What's Your ETA for Improved PX? Best Practices from Emory Healthcare

July 23, 2024

theberylinstitute.org

THE BERYL INSTITUTE

Housekeeping

- All participants are muted.

- **Audio Settings**: ability to select your speakers and adjust your volume.

- **Chat**: for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose 'Everyone' in the dropdown in the chat box.

- **Q&A**: for submitting questions to review at the end of the webinar

- **Captions**: Click the caption icon to turn captions on/off
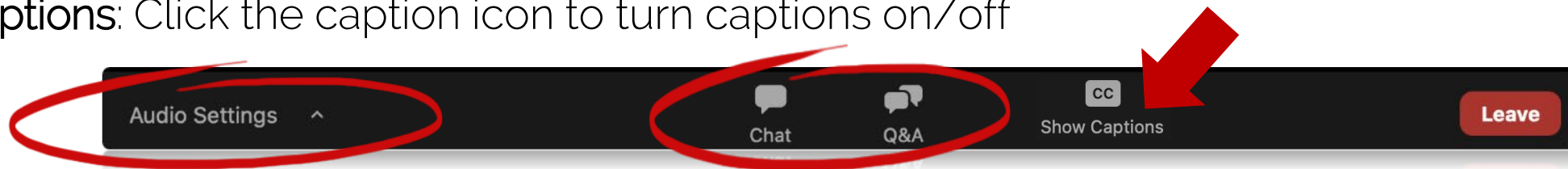
- Receive follow up email tomorrow with webinar slides, recording and link to survey.

Comments shared in chats do not reflect the opinion or position of The Beryl Institute, but those of individual participants.People found misusing the chat function or engaging in uncivil or disruptive ways via chat may be removed from the session at our discretion.

THE BERYL INSTITUTE

PX Continuing Education Credits

- This webinar is approved for 1 PXE.

- To obtain patient experience continuing education credit, participants must attend the webinar in its entirety and complete the webinar survey within 30 days.

- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.

- No off-label use of products will be addressed during this educational activity.

- No products are available during this educational activity, which would indicate endorsement.

This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.

THE BERYL INSTITUTE

PX Marketplace Webinar is brought to you by:

For more information, visit:
vital.io

THE BERYL
INSTITUTE

Emory's Transformation Office Strategy

Ambition, Outcomes, and "One Emory"

"One Emory"

✔ **Goal:** Create a unified standard for seamless and accessible experiences across all care modalities and sites to ensure equitable care outcomes.

✔ **Approach:** Foster cross-functional collaboration focused on prioritizing the best interests of patients and the healthcare system.

Ambition and Outcomes

✔ **National Leadership:** Emory positioned as a national leader in health innovation.

✔ **Regional Excellence:** Premier Academic Medical Center (AMC) in the Southeast.

✔ **Key Achievements:** Improved patient satisfaction, enhanced employee wellness, patient growth, and equitable clinical outcomes.

Emory's "ETA" Principles

Equity

Equity is the cornerstone of our approach. Our unwavering commitment to **prioritizing the well-being of our community and making sure no one gets left behind**

Transparency

We uphold our **commitment to transparency**, uncovering and leveraging data to identify opportunities at Emory and drive **evidence-based decision-making**

Accountability

We set **measurable and observable goals** and maintain an orientation toward action in order to **drive accountability and execution**

Collaboration

We excel **as problem solvers, collaborating cross functionally** to translate ideas to action and raise the bar for patient experience and access among Academic Medical Centers nationally

Our Transformation Office is focused on four key areas

Operational Innovation

Improve new and existing **patients' ability to access** Emory's services in a timely manner.

Patient Experience

Leverage digital technology and best clinical practice standards to enhance patient experience with **improved care navigation, interactions with providers**, and information

Health Equity

Move **from sick care to wellcare, drive equity in outcomes** across patient groups, and **enhance public health in the communities** Emory serves

Workforce Experience

Enable patient and team member safety by reducing burnout and rote work while building adaptability, resiliency, and a culture of respect

Business Transformation

Further articulate Transformation Initiatives, leverage collaborative communications to **ensure leadership and organizational alignment, and establish governance processes and KPIs**

Emory + Vital: Snapshot

2017

Vital Founded

Launched by Emory Emergency Medicine Physician Dr. Justin Schrager and Mint.com founder Aaron Patzer.

2020-2023

Emory + Vital Partnership

Using Vital, Emory was able to keep families better informed, boost their Google ratings, and improve staff satisfaction.

2019

Pilot launched at Emory

The first partnership out of Emory's Innovation Hub saw the deployment of Vital at four Emory hospitals: Emory University, Johns Creek, Midtown, and Saint Joseph's.

2024

Emory as a Platform Partner

Due to the resounding success of the initial pilot, Emory signed on as Vital's first full platform partner enabling them to achieve better outcomes in the ED, inpatient setting, patient access and beyond!

2020: A Tipping Point for Emory Johns Creek

Burning Platform

Staff Burden
Staff inundated with requests for updates on tests, imaging, etc. Constantly running and unable to focus on providing great care.

Survey Feedback
At the end of 2019, our ER LTR was 14.3, with patients saying they felt abandoned and no one was giving them information on how long care would take.

System Goals
With our HCAHPS goals low, there was pressure to turnaround the score to improve our ER patient experience.

Throughput
Our community was growing and we were facing increased ER volumes. This triggered new emphasis on measuring patient throughput.

Physician Led
The founder, Dr. Schrager, was an ER physician from our sister hospital. We knew he understood challenges facing patients, providers and staff.

Implementation Timeline

Jan. 8, 2020

Initial Presentation

Vital presents platform to PT XP leaders.

Mar. 9, 2020

EJCH Go-Live

Emory Johns Creek Hospital goes live with Vital.

Jan. 2024

Launch feedback tool

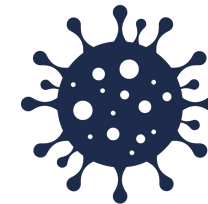Emory Johns Creek Hospital initiates feedback tool and sees growth in improvement.
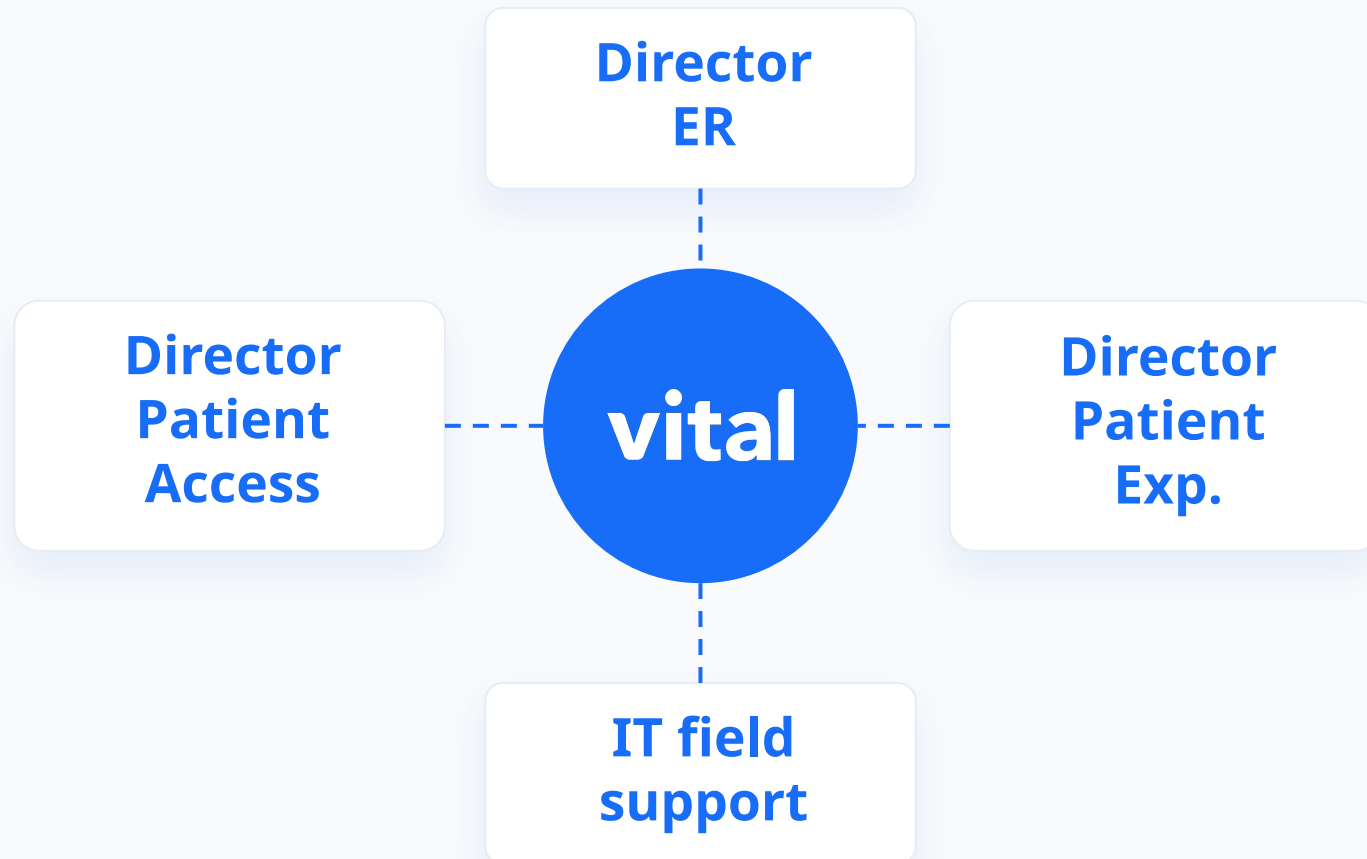
Feb. 2020

Initial Go-Live

Emory University Hospital and Emory Midtown Hospital go live with Vital.

Mar. 14, 2020

Emory shuts down to visitors

Implementation Team

Director ER

vital

Director Patient Access

Director Patient Exp.

IT field support

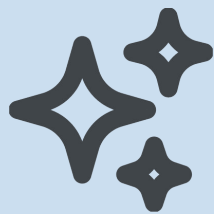## BARRIERS TO IMPLEMENTATION

- Patients' fears of spam
- Clinical staff afraid it would be punitive
- Providers concerned about accuracy and expectations
- Registration staff concerned about troubleshooting and scripting
- Cumbersome WiFi network

EMORY
HEALTHCARE
Transformation

EMORY
HEALTHCARE

How do we measure success?

THE MAGIC IS IN THE MESSAGING

vital
VITALER.COM

Scripting | FAQ | Support

Scripting

"This Emergency Department uses text messages to keep our patients updated on their wait times. We have the following number xxx-xxx-xxxx listed on file for you, is that still your preferred cell phone number? After you register, you will receive a text message at the cell phone number on file within 5 minutes with a link to login on your phone."

> The Text Message The Patient Will Receive
> Hi, welcome to Emory Johns Creek Hospital.
> See your own wait time and next steps by visiting
> https://er.emory.vitaler.com/login/5wEQIIVrQpXMA

FAQ

Patient doesn't receive a text message
1. Verify the patient's cell phone number is updated and correct.
2. Ensure the patient has a smartphone.
3. The initial text may take up to 5 minutes to receive.

Patient received the text, but the website won't load
1. Advise the patient to disconnect from the wi-fi or turn the wi-fi off completely.
2. OR use Emory Guest Network and *accept terms*.

Important: If the patient is connected to Emory Guest Network but has not signed in or accepted Emory's terms, the wi-fi will appear to be connected but will NOT work.

The patient/family claims to have input the correct information, but is unable to log in
1. Cross reference registration information and what patient is entering.
2. Remind the patient that the login information is the patient's information.

The patient wants their family member to log into for them
1. Vital will send a text to whatever cell phone number is listed in the registration system.
2. If the cell number is updated in the registration system, the patient/family will get a text.

Questions about why the wait times have changed
1. Estimated wait times are based on several factors such as the number of patients being treated in the ER, room availability, and pending lab results.
2. Estimates are subject to change. The times are recalculated multiple times per second.

Vital Support: Email: support@vitaler.com / Phone: (800) 886-9125

EMORY HEALTHCARE

Want to know your wait times?

What will happen next

Wait times and updates on your mobile phone

Live updates on status of labs

If you have not yet received an invite text message, please provide the registration desk with your mobile number.*

Hi John
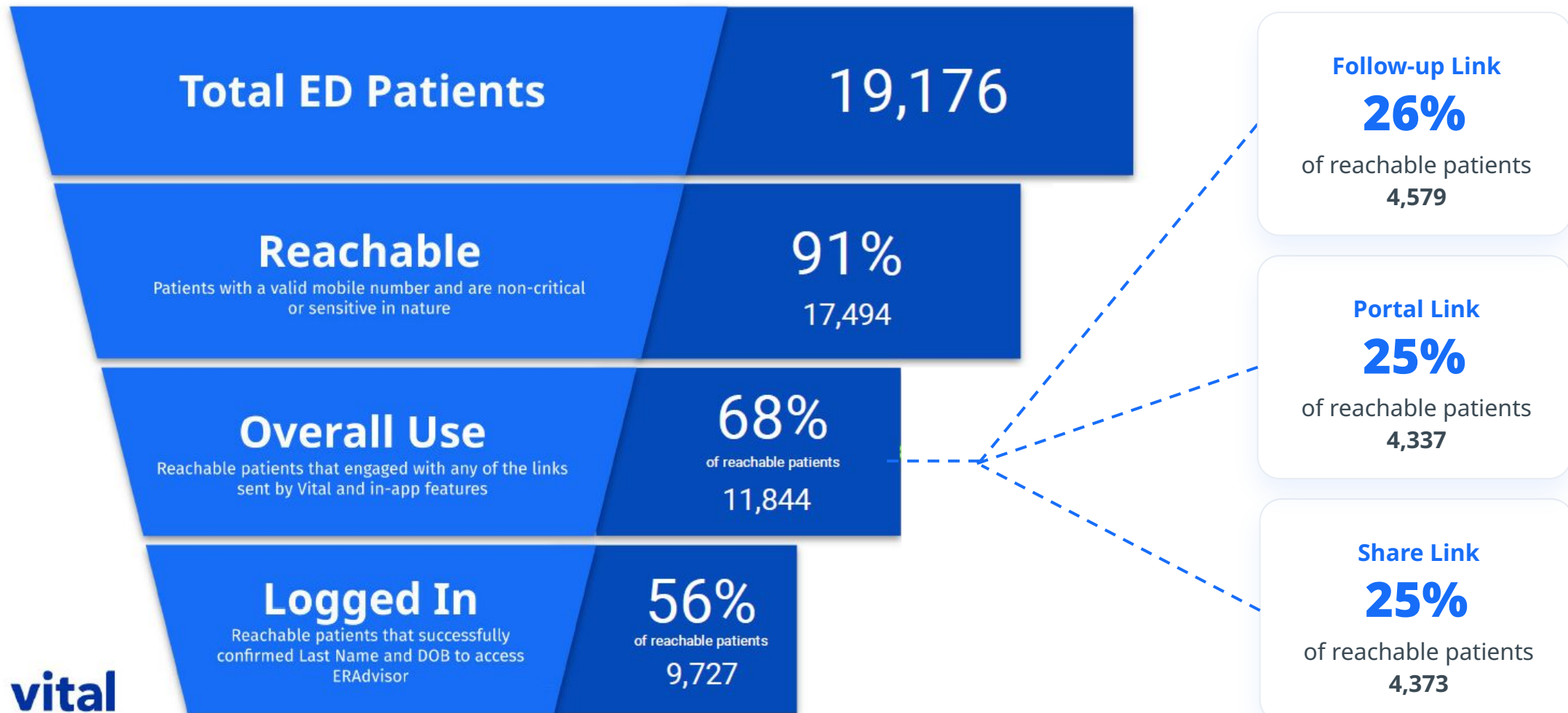
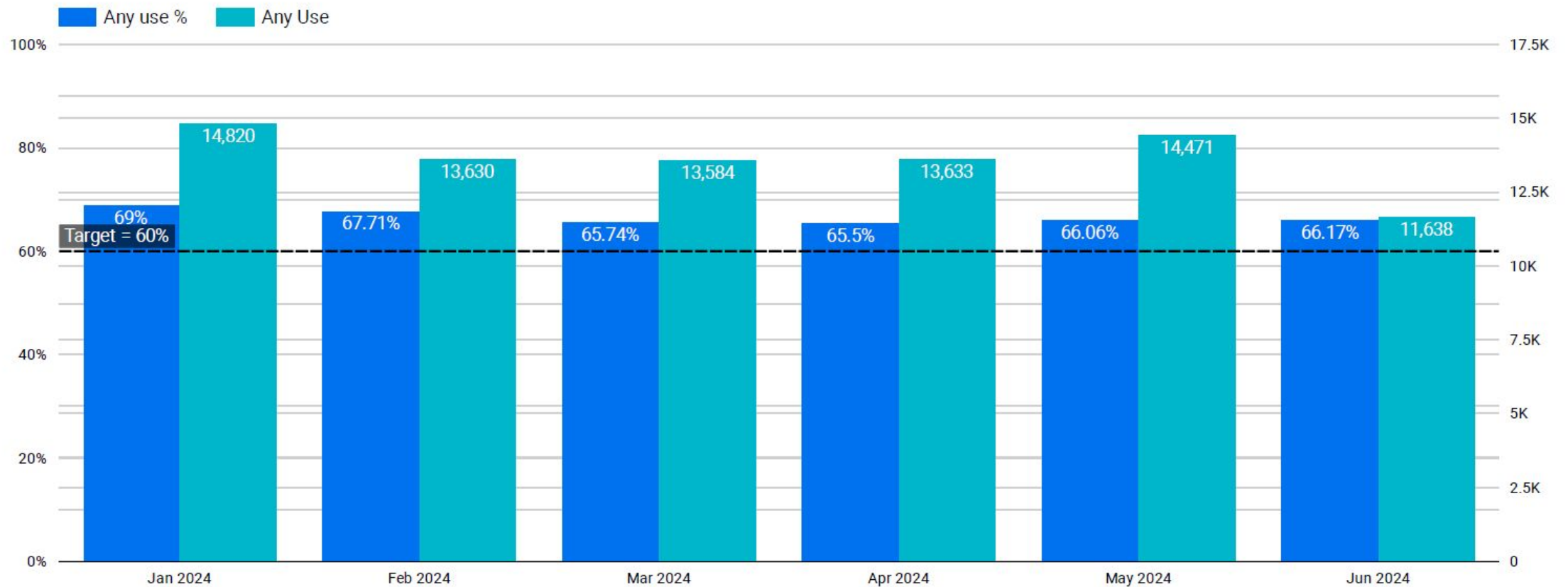Based on current conditions in the ED

You'll get a bed in about

40min

If the ED becomes busier, this could take 1 hour.

Powered by
vital

Current Utilization Rates | H1 2024

Overall Use at EJCH | H1 2024

vital

Keeping Family Informed | H1 2024
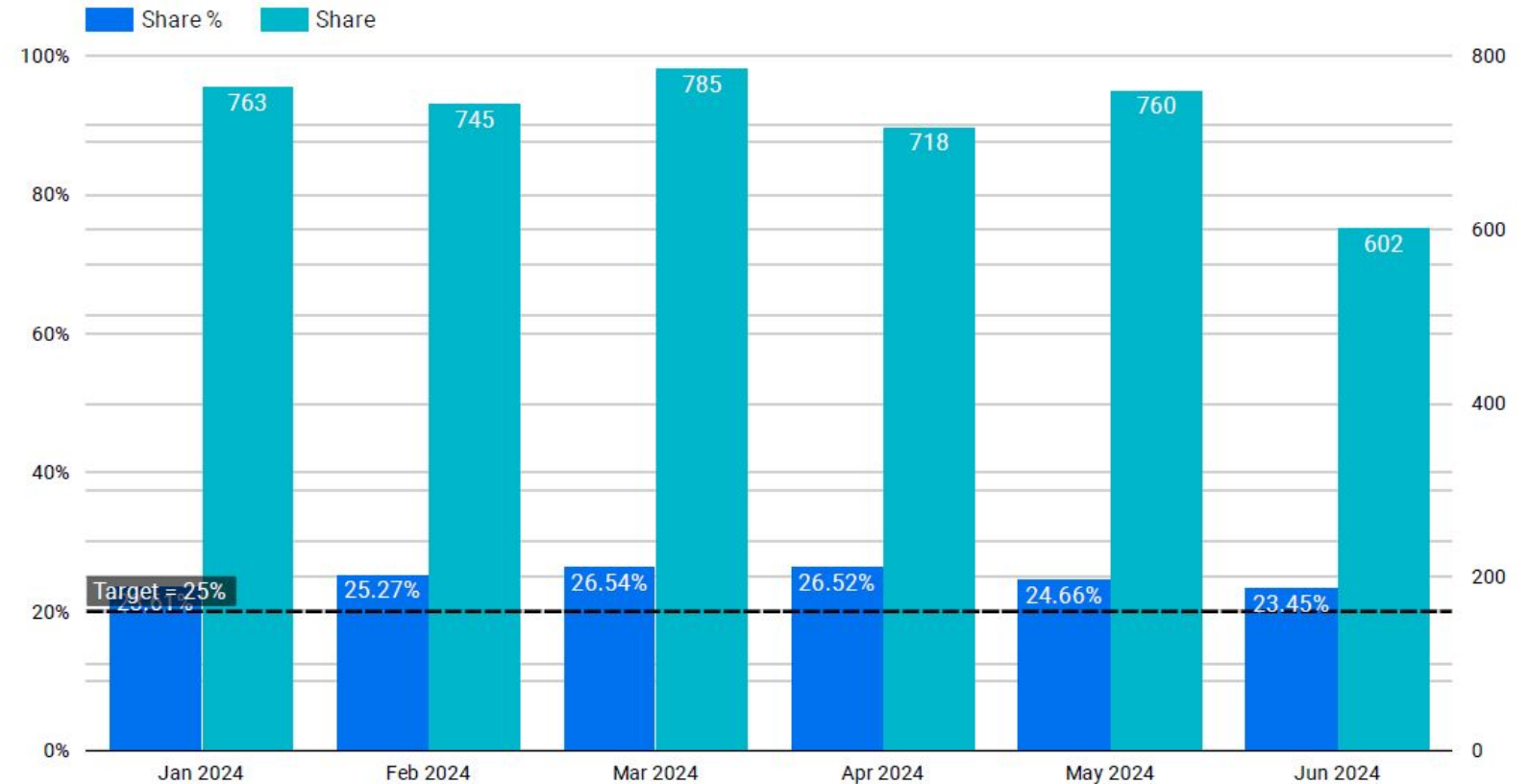
vital

Vital Average Rating Distribution

Distributed Patient Experience Ratings H1 '24

1/5
4.2%

2/5
3.1%

3/5
5.4%

4/5
10.8%

5/5
76.5%
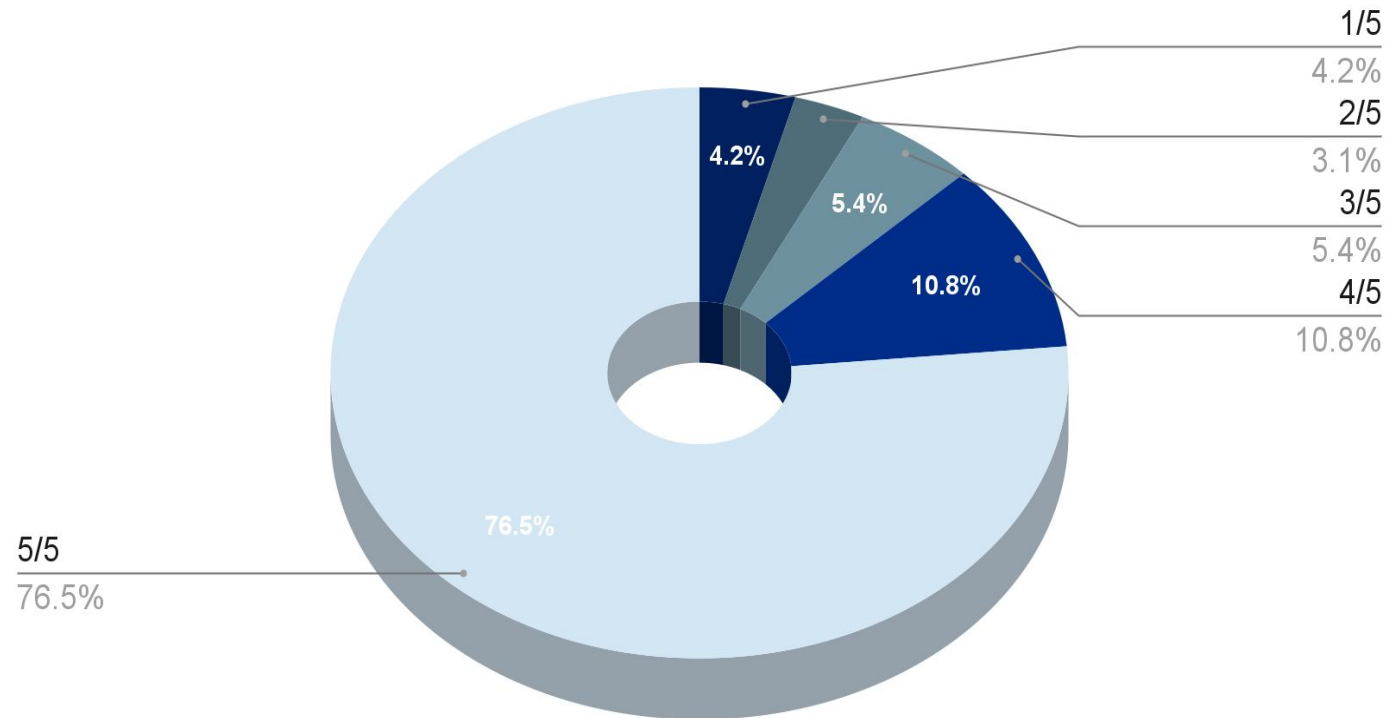
4.5 stars
Average Rating (H1 '24)

779
Total Responses (H1 '24)

Emory Patient Comments

From Emory Johns Creek Experience Management Survey

"Thank you to David who conducted my CT Scan for providing me warm blankets. It was a kind act to make me comfortable while received care."

06/30/2024

"The staff is always phenomenal! Big shout out to the whole care staff.. I'm never a number I'm always treated like a person. Thank you!!"

06/20/2024

"Saw me quickly and provided great care, answered all questions and quickly addressed pain and moved to diagnostics."

05/25/2024

EMORY
HEALTHCARE
Transformation

Service Recovery and Accountability

SERVICE RECOVERY

"I'm in observation right now for passing a kidney stone. I have never experienced pain like this in my life, which is why I came to the emergency department. The first time **I advised the nurse that the medication given to me was not working, she stated, "so it's bearable" and left**. I just notified the nurses station in observation that I was again in pain at 2:45am and they advised they would let the nurse know. It is now 3:30am and I have had no update or check. I'm supposed to be laying down and there are signs advising to call for assistance. I cannot lay down due to pain. **I feel that I am being marginalized and that my size is not being taken into account** with the prescription of my pain medications. **I didn't come here to wait in agony.**"

RECOGNITION

"**All so far, Nurse, Doctor, even front desk and triage were wonderful**. I'm literally never going to ▮▮▮▮▮ again."

"My caregiver doctor I can't remember her name and the ct scan person please please let them know how amazing they were. I had just got into an accident and **they just made me feel so comfortable and honestly I have never gotten treated like this ever at any hospital.**"

Staff Engagement

> " It's great that I can see there's a concern and I can just swing by the room to check on how things are going. With one patient, he had given us a 1 star and I went in to check in on him. He was pleased with the recovery and next thing I saw, he had changed to a 5 star review!"

ER Charge Nurse

> " We really don't manage any of the process after the patient checks in with their mobile number at registration. It's RARE if something is needed pertaining to VitalER support. It's really low impact on our workflows!"
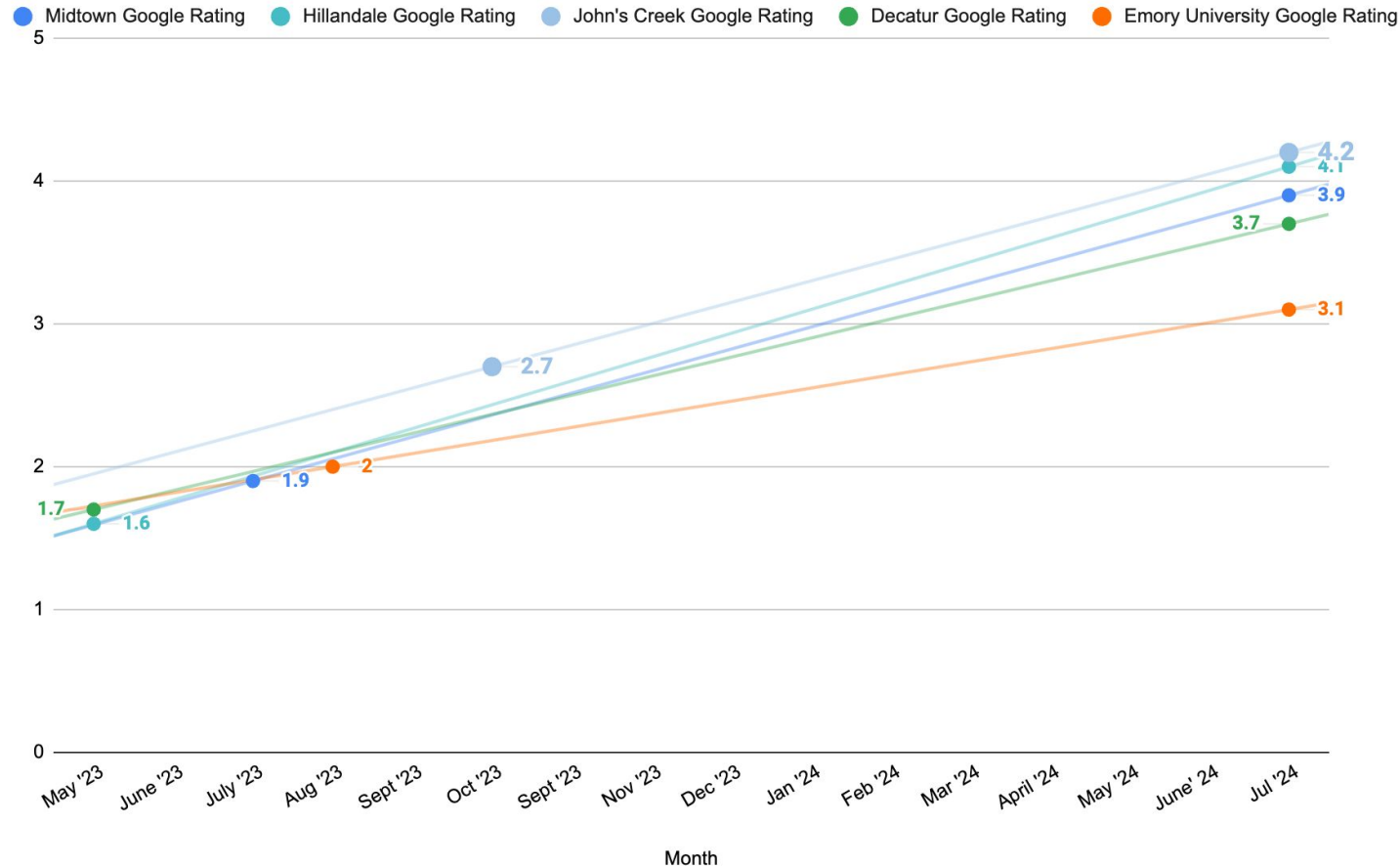
Director, Registration

> " I love to share the compliments at huddle and send recognition to those who the patients thank for going above and beyond."

Director, Emergency Services

EMORY HEALTHCARE Transformation

Emory Google Ratings

Emory Healthcare Google Ratings To-Date
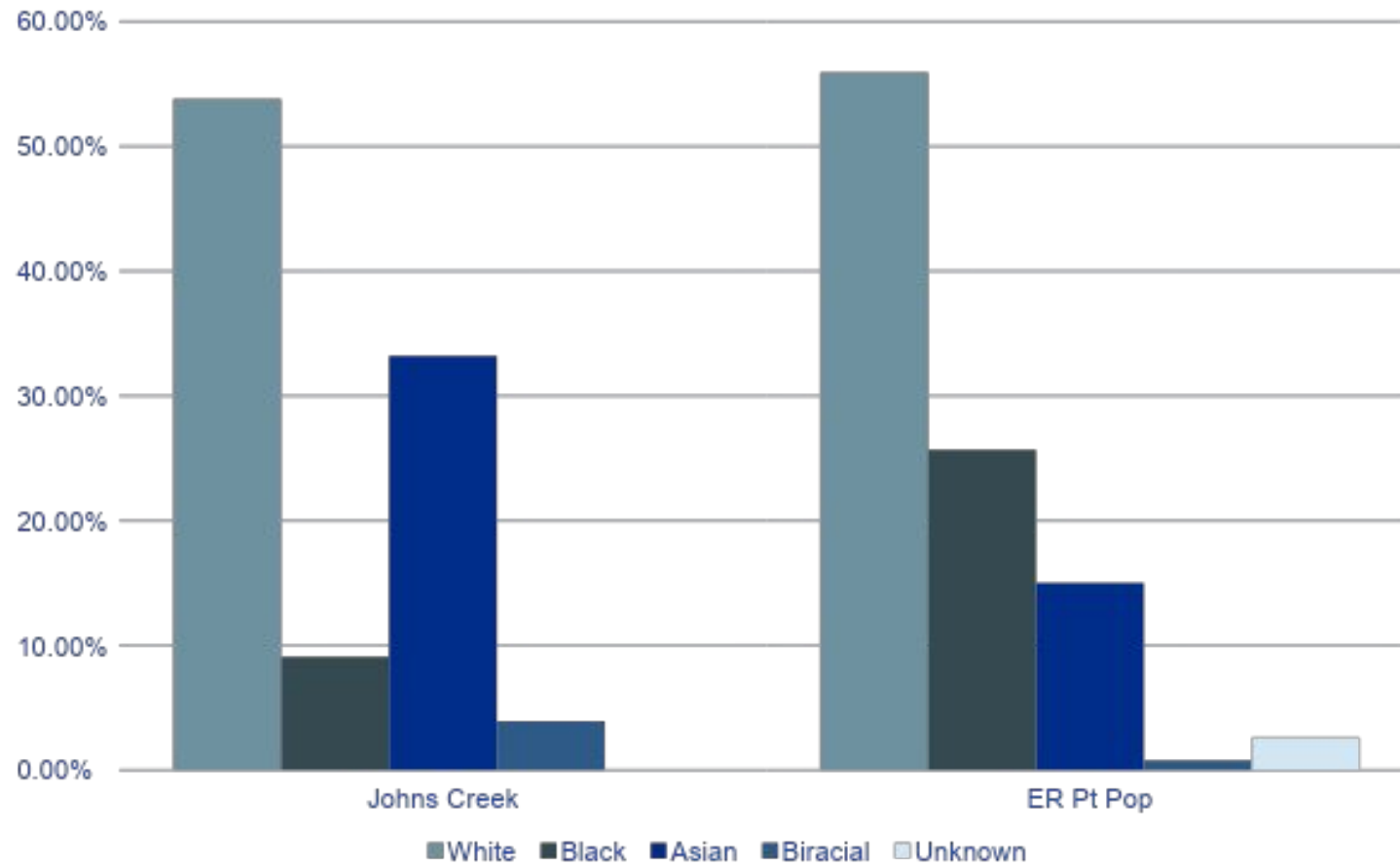
Impact – Likelihood to Recommend
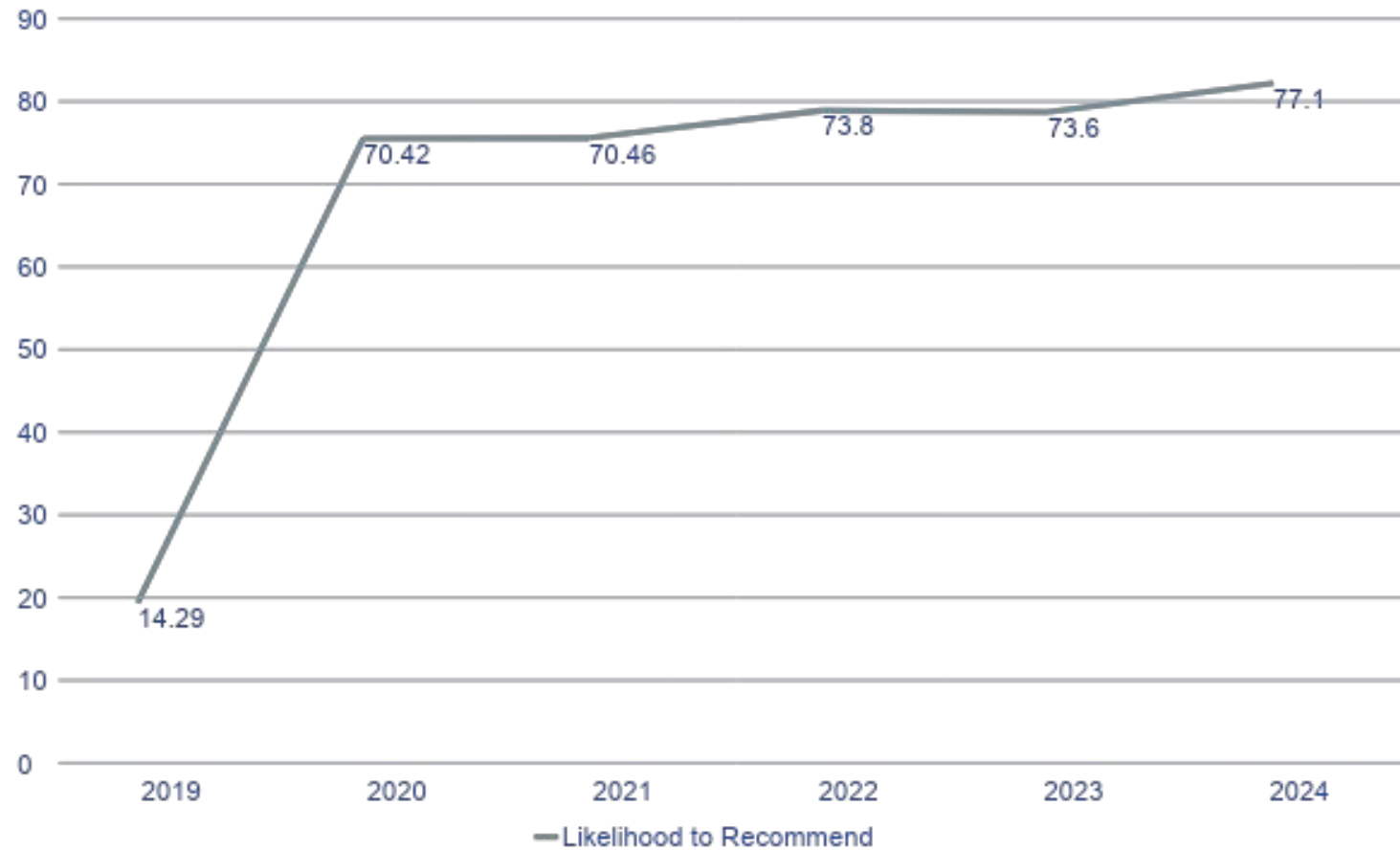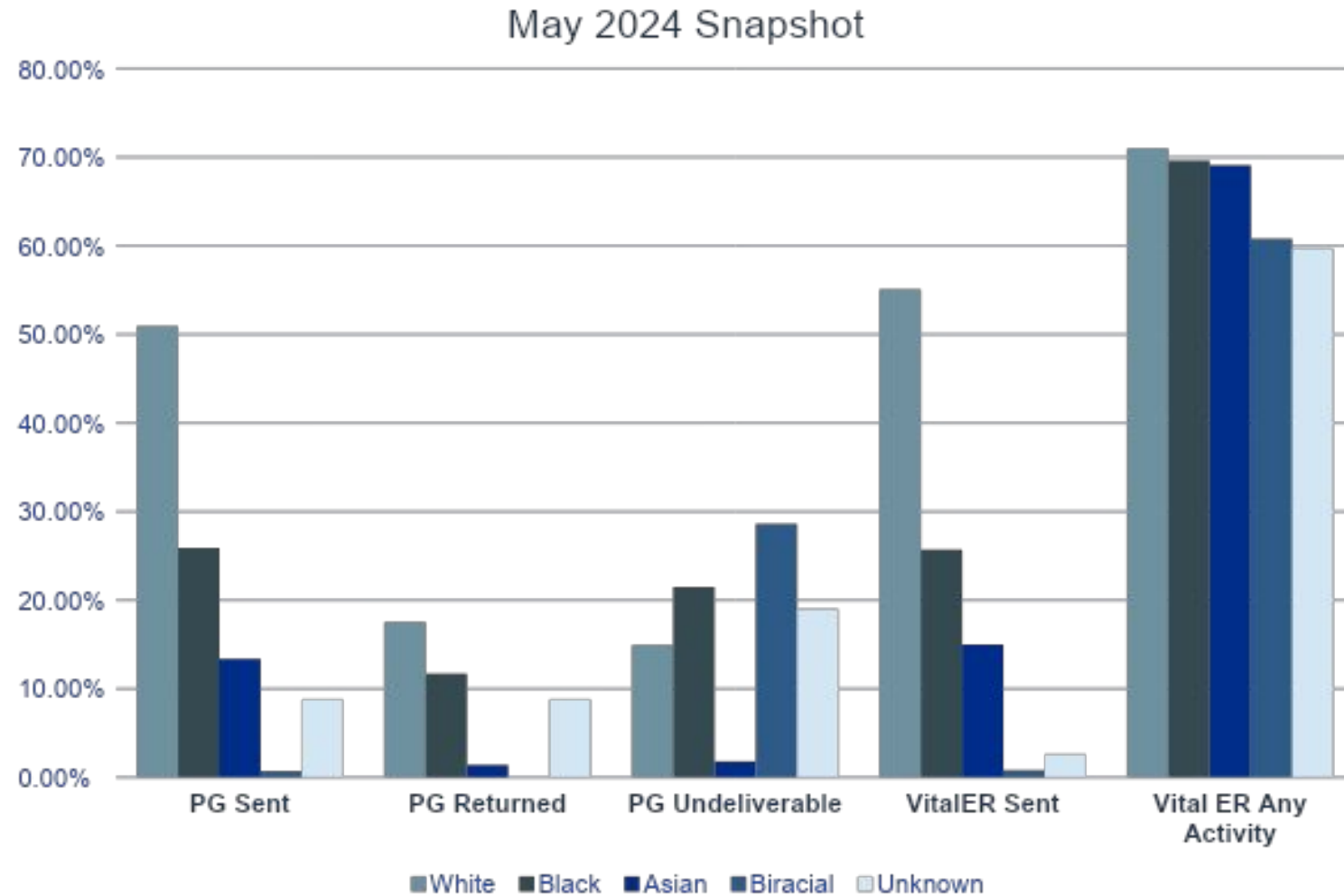
Specific Measures
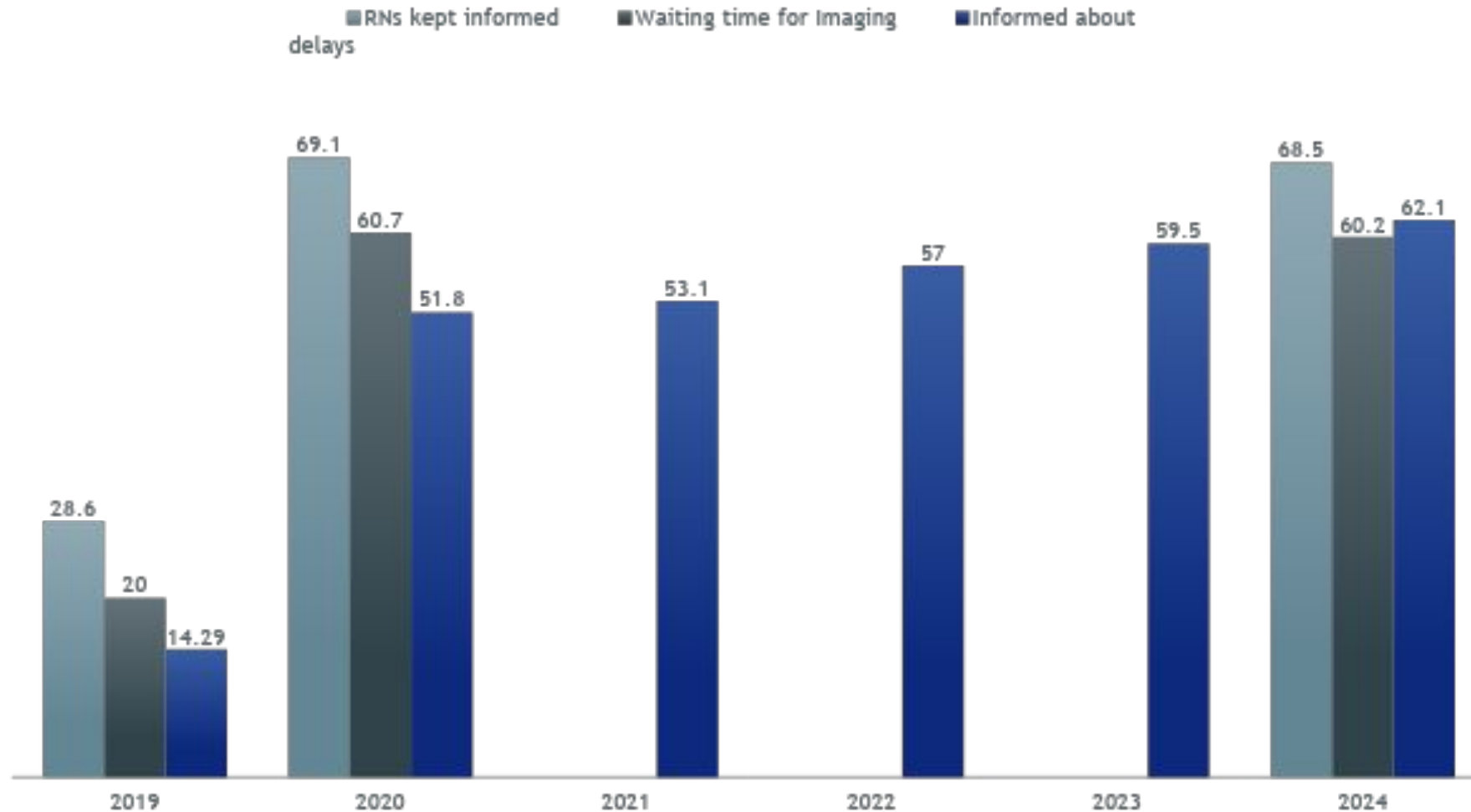
The Impact of Vital on Equity in the ER

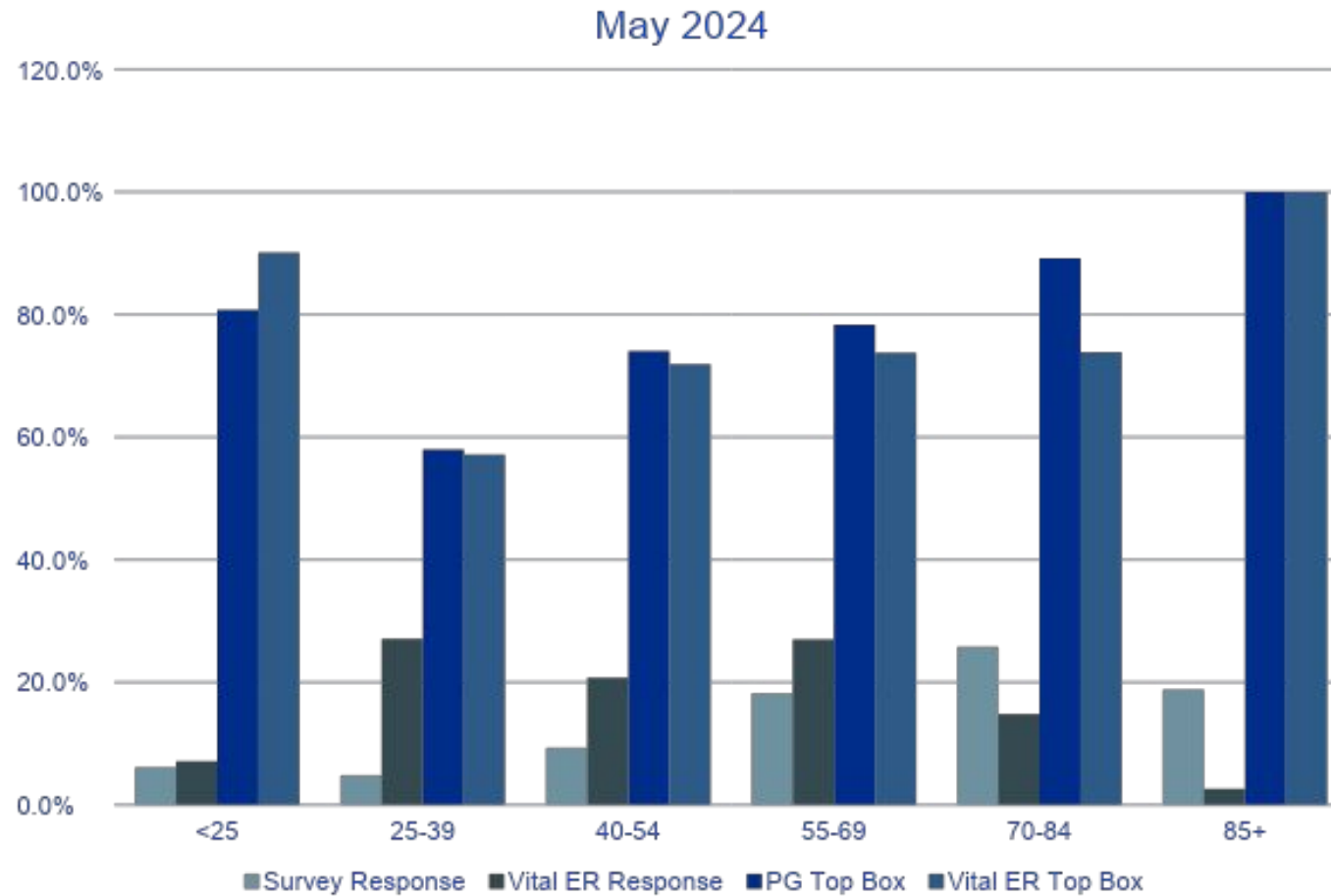## Community Population vs. Patient Population

*Johns Creek census data from American Community Survey data.

Overcoming Under-Representation Bias

Press Ganey vs. Vital

Response & Top Box Rating

May 2024

Emory's Patient Experience Future

Guiding the design & delivery of patient experiences...

- ✔ Create intuitive paths to care
- ✔ Instill confidence by always being on top of patient needs
- ✔ Respect our patient's time and priorities
- ✔ Show up as a unified system across all 'sites' of care
- ✔ Care for the whole patient, beyond their clinical needs
- ✔ Provide care beyond Emory's physical footprint

...while empowering and creating a positive environment for our clinicians and staff.

- ✔ Foster a culture of well-being across EHC
- ✔ Embed a service excellence mindset in everything we do
- ✔ Enable providers to work at the top of their license and staff to efficiently support patients

Q&A

PX Continuing Education Credits

- This webinar is approved for one (1) PXE credit through Patient Experience Institute.

- To obtain PXE credit, participants must attend the webinar in its entirety and complete the webinar survey within 30 days.

- After completing the webinar survey, you will be redirected to the Patient Experience Institute's PXE Portal to claim the credit.

- As a recorded webinar, PXE credit is available for two (2) years from the live broadcast date.

theberylinstitute.org

THE BERYL INSTITUTE

Upcoming Events & Programs

WEBINARS

July 30 | The Impact of Adverse Childhood Experiences in Pediatric and Adult

Healthcare

August 6 | Unleashing Collective Potential: The Power of Team-Based Leader

Rounding in Elevating Patient Care

August 15 | The Hospitality Effect: Creating a Culture to Improve Care & Outcomes

CONNECTION CALLS/CHATS

July 24 | PX Connect Live - Patient Rounding

August 7 | Volunteer Professionals Community Connection Call – Shadowing

August 8 | Connection Call: Membership Benefits Overview

August 14 | Lost Belongings Workgroup

Access our vast library of on demand patient experience webinars.

Webinars are included in membership with the Institute.

theberylinstitute.org

THE BERYL INSTITUTE

Thank You

theberylinstitute.org

THE BERYL
INSTITUTE