



To improve the overall patient experience, Doctors Community Hospital began converting to all private rooms and looking for a technology that would advance education, entertainment, and communication with patients. The hospital achieved this goal by implementing Interactive Patient Care (IPC) technology from GetWellNetwork. Today, the GetWellNetwork solution provides more efficient and engaging patient education, expanded communication tools and peerless entertainment amenities. And, by charging patients for access to the entertainment, the solution pays for itself.

DOCTORS COMMUNITY HOSPITAL IMPROVING THE PATIENT EXPERIENCE WITH AN IPC SOLUTION THAT PAYS FOR ITSELF

Achieving an Exceptional Patient Experience

The existing processes around education and the patient experience were meeting requirements but not providing an extraordinary experience for patients. Hospital leadership was determined to deliver an exceptional patient-centered care experience without adding any significant costs to the hospital's budget.

One impediment to an exceptional patient experience was the existing phone/TV rental system which provided a clumsy experience. Patients were required to follow audio prompts on the telephone to access entertainment and education on the TV. Further, patients were billed for entertainment manually or charges were posted to their home phone bill. Collections on those charges were problematic for the hospital, often resulting in lower than expected revenue.

The leaders at Doctors Community Hospital saw an opportunity to use the patient's bedside TV as a tool that could improve both education and the patient experience. They knew if the hospital were to replace the existing phone/TV rental system, the new solution would need to meet three objectives:

- Automate scheduling and tracking of patient education
- Provide a high-quality, broad range of "entertainment" options
- Meet compliance requirements around patient education

An IPC Solution that Improves Entertainment and Education

Hospital leaders began evaluating patient TV systems and found that while many of these providers fulfilled the entertainment needs of the hospital, they fell short on several key areas. First, these systems generally lacked the education resources the hospital desired. Second, most providers offered a solution that was tailored to a hotel audience; lacking innovation for the hospital setting. Third, few providers could justify the cost of the system based on measurable impacts to the patient experience. Only one provider met the mark — GetWellNetwork.



"...this system more than pays for itself through entertainment revenues, alone. It's been a great win for all concerned."

Alan Johnson
Chief Information Officer

Doctors Community Hospital found that the GetWellNetwork IPC solution would satisfy all of the hospital's objectives for education, entertainment, and compliance requirements. In May of 2009, the hospital began working to install the GetWellNetwork system. The GetWellNetwork system boasts an extensive library of award-winning educational videos and content that can be scheduled and automatically documented. In addition to education, GetWellNetwork provides a plethora of entertainment amenities including Hollywood movies, video games, TV programming, and more. Patients purchase entertainment by either entering their credit card information directly into the television interface or by purchasing entertainment gift cards in the hospital gift shop. While entertainment features require payment, the education resources, communication and all other hospital services through the GetWellNetwork system are accessible to the patient without charge.

Entertainment Pays for Patient Education

After implementing the system across 166 beds, Doctors Community Hospital measured the effectiveness of the GetWellNetwork system for improving education and entertainment while generating revenue.

According to Alan Johnson, Chief Information Officer, "We do a better job of educating patients specific to their illness and their medications while reducing nursing hours. We now offer state-of-the-art networking and entertainment to our patients and the benefits don't end there – this system more than pays for itself through entertainment revenues, alone. It's been a great win for all concerned."

Looking ahead, Doctors Community Hospital is considering additional revenue models using GetWellNetwork. For example, opportunities exist to promote prescriptions directly from the hospital's pharmacy; allow cross-referrals from other facilities such as their diabetes center; and even include advertisements from local companies and hospital donors.

Facility Profile: Doctors Community Hospital

- Private, not-for-profit hospital
- Location: Lanham, Maryland
- Beds: 200
- Staff/Physicians: 1,300/500
- New patient tower opened in late 2009
- 1818 Good Luck Road, Lanham, MD



Doctors Community Hospital offers private rooms with GetWellNetwork for patient entertainment and education

Codeine
(koe' deen)

Why Prescribed

Side Effects

Special Precautions

More Information

Why Prescribed

Codeine is used to relieve mild to moderate pain. It is also used, usually in combination with other medications, to reduce coughing. Combination products that contain codeine and promethazine should not be used in children younger than 16 years of age. Codeine will help relieve symptoms but will not treat the cause of symptoms or speed recovery. Codeine belongs to a class of medications called opiate (narcotic) analgesics and to a class of medications called

Patients view their list of medication(s) and associated education

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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