

Baptist Health and GetWellNetwork

Baptist Health

- Founded in 1955
- Client since 2003
- Acute care facility
- Jacksonville, FL
- Five facilities (plus one in development)
- Serving Northeast FL and Southeast GA
- 847 beds
- 23,000+ annual patient discharges
- 7,000 staff members
- 500+ beds with GetWellNetwork system
- Integrated with ADT system
- JCAHO accreditation
- Seeking Magnet designation

<http://www.e-baptisthealth.com>



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Overview

Baptist Health wanted to find new ways to distinguish the experience that they offer their patients. To meet the rising demand of their services, the health care provider needed efficient and effective ways to deliver patient education, improve patient satisfaction, and ultimately give patients the ability to be part of their own care process. Baptist Health has partnered with GetWellNetwork® to meet these needs by strategically deploying an integrated, interactive patient care system.

Situation

For more than 50 years, the residents of Northeast Florida and Southeast Georgia have depended on Baptist Health for excellent care in every stage of life. As one of the region's most comprehensive health care providers, the organization is committed to continually expanding and enhancing their circle of care to meet the needs of their thriving and ever-growing community. In addition to building the first new hospital constructed in Jacksonville in the 21st century, Baptist Medical Center South, they are expanding all four of their existing facilities: Downtown/Main campus, Beaches, Nassau and Wolfson Children's Hospital. In mid-2005, Baptist Health announced plans to build a new 92 bed facility serving Clay County, Florida.

In addition to adding facilities and beds, Baptist Health has been responding to a dramatic increase in the area's population in other ways. Along with the staffing and resource challenges that are inherent in an organization moving at such an unrelenting pace, Baptist Health appreciates that the patient population now represents an increasing percentage of "Baby Boomers." Consistent with the expectations of this generation, patients enter today's hospital environment wanting to play a central role in their own care.

Solution

Beginning in 2002, Baptist Health sought tools to help distinguish the experience that they offer their patients. Specifically, they wanted to give patients a way to connect to their own world, directly from their hospital bed.

In 2004, Baptist Health selected GetWellNetwork to deliver best-in-class interactive patient care directly at the patient's bedside. The company's platform, PatientLife:)System™, guides patients through their hospital stay, providing access to the people and resources they need to have an optimal care experience – more actively engaging them in their own care. The system brings a host of education, entertainment and communication technologies to the bedside via hospital room television monitors.

The system has been systematically deployed in more than 500 beds at three of the five facilities that Baptist Health operates. The platform was most recently installed in the newly opened Baptist Medical Center South, a 92-bed facility that was built with a focus on the patient care experience. "Bringing a system like this into a new hospital is a unique opportunity," says **Catherine Graham, Senior Consultant for Service Excellence**. "The nurses were recruited



Hand Hygiene Pathway

Working with the clinical staff at Baptist Medical Center (Downtown), GetWellNetwork developed a custom Patient Pathway to address the important infection control issue of hand hygiene.

How does it work?

- The Hand Hygiene Pathway is sent to every patient at Baptist Medical Center and Wolfson Children's Hospital.
- Each patient receives the notification twice during the first 24 hours of their stay.
- When a patient selects either of the two options available to them, their patient profile is updated, documenting their acknowledgment of the hand sanitation information.
- The GetWellNetwork system main menu page has a running presentation about the importance of hand hygiene which provides another avenue to educate patients, families, visitors and staff.

Other facilities within the Baptist Health System are considering the deployment of this pathway to improve hospital-wide knowledge among nurses, doctors, patients, family members, and guests around the benefits of hand sanitation.

"It was as if the walls immediately came down around this patient and she was able to regain a little bit of what the disease had taken away," comments Catherine Graham, Senior Consultant for Service Excellence, on introducing the PatientLife:)System to a recent patient with cancer.

with the expectation of having the PatientLife:)System available. In addition, the hospital's documentation systems are totally electronic – which makes the use of this system a natural extension of the care process."

Patients and Nurses Respond

Since the launch of the system, Baptist has received a range of feedback from both patients and nurses. The Children's Hospital and maternity units have been very engaged with the system and highly value the video-on-demand aspects that provide extended entertainment options. "Children are generally very tech savvy so the system is well-suited for them," says Graham, "the model of care in these units is different [from a general medical unit]. The nurses are generally more inclined to include the family in their communications and care."

In other units Baptist is taking a more comprehensive approach to incorporating nursing into the planning and use of the system. "As at a lot of hospitals, our nurses are extremely busy and dealing with very sick patients," says Graham. "It is understandable that some nurses would initially see a system like this as 'one more thing to do.' But we have found nurses who absolutely love the system and like how it helps the patient address his or her own questions immediately." Baptist believes that incorporating the system into the nursing process is critical to its long-term success.

Getting More from the PatientLife:)System

Graham anticipates that additional integration between the PatientLife:)System and other existing hospital information systems such as their Cerner System for medical records and CBord

for dietary information will drive the value of these traditional "back office systems" forward to the patient.

Baptist Health also intends to utilize the system's patent-pending PatientPathway:)Architecture™ which automates clinical and non-clinical processes – including patient education, pain assessment, service excellence, admission and discharge instructions.

Baptist Health will utilize the Patient Pathway technology to automate the completion of patient surveys, the delivery of effective educational materials to patients, and the patient's ability to make comments or take notes in advance of a doctor's visit. In addition, the hospital will seek ways to use the system to augment their patient activity documentation. "Easing the process for documenting patient activity will be a huge benefit to the nursing staff and will help with a number of regulatory compliance efforts that we have," says Graham.

Administrators at Baptist Health are very enthusiastic about the system. "We recognize that we are part of a leading-edge group of hospitals that are helping to shape how interactive patient care systems will ultimately impact the care process. Our strategies are always evolving and we look forward to working with GetWellNetwork to continue pushing the PatientLife:)System to help us meet these needs," concludes Graham.

Learn More

To learn more about GetWellNetwork, please call 877.MEET.GWN or visit www.getwellnetwork.com.