Organization:
Mercy Medical Center

Solution Title:
A Multidisciplinary Approach to Patient Education

Program/Project Description:
Interactive patient care is an accelerator of patient care that allows for transparency in the patient's hospital experience. We want the patient's stay with us to be an opportunity for improving patient outcomes and we believe that a strategic implementation of interactive patient care will improve those outcomes.

We operate under the philosophy that providing the patient with personalized education will allow them to most effectively manage their condition. Our interactive patient care system, The GetWellNetwork, allows us to distribute and record patient education in real time. Prior to going live with the GetWellNetwork, Mercy had no process in place to track patient education.

The objective was to utilize the GetWellNetwork most effectively by integrating it into the process of care. The GetWellNetwork can only generate results if it is adopted as a core strategy for performance improvement. We believe this can be done by creating a culture of interdepartmental accountability; developing an interactive patient care support structure and delegating responsibility by creating niche roles for those involved.

Overall system utilization and the completion of patients' prescribed education are tracked daily and reported weekly and monthly to the appropriate hospital and unit personnel. Mercy Medical Center's completion percentage goals were determined by examining completion percentages at comparable GetWellNetwork hospitals.

Baseline data: Mercy Medical Center went live with the GetWellNetwork in December 2010. Our first full reporting month was in January 2011. Baseline data in January 2011: 15.1%

Celebration Health in Orlando, Florida, a national leader in prescribed education completion, identified 75% as their monthly goal for prescribed education. Success for Mercy Medical Center was determined by how close we would be able to approach that benchmark while keeping our baseline number in perspective.
Process:

Broaden the scope of staff engagement. Collaborate with additional hospital departments, increase the number of staff involved in this initiative, and expand our education library by obtaining feedback from Medical Staff and Nursing about patient education topics and videos.

Solution:

5 unique strategies implemented.

1) Train the readmissions reduction team in assisting with this initiative. While on their rounds, the readmissions team is responsible for making patients aware that they have education prescribed and then starting videos as appropriate.

2) Go live with the "Prescribed Education Pathway" hospital wide. Patients will receive a series of prompts on their television screen that will remind them to watch the education that they have been prescribed by their care team. The patient will receive 1 reminder every 4 hours for a maximum of 6 prompts, or until they have completed all of their prescribed education.

3) Train our team of volunteers to teach patients how to use the GetWellNetwork system. Volunteers will educate patients on the functionality of their GetWellNetwork system and remind them to watch their prescribed education videos as appropriate.

4) Go live with the "Senior Skin". The Senior Skin is a reformatted GetWellNetwork console display that simplifies the interactive patient care experience. Large font size, high contrast colors and a green, education icon that notifies patients of education that they been prescribed, provides our patient population with a straightforward and more intuitive experience. The education icon will remain on the home screen until a patient has completed their education. This allows the patient's care team to instantly determine whether their patient has education that needs to be completed.

5) Nursing and the medical staff are responsible for educating and prescribing education videos for the patient as they see fit and following up with patients as necessary. Our readmission reduction PAs prescribe videos with a focus on our med/surg patients; they will discuss and complete education with the patient.

Measurable Outcomes:

- 15.1% prescribed education completion rate among patients in January 2011, our first full month after we went live with the GetWellNetwork
- 40.6% prescribed education completion in June 2011, 6 months after go live
- 62.7% prescribed education completion FY 2012
- 72.4% prescribed education completion FY 2013
**Sustainability:**

Data is tracked daily, patient feedback is regularly recorded, and recurring meetings with hospital leadership are held to determine opportunities for improvement.

**Role of Collaboration and Leadership:**

Maintaining our high completion of prescribed education requires the due diligence of many staff members in multiple departments including Nursing, Quality Improvement, The Readmissions Reductions Team, Volunteer Services, Medical Staff, and IT. Staff members from each department play a role in keeping our education completion at and above the national standard.

Our prescribed education structure was conceived by leadership at the top, but ideas for improvement come from everywhere within the support structure. Those in the best position to suggest opportunities for improvement are those that have the most direct contact with the patient.

To meet our patients’ needs, we expanded our patient education video library. Medical staff, nursing, and the readmissions reduction program identified topics that would be beneficial for our patients. Due to requests from our leadership support, our library has expanded from 64 videos at go live to now 450 total education topics.

**Innovation:**

Mercy Medical Center has taken a creative and varied approach when it comes to improving prescribed education. We firmly believe that educating patients is a vital piece to the readmissions reduction puzzle. We believe that the patient's time here at the hospital is our best opportunity to allow them to learn about their condition so that they will be able to effectively manage it post discharge.

The foundation of our philosophy is communication. Through interactive patient care, constant human contact, and the accountability of staff, hospital wide, we are providing the patient with the encouragement and opportunity to come into the dialogue of their care. Interactive patient care is the medium for patient education but ultimately it is our staff’s engagement and commitment to the patient that keep our completion high.

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