



Hospital Uses GetWellNetwork to Deliver Healthcare
"Beyond the Boundaries of Imagination"

HENRY FORD WEST BLOOMFIELD HOSPITAL MEASURES SERVICE, IMPROVES PATIENT SATISFACTION

Since opening its doors in 2009, Henry Ford West Bloomfield Hospital has partnered with GetWellNetwork, provider of the industry's leading interactive patient care (IPC) solution, to create a dynamic, unique patient experience and fulfill the organization's vision to become a "hospital like no other."

Henry Ford West Bloomfield Hospital is an all-private-room hospital that opened in 2009 with 191 beds, and an additional 109 beds set to open in 2012. The hospital offers comprehensive medical care, including 24-hour emergency care, neurosciences, women's and children's health, orthopaedics, diagnostic testing and a wellness center with complementary therapies. Henry Ford West Bloomfield Hospital is a part of the Henry Ford Medical Group, one of the nation's largest group practices, with 1,200 physicians and researchers in 40 specialties.

"Henry Ford West Bloomfield Hospital's culture is organized around providing high patient satisfaction and world class service," says Gerard van Grinsven, President and CEO. "Through a combination of hospital and in-room amenities, employee and senior-level engagement and commitment, and the use of innovative technologies such as GetWellNetwork's interactive patient care (IPC) systems, we are able to increase patient satisfaction, better gauge the pulse of our inpatient population, and facilitate real-time service improvements."



The Experience Starts Right at "Check-In"

The patient experience begins immediately when patients are first admitted to the hospital, and a concierge greets them in their room. The rooms themselves are designed to further enhance the patient experience at Henry Ford. For instance, they are designed for privacy, a quieter stay with fewer interruptions, and with work alcoves for the healthcare team. There is also space for families, upholstered headboards, smart technologies, individual wardrobes with security locks, and bathrooms with easily accessible showers and sleek, curved walls.

"Our goal at Henry Ford West Bloomfield Hospital is for everyone who enters our doors to feel like they are a guest," says Gerard van Grinsven. "We know that if we don't want our guests to feel like patients, then our hospital should not feel like a hospital. And it doesn't."

The two-person inpatient concierge team is key to the enhancement of the patient experience and supporting back-end service recovery at Henry Ford West Bloomfield Hospital. Once settled, the concierge engages the patient with a two minute patient safety video, which covers all capabilities available to the patient via the Interactive Patient Care (IPC) system from GetWellNetwork, as well as a brief segment that orients them to the Henry Ford West Bloomfield Hospital experience. The concierge also explains how to utilize the interactive system – beyond the safety information – so that the patient and any family members can maximize the use and effectiveness of it during their stay. They are shown how to complete surveys, access some 300 patient education videos, communicate with friends and relatives wirelessly, and use entertainment features like games, movies and Internet access. There is also the ability to review meal choices and provide daily service feedback to executives.

To continue to provide a satisfying patient experience for all “guests,” the hospital typically launches its automated five question patient satisfaction survey via the IPC within 24 hours of a patient’s admission, collecting data that ultimately reflects in Press-Ganey and Hospital Consumer Assessment of Health Providers and Systems (HCAHPS) scores. Answers to survey questions are constructed with a five-point scale, where one equals not at all, and five equals very satisfied. Since GetWellNetwork offers customization features, the hospital can easily tweak or change questions to reflect changing priorities or adjust the timing of questions.

Improving Responsiveness

Helping to continually earn Henry Ford West Bloomfield Hospital awards is their commitment to acting on the patient surveys they field. If a patient responds to a survey question with a number less than three via their GetWellNetwork Interactive Patient Care Program, a staff member visits the patient’s room within one hour to rectify the underlying issue. Even the hospital’s president and CEO, and staff members in almost all positions have followed-up on complaints with personal visits to patient rooms.

Immediately after connecting with the patient or family member, the staff member sends an e-mail to multiple hospital executives and managers revealing how the patient complaint was addressed. “Whether the challenge involves food quality or pain medication, we want to make sure that we address the problem to the patient or family member’s satisfaction,” says Jennifer Kuffa, Physician & Inpatient Service Manager.

The ability to gather survey data has provided quantitative information that has been used to improve the health system’s overall patient experience. Using the GetWellNetwork system, Henry Ford West Bloomfield Hospital has conducted some 6,500 online patient satisfaction surveys and 1,800 unique patient education sessions over the past two years. This, along with rapid service recovery, has already boosted Henry Ford West Bloomfield Hospital’s Press-Ganey patient satisfaction scores, and the hospital has been consistently awarded for its patient satisfaction and service.

Henry Ford West Bloomfield Hospital consistently performs better than other Southeast Michigan hospitals, scoring in the top 99th percentile in patient satisfaction and overall experience. Additional satisfaction scores, calculated by the Press-Ganey survey, where Henry Ford West Bloomfield Hospital far outperformed hospitals in the area include:

- Ambulatory Surgery Care from January- September 2010: Henry Ford West Bloomfield Hospital’s overall score of 89.5 percent outperformed Southeast Michigan’s 50th percentile’s score of 84.4 percent
- InPatient Care for 2010: Henry Ford West Bloomfield Hospital’s overall score of 94.3 percent outperformed Southeast Michigan’s 50th percentile score of 93.2 percent
- Emergency Room satisfaction for 2010: Henry Ford West Bloomfield Hospital’s overall score of 89.2 percent outperformed Southeast Michigan’s 50th percentile score of 84.9 percent

Management Involvement

Management involvement is a critical component to the patient satisfaction process, and senior level staff remain engaged and connected. Senior executives also dedicate ten percent of their work week to a practice known as “rounding,” where they walk the floors, interact with staff, patients and family members and ask provocative questions like: “How can we improve your experience? What can management do for you? What kinds of problems are you experiencing? How are you enjoying your stay?”

Other ways for management and staff to stay engaged for the benefit of the patient include the following:

- Monthly CEO-hosted afternoon teas where employees voice opinions, and the hospital regularly hosts employee huddles where employees are able to voice issues and suggest improvements to one-another in a town-hall style meeting setting.
- Henry Ford University, for employees to participate in customer service training that teaches them how to respect and treat guests and engage with other employees.
- The hospital's “talent-plus” interviewing process that measures a candidate's talent against corporate benchmarks and predicts individual performance, its electronic performance management system tracks monthly and annual reviews.
- Quarterly town halls where staff celebrate hospital accomplishments, plans and challenges.

With employee engagement as a top priority, Henry Ford West Bloomfield Hospital also uses GetWellNetwork as a vehicle for patients and families to deliver positive feedback on staff members, including award nominations for staff who provide consistently high quality service. Since the installation of the technology, more than 250 hospital staff have received nominations and awards for service excellence.

Beyond Traditional Boundaries

Employee engagement is complemented by patient and community engagement that extends far beyond the patient room. The hospital provides a shuttle bus for residents of a nearby Jewish community center so they can visit the hospital to have lunch, shop at the farmer's market or schedule appointments in the Physician's Village. Other offerings include childhood and adult weight management, healthy cooking and exercise classes, a summer kids' program, and school outreach, with plans to launch a greenhouse in 2012.

“More than just a hospital, our facility is a community center that invites patients, family members and staff in to focus on wellness and healthy lifestyles,” says Gerard van Grinsven.

For example, with the help of GetWellNetwork, Henry Ford West Bloomfield Hospital created an online spiritual center for patients that may be at the end of life or who seek spiritual guidance. Patients can link to Internet resources, including live religious services in foreign languages like Arabic or Spanish.

A final component to this well-designed, refreshing patient experience at Henry Ford West Bloomfield Hospital is the sophisticated market or shopping area that has been created for patients and visitors rather than a traditional hospital feel. Hospital features include Henry's Café Patio, Live Well Shoppe, Market Street, Sahney Quiet Sanctuary, Ravitz Foundation Main Atrium, Main Street, a spa and wellness center called Vita, Demonstration Kitchen and fresh, organic food for both patients and visitors. A regularly scheduled Farmer's Market and retail functions, along with other hospital events also tie back into the interactive patient care system from GetWellNetwork, which provides the ability to promote these activities and keep patients informed of activities that are happening outside of the walls of their rooms.

“Henry Ford West Bloomfield Hospital has a unique opportunity to promote a full-service package for health and wellness,” says Jennifer Kuffa. “This is a place where patients and family members not only receive treatment for illness and injury, but also find a sanctuary to achieve and maintain good health, beyond the boundaries of the imagination.”

It is important for hospitals to quickly access the needs of patients and to monitor their overall experience. The tools and real-time data provided by GetWellNetwork have made implementation and adoption at Henry Ford West Bloomfield Hospital invaluable in creating the unique and successful patient experience that the hospital desires.

Henry Ford West Bloomfield Hospital has a unique opportunity to promote a full-service package for health and wellness. This is a place where patients and family members not only receive treatment for illness and injury, but also find a sanctuary to achieve and maintain good health, beyond the boundaries of the imagination. With the incorporation of GetWellNetwork on the TVs at the patient’s bedside, Henry Ford West Bloomfield Hospital is positioned as a unique and advanced facility which can help shape the patient journey by providing an enhanced patient experience, full of entertainment and award-winning education. Enabling patients to be empowered and to take an active role in their care process has already proven successful at Henry Ford West Bloomfield Hospital, and will continue to do so with the support of the dedicated Henry Ford West Bloomfield Hospital staff.

Visit GetWellNetwork.com or call **877-633-8496**.

GetWellNetwork uses the bedside TV to entertain, educate and empower hospital patients and caregivers to be more actively engaged in their care. This patient-centered approach improves both satisfaction and outcomes for patients and hospitals. GetWellNetwork is the leader in interactive patient care solutions and is exclusively endorsed by the American Hospital Association.

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