Your Cholesterol	12
144	Angioplasty	13
145	Coronary Artery Bypass Grafting	14
146	Recovering from Heart Surgery	15
148	Congestive Heart Failure	16
174	Atrial Fibrillation	17
175	High Blood Pressure	18
176	High Blood Pressure	19
177	Intro to Heart Disease Risk Factors	20
178	Angina Pectoris	21
179	Women Managing Heart Disease	22
180	Preparing for Your Heart Surgery	23

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**Kootenai Medical Center**  
--Mental Health

265 Understanding Addiction  
266 Understanding Schizophrenia  
267 Understanding Depression

--Pregnancy/Childbirth/Infant

150 Cesarean Childbirth  
151 Labor & Delivery for Teens  
152 A Million Teenagers

To Order Please Dial Ext. 9-625-5878  
Feb 18 2015 12:11:18 PM

# Hospital Services

## *Patients services & resources necessary for patient care*

*- Support services, room service, and patient entertainment*

## Challenges

- Intimidating
- Unavailable
- Disconnected
- Unengaging

### Additional Resources *cont.*

#### **Social Services (208) 625-5000**

Our social workers can help you and your family find solutions to difficult issues that may arise during or after your hospital stay. This may include counseling or aid through financial assistance programs. Social workers help ensure that you are discharged to a safe, stable environment.

#### **Guest Services (208) 625-6600**

To help you and your loved ones focus on your treatment and recovery, our guest services department is available to help you find needed information, get directions, book hotel accommodations or arrange for local-area transportation. The department also provides in-house document services for your convenience.

#### **Patient Advocacy (208) 625-4298**

Patient advocates are available to help you and loved ones navigate healthcare issues regarding your care. Patient advocates will work closely with you and your health care team to clarify any problems that may exist and promote support whenever necessary.

#### **Chaplain Services (208) 625-4797**

The Kootenai Health chaplains are available seven days a week to provide spiritual and emotional support. While chaplains often provide spiritual counseling, they may also assist with ethical issues and legal items, including advanced directives, living wills and durable powers of attorney.

# Patient Feedback

## Important tool to improve patient care & engagement

### Challenges

- Intimidating
- Inconvenient
- Too late

IN PATIENT FEED BACK FORM		1	2	3	4	5
NAME: _____	CONSULTANT NAME: _____	1	2	3	4	5
IP NO: _____	DOB: _____	1	2	3	4	5
BED NO: _____	REFERRED BY: _____	1	2	3	4	5
CONTACT NO: _____		1	2	3	4	5
<b>1. FRONT OFFICE :</b>		<b>5. FLOOR MANAGER/PATIENT CARE MANAGER</b>				
a. Polite ,friendly and helpful	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	a. Counseling of hospital facilities	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
b. Explanation of admission procedure, Room facility & Test	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	b. Polite ,friendly and helpful	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
<b>2. NURSING :</b>		<b>6. MAINTENANCE :</b>				
a. Receiving you on admission :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	a. Effectiveness of Air condition	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
b. Response / attentiveness to your queries :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	b. Telephone :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
c. Timely Medication	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	c. Lighting :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
d. Clarity in communication	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	d. Television :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
<b>3. HOUSEKEEPING :</b>		<b>7. DIETARY</b>				
a. Daily cleaning of Room / Toilet	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	a. Food quality and taste :	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
b. Prompt service delivery	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	b. On time service	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
c. Polite ,friendly and helpful	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	c. Diet Counseling	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
<b>4. DOCTORS :</b>		<b>8. DISCHARGE</b>				
a. Proper explanation of condition and treatment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	a. Clear instruction for medication	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
b. Courteous and concerned	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	b. Time taken for discharge	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
c. Counseling of approximate cost of treatment	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>9. BILLING</b>				
		b. Explanation and clarification of doubt(counseling)				
		c. Time taken for billing				
		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>				
11. GENERAL: A. YOUR EXPERIENCE AS COMPARED TO PREVIOUS VISITS TO THE HOSPITAL IF ANY:						
_____						
B. WOULD YOU LIKE TO A PREDICATE A NEW OR A NEW PARTICULAR SERVICE?						
_____						
C. WILL YOU RECOMMEND OUR HOSPITAL TO YOUR FRIENDS/RELATIVES? <span style="float: right;">Yes <input type="checkbox"/> No <input type="checkbox"/></span>						
A. ANY INCONVENIENCE FACED : _____						
B. ANY SUGGESTIONS TO IMPROVE OUR HOSPITAL : _____						

# Common Challenges

## 10 Most Common Patient Complaints/Grievances with Hospitals

(Johns Hopkins, October 2015)

1. Sleep deprivation from clinicians coming in to do tests and draw blood in the middle of the night
2. Noisy nurses' stations that can interfere with sleep
3. Personal belongings being lost
4. Staff not knocking before entering room, perceived as a sign of disrespect
5. ***Not keeping whiteboards updated***
6. ***Lack of clear communication and not keeping family updated***
7. ***Messy rooms***
8. ***Feeling unengaged in their care or like they are not listened to***
9. ***Lack or orientation to the room and hospital***
10. Lack of professionalism of hospital staff.

# Improving Patient Engagement Through IPC and The Patient Centric Mindset

# Creating The Patient Centered Mindset

## Kootenai Health's Interactive Patient Care Vision

Interactive Patient Care represents our opportunity to unite clinical practice with technology to provide optimal care.

Our patients and families will tell us that the experience provided through Interactive Patient Care empowered them to be more educated and engaged in their own care.

Interactive Patient Care will support the Kootenai Health team to meaningfully connect with patients and families to focus on building relationships that improve ultimate health.

# Patient Careboard





# Interactive Patient Careboard


*Auto-updating, patient-centered Interactive Careboard to better educate & inform patients about their care & health*


The screenshot displays a patient's interactive careboard for Miranda. The interface is divided into three main sections: 'My Team', 'My Day', and 'About Me'. The 'My Team' section lists two healthcare providers: Andrew Henneberg (Care Provider) and Charlee (Registered Nurse). The 'My Day' section shows a schedule for 'THIS AFTERNOON' with a 'Quiet Time' from 1:00 pm to 3:00 pm, and two 'MY GOALS' with checkboxes: 'Call for nausea or pain' and 'sleep while baby sleeps'. The 'About Me' section features a photo of a person climbing a mountain and a text box for notes, stating 'Family, friends and staff can leave you notes here.' The interface includes navigation icons (home, question mark), a KootenaiHealth logo, and a footer with the time '4:53:49 pm', date 'Thu, Mar 17, 2016 | PP2', and 'powered by getwell:network'.

**MIRANDA**  
My Interactive Careboard

**My Team**

 **CARE PROVIDER**  
Andrew Henneberg

 **REGISTERED NURSE**  
Charlee


**My Day**

**THIS AFTERNOON**  
1:00 pm-3:00 pm: Quiet Time

**MY GOALS**

- Call for nausea or pain
- sleep while baby sleeps

**About Me**



Family, friends and staff can leave you notes here.

**4:53:49 pm** Thu, Mar 17, 2016 | PP2 powered by getwell:network

# Interactive Patient Careboard

Is the careboard a patient tool or a clinician tool?

The screenshot shows a patient careboard interface for a patient named MIRANDA. The header includes the patient's name, a home icon, and the Kootenai Health logo. The main content is divided into three columns: 'My Team' lists the care provider Andrew Henneberg and registered nurse Charlee; 'My Day' shows a quiet time period from 1:00 pm to 3:00 pm and two goals: 'Call for nausea or pain' and 'sleep while baby sleeps'; 'About Me' features a photo and a note area for family, friends, and staff. At the bottom, there are buttons for 'ASK A QUESTION', 'HIDE', 'WRITE A NOTE', and 'HIDE'. The footer displays the time 4:53:49 pm, the date Thu, Mar 17, 2016 | PP2, and the network name getwell:network.



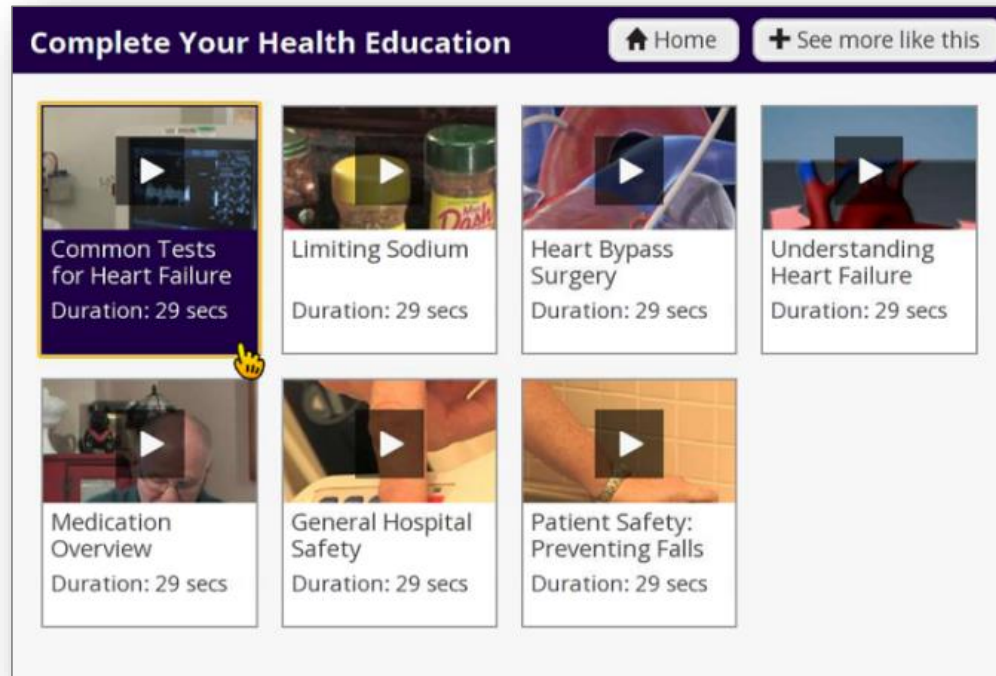
# Provider Video



# Patient Education

# Patient Education

*Easy-to-access, patient-focused education portal  
with clinician approved education content*



# Patient Education

## Completely overhauling the approach


- Invest in new content
- Assign ownership
- Create process for providing education

Video Name	Video Assignment/ Availability	Education Bundle (if applicab	Reviewed By	Video Owner	Responsible Team
187 What is a Discharge Plan?	Assigned to all patients		Char Broesch / Julie	DC Planning	
188 At Discharge: Medications and Medical Devices	Assigned individually as needed		Char Broesch / Julie	DC Planning	
189					
190 <b>Anticoagulants</b>					
191 Anticoagulants: How a Blood Clot Forms	Assigned as part of education bu	Anticoagulants	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
192 Anticoagulants: Possible Side Effects	Assigned as part of education bu	Anticoagulants	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
193 What is an Anticoagulant?	Assigned as part of education bu	Anticoagulants	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
194 Anticoagulants: The Danger of Blood Clots	Available for browsing		Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
195 General Safety Tips While Taking an Anticoagulan	Available for browsing		Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
196 Preventing Injuries While Taking Warfarin	Available for browsing		Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
197 Warfarin: Possible Side Effects	Available for browsing		Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
198 Taking Your Anticoagulant Safely	Not available		Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
199 What is Warfarin?	Assigned as part of education bu	Warfarin	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
200 Taking Warfarin Safely	Assigned as part of education bu	Warfarin	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
201 Warfarin and Food	Assigned as part of education bu	Warfarin	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
202 Warfarin: Your INR Goal	Assigned as part of education bu	Warfarin	Kathy Widmeyer / Julie	Pharmacy	Anticoag Clinic
203					
204 <b>Labor and Delivery/Post Partum</b>					
205 Abusive Head Trauma (Shaken Baby Syndrome)	Assigned to all patients	Post Partum Newborn Safety	Meghan Smith / OB Team	Meghan Smith	OB Team
206 Car Seats	Assigned to all patients	Post Partum Newborn Safety	Meghan Smith / OB Team	Meghan Smith	OB Team
207 SIDS and Safe Sleep	Assigned to all patients	Post Partum Newborn Safety	Meghan Smith / OB Team	Meghan Smith	OB Team
208 The NICU: An Introduction	Assigned as part of education bu	NICU Orientation			
209 The NICU: Feeding Your Baby	Assigned as part of education bu	NICU Orientation			
210 The NICU: Feelings & Emotions	Assigned as part of education bu	NICU Orientation	Anna Werner / Julie	Anna Werner	NICU
211 The NICU: Parents Talk	Available for browsing		Anna Werner / Julie	Anna Werner	NICU
212 Premature Newborn Care: Brain Basics	Available for browsing		Anna Werner / Julie	Anna Werner	NICU
213 Premature Newborn Care: Developing Senses	Available for browsing		Anna Werner / Julie	Anna Werner	NICU
214 Premature Newborn Care: Reflexes	Available for browsing		Anna Werner / Julie	Anna Werner	NICU

# Patient Education Committee

## The Patient Education Committee

*“The Patient Education Committee is responsible for evaluating, implementing and standardizing patient education policies and processes that will improve the care of the patient population and best meet the needs at Kootenai Health and Kootenai Clinics.”*



Patient Education

PATIENT EDUCATION COMMITTEE CHARTER

**Committee Mission Statement**

**The Patient Education Committee is responsible for evaluating, implementing and standardizing patient education policies and processes that will improve the care of the patient population and best meet the needs at Kootenai Health and Kootenai Clinics.**

Responsibilities

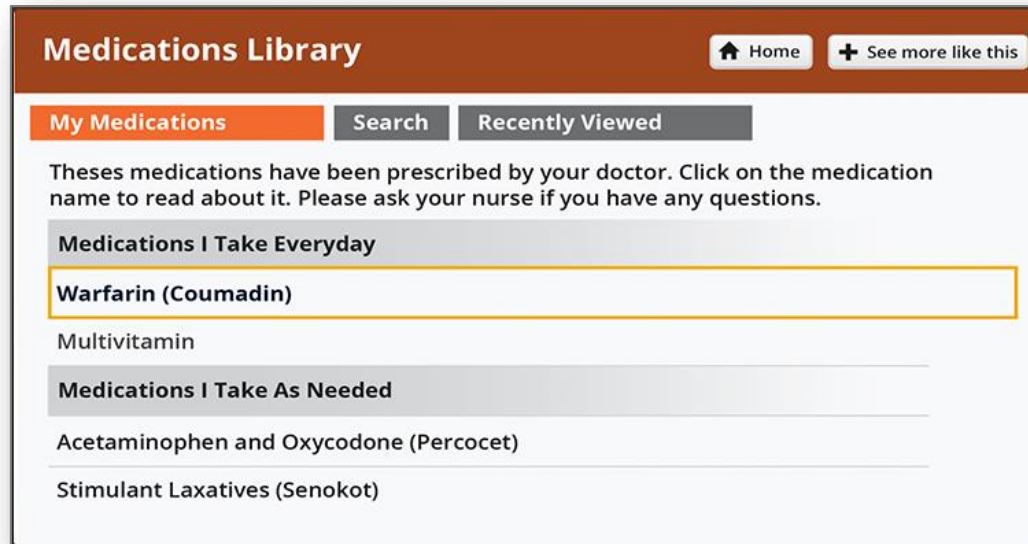
The specific responsibilities of the Patient Education Committee include:

- Evaluate and assess the educational needs of both acute and outpatient patients.
- Evaluate and recommend new education initiatives.

# Medication Teaching

## Rethinking the Formulary with the patient in mind

- Marking meds to be displayed
- Changing the process
- Cleaning up generic names



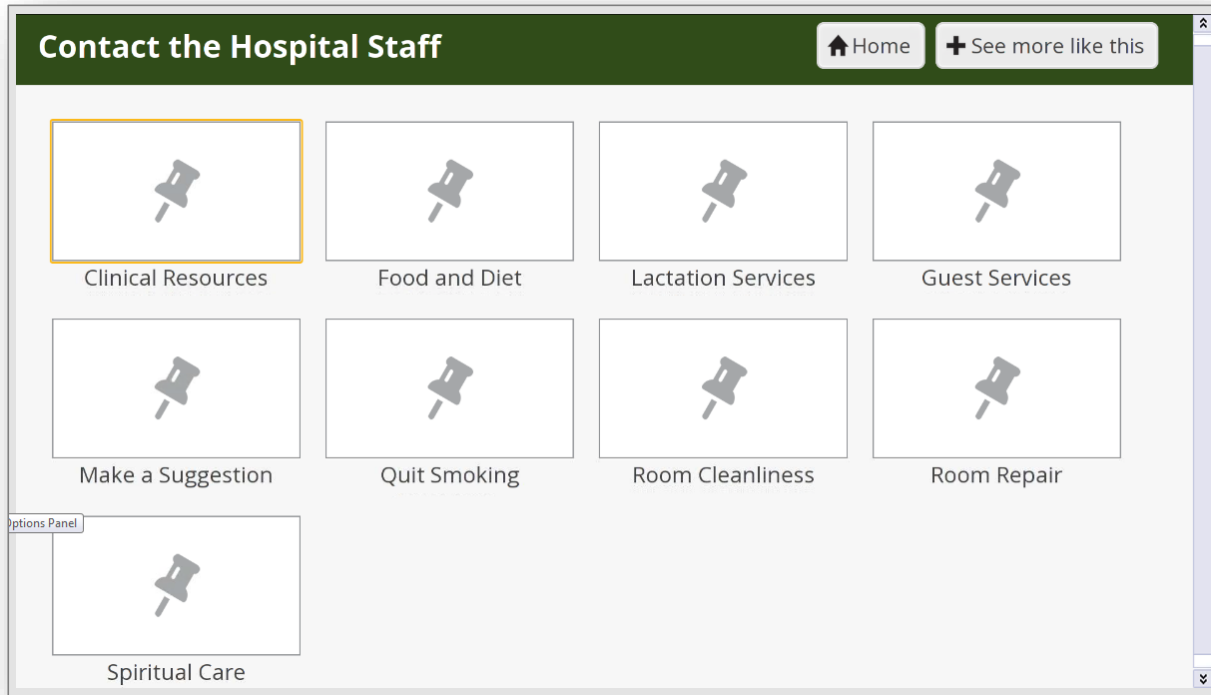
The screenshot shows a web interface titled "Medications Library". At the top right, there are two buttons: "Home" and "See more like this". Below the title, there are three tabs: "My Medications" (which is active and highlighted in orange), "Search", and "Recently Viewed". A paragraph of text reads: "These medications have been prescribed by your doctor. Click on the medication name to read about it. Please ask your nurse if you have any questions." Underneath, there are two sections. The first is "Medications I Take Everyday", which contains a list item "Warfarin (Coumadin)" that is highlighted with a yellow border. Below it is "Multivitamin". The second section is "Medications I Take As Needed", which contains two list items: "Acetaminophen and Oxycodone (Percocet)" and "Stimulant Laxatives (Senokot)".



# Hospital Services

# Hospital Services

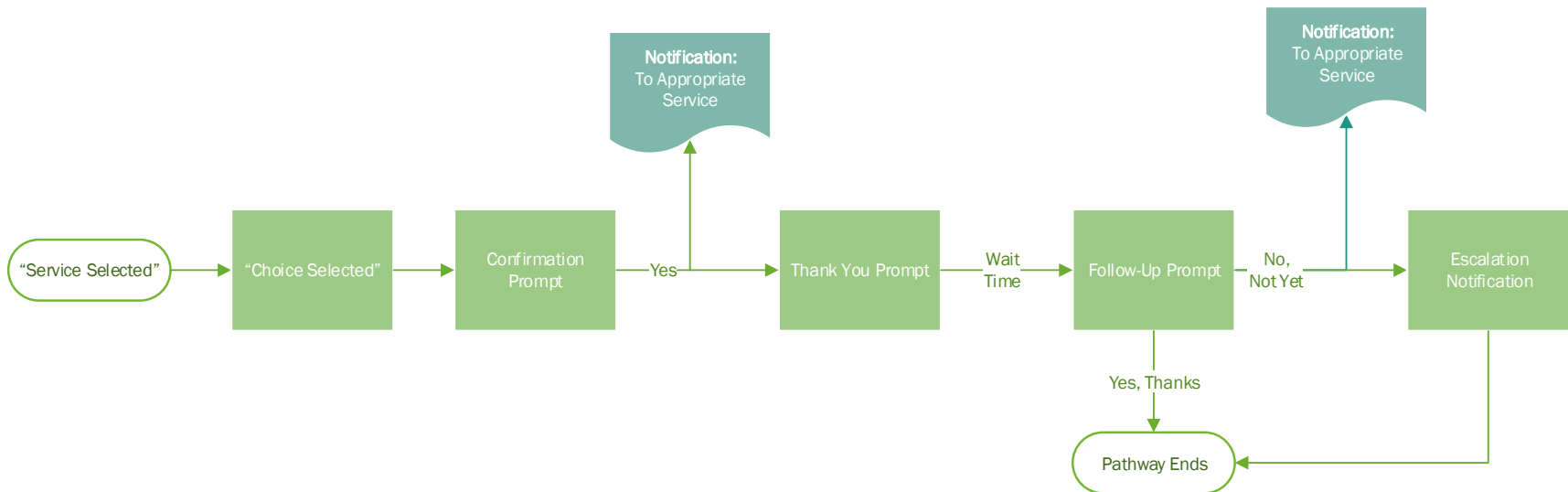
*Streamlined patient request process for services and resources from support departments*



# Rethinking Request Processes

## Reshaping organizational workflows around the patient

- Non-clinical service requests
- Clinical education resource requests
- Connecting patients with the hospital



# Patient Room Service

*Intuitive meal ordering system that customizes patient menus based on diet & allergies*

The screenshot displays the KootenaiHealth meal ordering system interface. At the top left is the KootenaiHealth logo. To the right are navigation buttons for 'Help', 'View Order', 'Meals', and 'Home'. The main section is titled 'Lunch: Salads' and features a grid of ten items arranged in two rows of five. Each item is represented by a photograph and a text label. The first row includes 'Fresh Fruit & Cottage...', 'Side Garden Salad', 'Side Caesar Salad', 'Grilled Chicken Caesar Salad', and 'Asian Chicken Salad w/...'. The second row includes 'Chef Salad', 'Ranch Dressing', 'Fat Free Ranch Dressing', 'French Dressing', and 'Fat Free French Dressing'. A large red arrow on the right side of the grid points to the right, indicating a 'Next' or 'Continue' action. At the bottom center of the grid, there are two small grey circles, likely for page navigation.

KootenaiHealth

Help View Order Meals Home

Lunch: Salads

Fresh Fruit & Cottage...

Side Garden Salad

Side Caesar Salad

Grilled Chicken Caesar Salad

Asian Chicken Salad w/...

Chef Salad

Ranch Dressing

Fat Free Ranch Dressing

French Dressing

Fat Free French Dressing

# Patient Room Service

## Revamping the patient's meal ordering experience

- Invest time and money
- Photos of real food
- Changing processes



# Patient Feedback

# Patient Feedback

*Provide unintimidating feedback channel that allows for real time service recovery and care improvement*

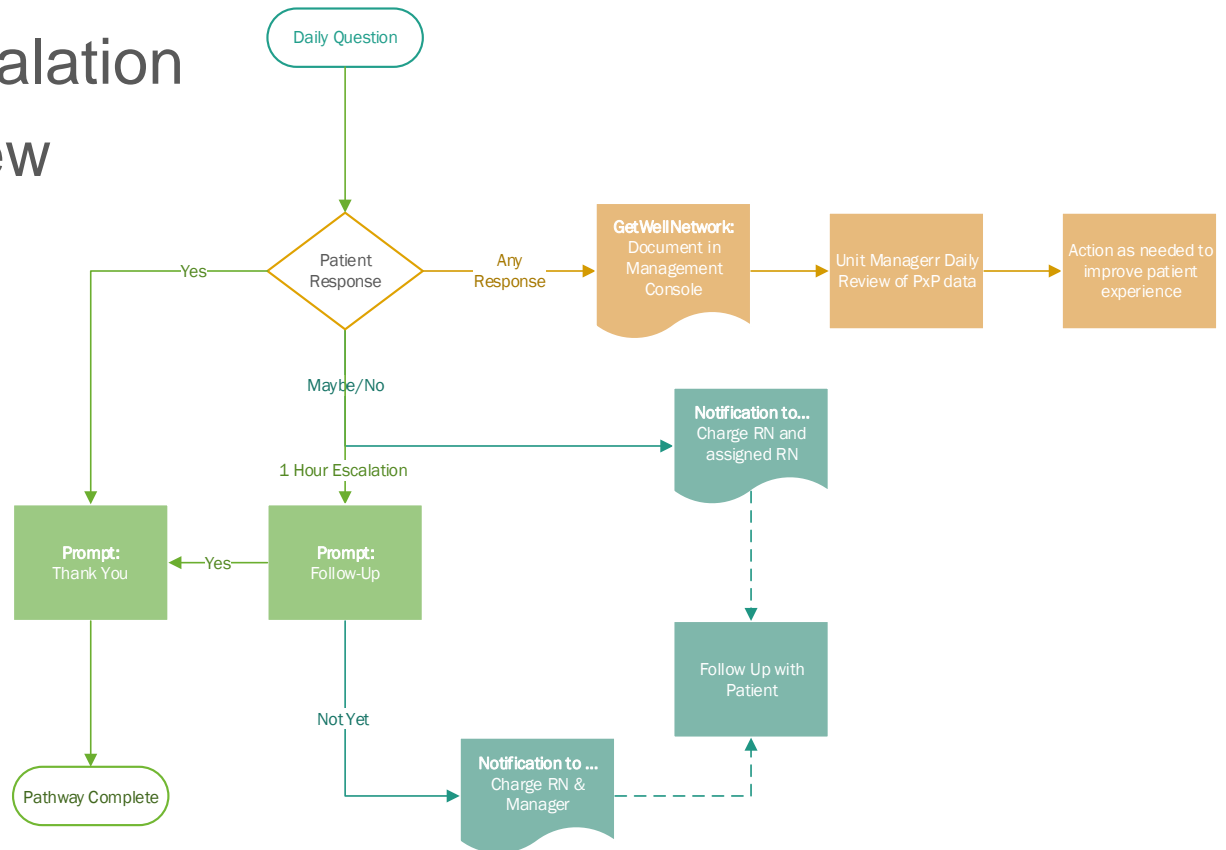
**Pain Management**  
Have we done everything to make your stay comfortable?

Yes       Maybe       No

# Revolutionizing Patient Feedback

## Implementing real-time service recovery

- Nurse alerts
- Manager escalation
- Regular review





*You cannot improve patient engagement  
at the cost of your nurses:  
Invest in interfaces.*

# Interfaces

## Avoid Dual Documentation!

Attending Provider

Education

Medication

Allergies

Diet

Lab & Rad Orders

**Dilbert**

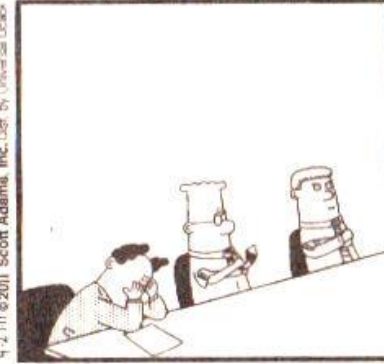


Dilbert.com DilbertCartoonist@gmail.com



4-2-11 © 2011 Scott Adams, Inc. Dist. by Universal Uclick

**By Scott Adams**



# The System & The Processes

# The System

Welcome Kinsley

Mon, April 4 | 12:47 pm

## My Action Plan

 My To-Do List

 List View

Here are some things we would like you to do while you are here.



**Watch videos picked just for me**



**Nominate my nurse for a DAISY Award**



**Tell us how we can help**

Navigation bar with five buttons: Watch TV, Order a meal, See my medicines, Go to my interactive careboard, Tell us how we can help. Includes left and right arrows and a progress indicator.

getwell:)network

Unit: KM.1EOBGY Room: LDR1



# The System

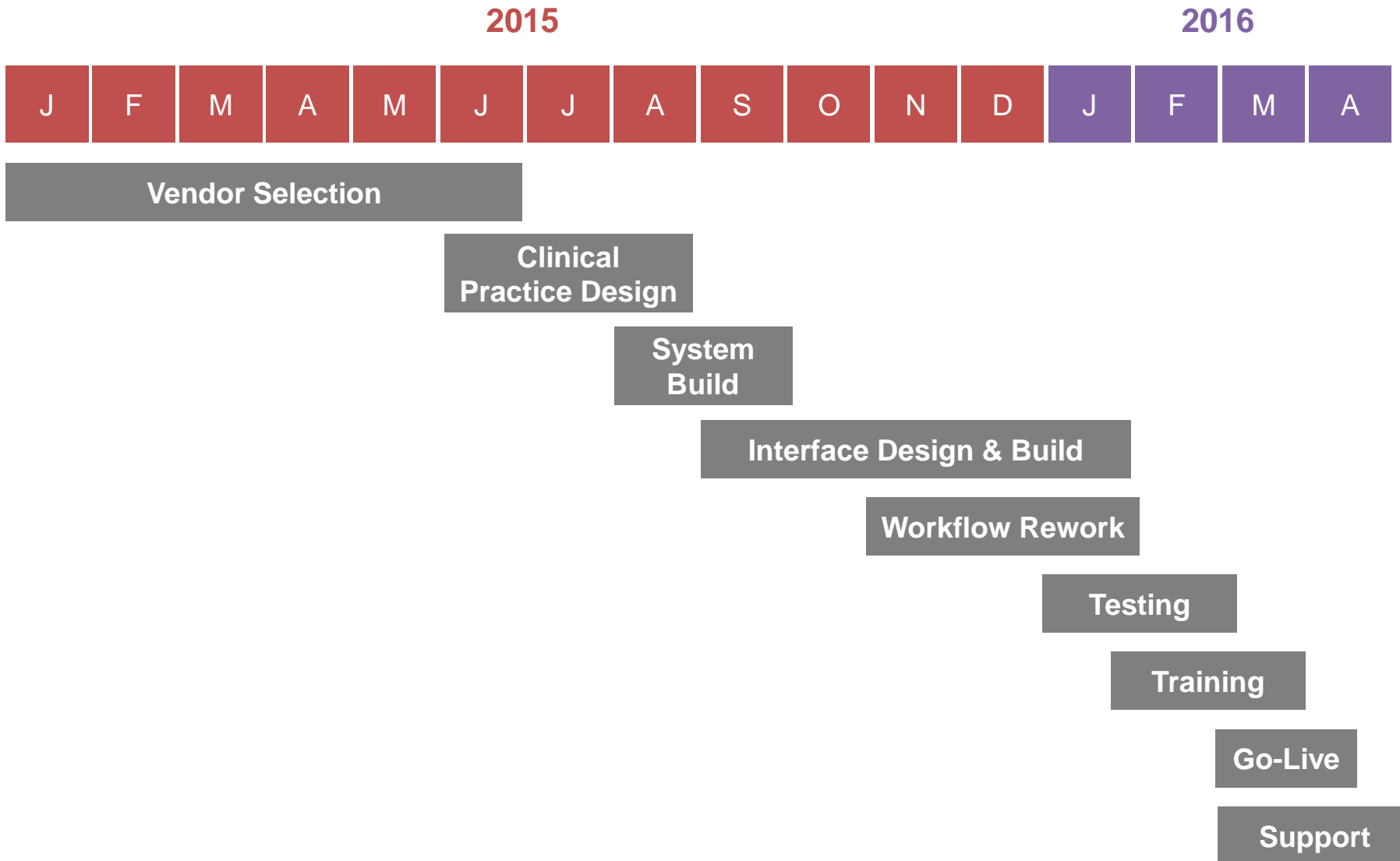
- Virtualized server environment and separated network
- Education, medication, and partial careboard updated through EMR
- Service recovery and requests
- Discharge planning
- Hospital Information content
- Meal Order Entry through CBORD
- Nursing and ancillary notifications through Extensions
- IPTV distribution

# The Processes

- New patient-centric workflows around:
  - Education
  - Patient Careboards
  - Patient Experience
  - Discharge Planning
- Nursing engagement scripting
- New methods of requesting services
- Additional details needed in formulary
- Patient Education Committee
- Nursing policy
- Steering committee and champions committee

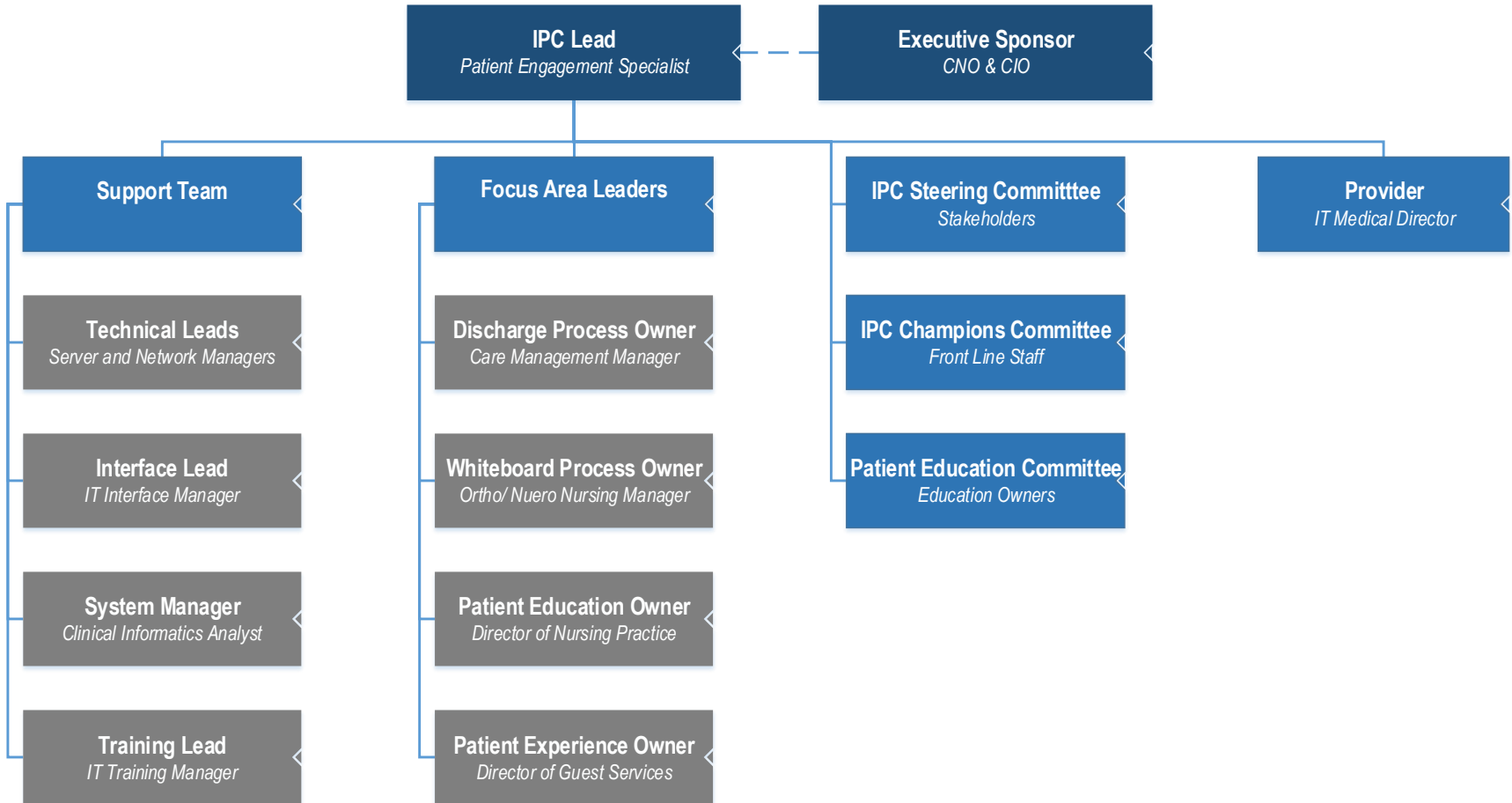
# How We Successfully Launched

# Project Plan & Execution





# Project Team



# Buy-in & Ownership

- Requirements gathering
- Clinical Practice Design w/ front line staff & leadership
- Strong executive sponsorship
- Process champions
- Super users
- Provider committees
- East Expansion Fair and Safety Fair
- Provider video

# Buy-in and Ownership

## Clinical Practice Design Team



# What's Next?

# System Expansion

- Meditech documentation
- Care team assignment through Meditech
- Patient portal integration
- Pain management pathway
- iPads for parents in the NICU
- Emergency department
- Behavioral Health Common Areas
- Ambulatory solution



# Summary

# It's About the Patient!

- Change workflows and rethink the approach
- Focus the patient's tools on the patient
- Assign ownership
- Think outside the current system
- Interface!

# Q&A