

Meeting ER Patient expectations in a changed market

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Dignity Health™

vital

Agenda

- Introductions
- Patient Experience in Emergency Departments
- The “New Normal”
- Meeting patient expectations
- Early results and feedback from patients



Dignity Health Overview

- Part of CommonSpirit Health
- 41 hospitals, urgent and occupational care, imaging and surgery centers, home health, and primary care clinics in 22 states.
- St. Joseph's Hospital and Medical Center
 - Flagship hospital in downtown Phoenix Arizona



Emory Healthcare Overview

- Part of Emory University
- Largest health care system in Georgia.
- 10 hospitals, the Emory Clinic and more than 250 provider locations.
- The Emory Healthcare Network is the largest clinically integrated network in Georgia with more than 2,800 physicians concentrating in 70 different subspecialties.



Vital Overview

Creators of AI powered software for emergency department patients, families and providers.

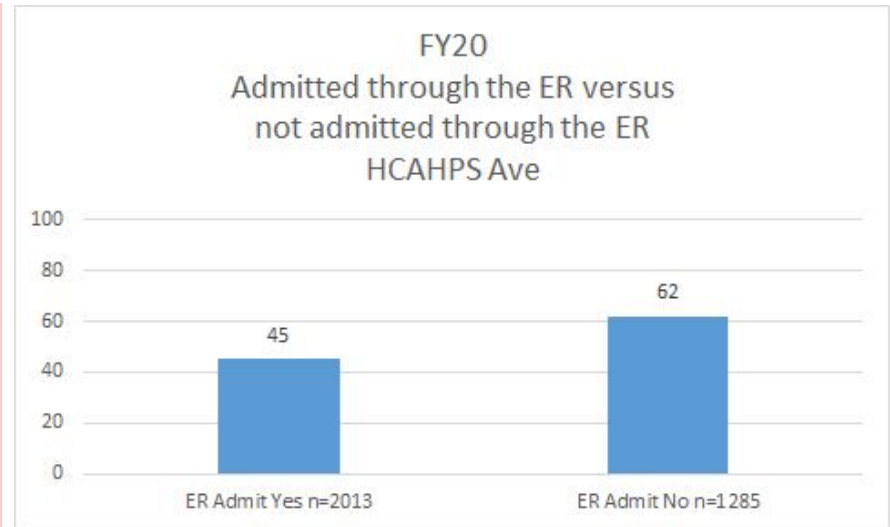
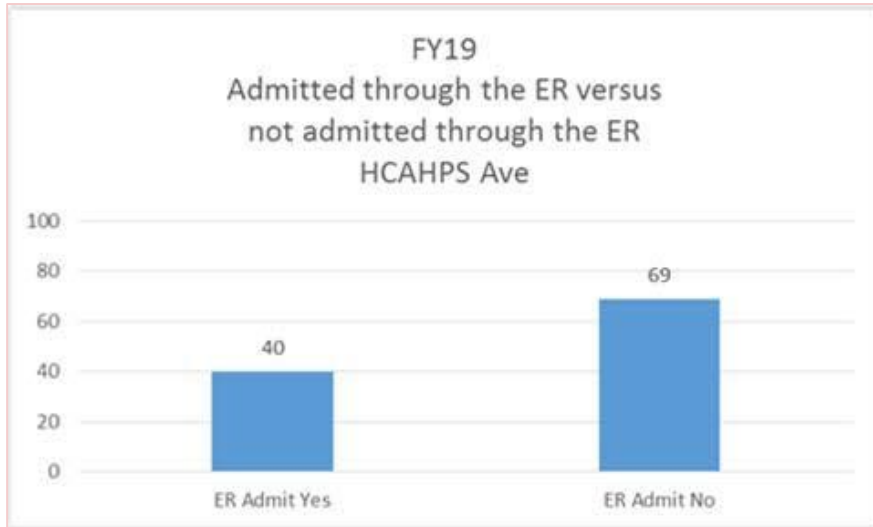
- Update patients & families about waits and next steps
- Keep family updated on patient's status
- Contactless communication
- Optimize RN charge capture and CC billing
- Predict admissions, patient severity and more...



Patient Experience in Emergency Departments

Poor experience in the ED = Poor inpatient HCAHPS

With upwards of 50% of hospital admissions coming in through the ED, poor patient experiences there lead to poor HCAHPS across all domains, affecting VBP, loyalty, and margins.

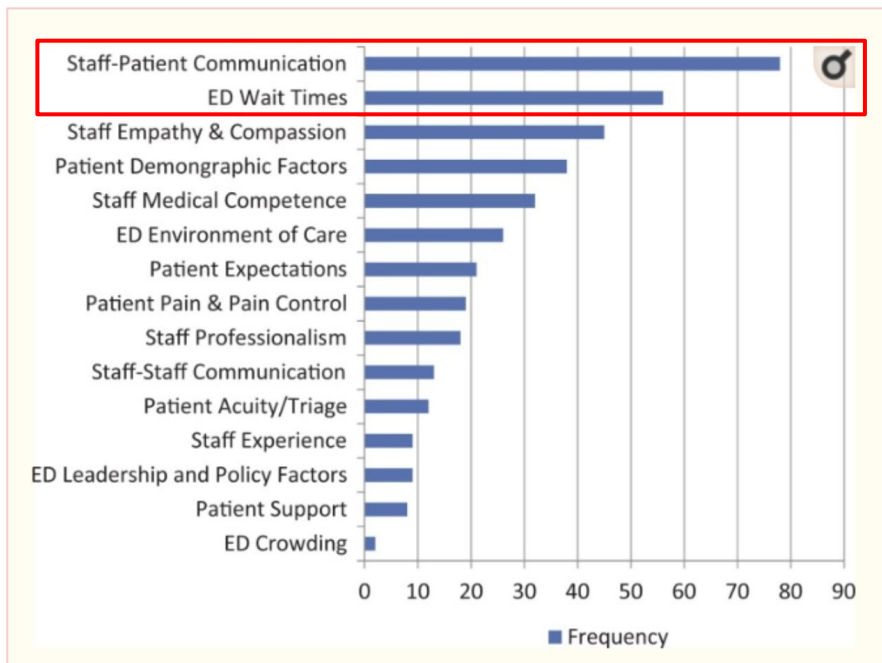


Communication is the biggest PX theme in ED

Top questions from patients and families:

1. What am I waiting on?
2. How long will this take?

Frequency of ED Patient Experience Issues



Likelihood of Recommending driven by info about delays

Admitted patients and/or treat and release

- Length of time in ED increases, experience tends to be negatively impacted
- Patients who experience delays remain satisfied when informed about delays
- Information about delays is correlated with LWBS
- Information about delays is highly correlated with likelihood to recommend

ER Patient Perception - Likelihood of Recommending - Loyalty

- Staff cared about them as a person
- Kept informed about plan of care
- Communication reasons for delays

Communication with family

- COVID - no visitors, family left in dark, anxiety, suffering
- Expectations of patients and family have changed
- Obsession with communication - how often, when, how, during transitions
- Gathering feedback to understand what is working and opportunities
 - Rounding (tools to increase consistency and quality of rounds)
 - Discharge calls
 - Comments

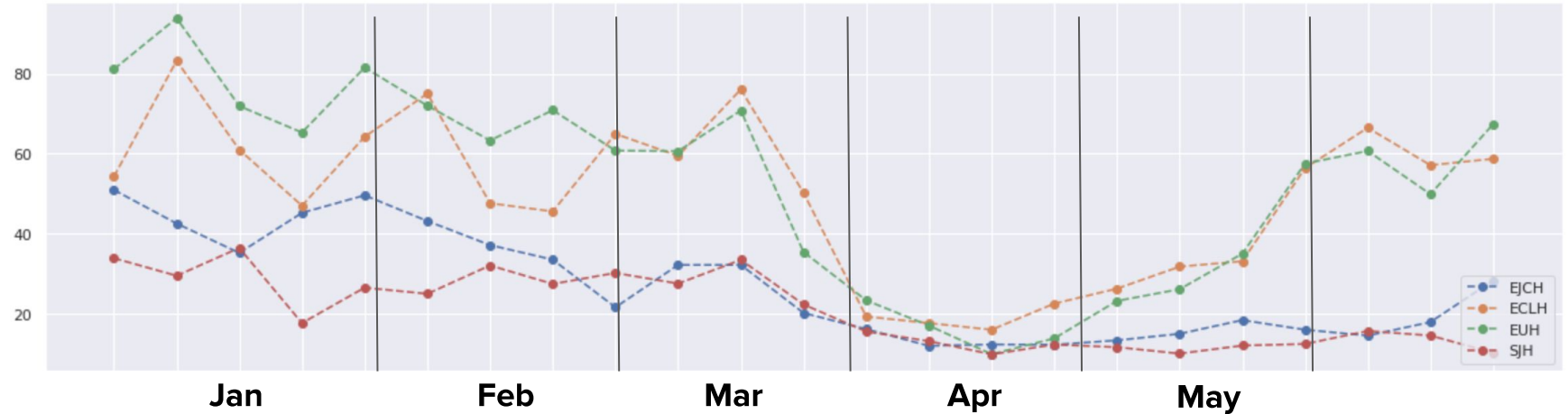


The New Normal

Wait times rising quickly and the ED feels busy

Weekly average wait for a bed by facility (mins)

...



There are new physical barriers to care that hurt experience



- PPE
- Split triage and isolation
- Flexible care areas are gone
- No visitors
- “Patient touches” way down

Meeting Patient Expectations

ED must support a new set of patient expectations

- Expect staff in PPE, meticulous with hand-hygiene
- Rounding for process feedback
- Even more focused on wait times
- Families expect to be kept informed from a far

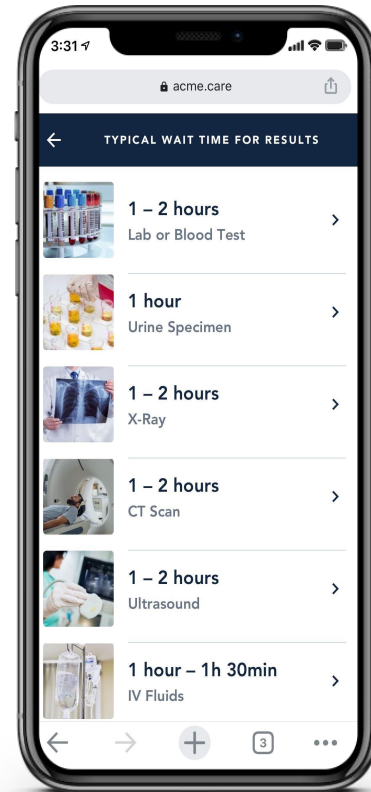
Vital helps with patient and family communication in the ED

- Patients automatically invited upon registration, no app to download
- Branded to Hospital, personalized to patient
- Shows personalized waits for each step of ED process
- One way texts from caregivers with instructions



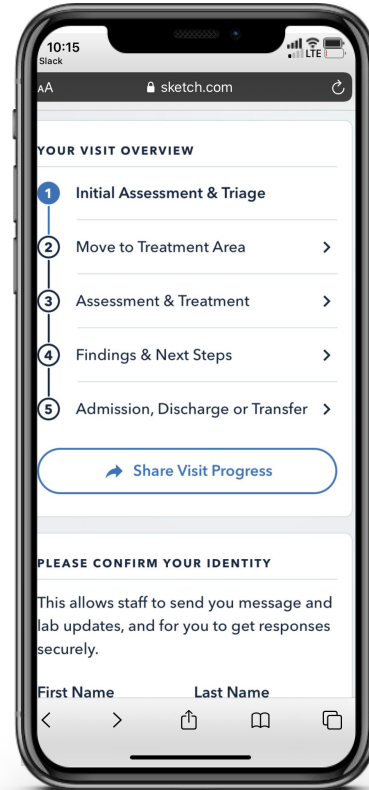
Contactless ED information

- Show patients test that are completed and those that are still running
- Hospital specific maps and information
- Frequently asked questions & answers
- Tools to schedule follow ups appointments and access patient portal



Patient can share with family / loved ones

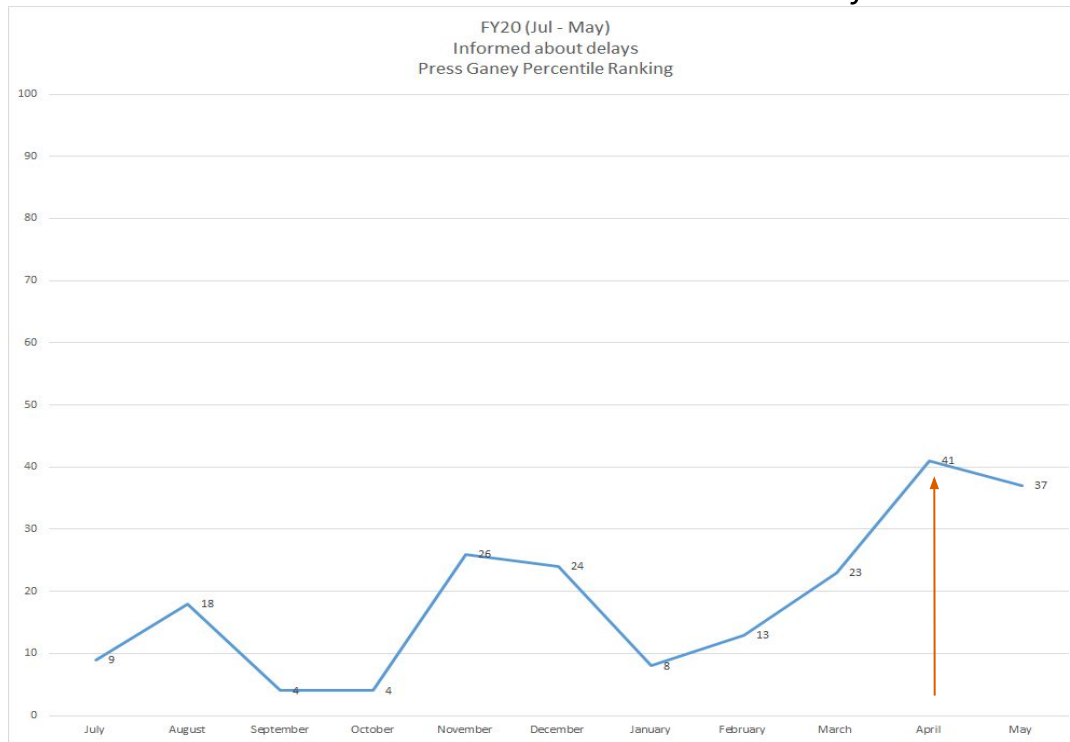
- A lot of ED's not allowing visitors
- Family members waiting in the car
- Can share status from Vital so family knows of patients progress
- Can send messages so family member knows when to pick up a patient set for discharge



Feedback & Results

Dignity St. Joseph's early results

SJHMC + Vital = better informed about delays



Patients at Emory Healthcare love Vital

100% of users would recommend Vital to Family/Friend

Would you recommend Emory's communication method (Vital) to friends/family?



What patients are saying

“Any news is good news.

Information is golden when you have a family member in an emergency situation.”

“No one has ever shared something like this with me. I’m really glad the hospital is changing how they communicate with patients”

“I did not know what step was next or where in the line of patients **I was situated. I feel informed more than anything.**”

“Thank you for sharing the waiting times with me. I wouldn’t have known otherwise. **This should be the standard.**”

“I don’t think patients know what the doctor does when you leave the triage room if I’m being honest... this let’s me know they [doctor] actually thought about my care and did something about it”

“Hope. Having information around my wait time gives me hope.”

Summary

- Emergency Department critical in patients overall experience
- Communication a barrier to a positive patient experience
- Challenges exacerbated by pandemic's affect
- Innovative orgs looking to Vital to help with communications

Thank you



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