



ChannelCare™ digital signage nursing communications provide structure and discipline to meet hospital's strategic goals



Telemetry Nursing Case Study - DeKalb Medical



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Vericom embarked on a digital signage communications project in July 2009 with the telemetry nursing unit at DeKalb Medical, a not-for-profit health system in the metropolitan Atlanta area. The goal was to improve quality and patient safety by delivering consistent and visually engaging communications through **Vericom's ChannelCare digital signage** to enhance the effectiveness of communication among nurses and other direct care providers.

"ChannelCare messages are a unique format for improving the quality of patient care by continually engaging nursing with the most up-to-date clinical information."

Cathleen Wheatley, MS, RN
Senior Vice President, Chief Quality Officer

A ChannelCare high-definition LCD monitor was strategically placed out of public view in the nursing unit, where patient care staff, particularly nurses, could see the monitor. ChannelCare targeted nurses where they work to improve performance and help motivate them to comply with key processes that support patient safety and satisfaction.

The DeKalb quality department also wanted to employ ChannelCare to ensure an ever-present, high-technology communications platform that would enable nursing leadership and hospital administration to speak directly to nurses and other unit staff in real time. They desired effective communication to support training programs and foster participation in continuing education, reinforce quality measures, and enhance job performance, with the ultimate goal of improving the quality of care delivered at DeKalb.

“Process compliance leads to better outcomes, and ChannelCare messages help our nurses stay on track and follow process.”

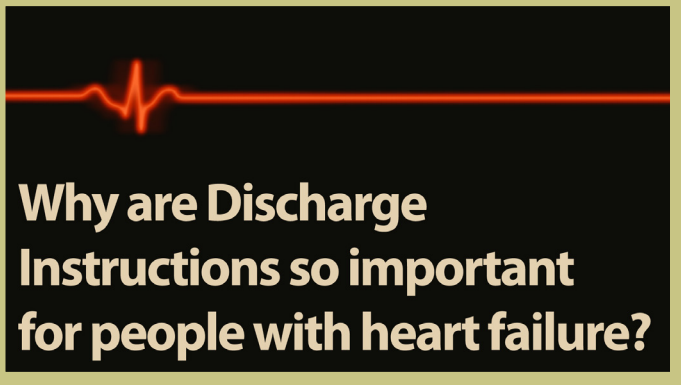
Ellen Hargett, RN
Lead Performance Improvement Coordinator
DeKalb Quality Institute

The ChannelCare program for telemetry nursing

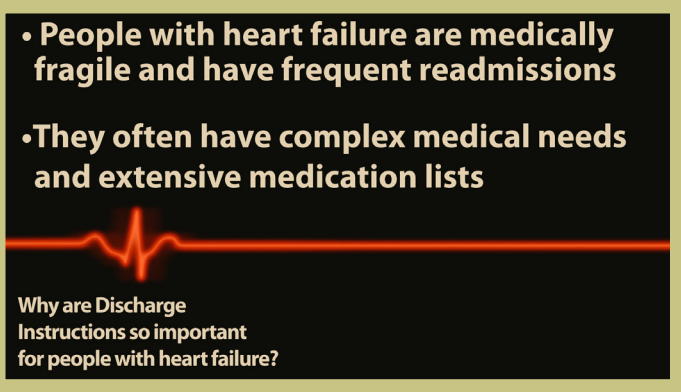
The Quality Institute, nursing leadership, and unit-based teams decided to focus the initial program on improving performance for key publicly reported measures, and organizational safety and quality priorities as established by the Board of Directors.

“ChannelCare helps us communicate better with our nurses, and lets them know we are right there with them. We can provide recognition and results, and offer encouragement at any time—for all shifts. ChannelCare is a positive motivator for our nursing staff.”

Jan Gannon, RN, MSN
Vice President Patient Care Services
Chief Nursing Officer



Why are Discharge Instructions so important for people with heart failure?



- People with heart failure are medically fragile and have frequent readmissions
- They often have complex medical needs and extensive medication lists

Why are Discharge Instructions so important for people with heart failure?

Messages focused on the following topics, among others:

- Infection control via proper hand hygiene
- Effective pain management
- Ensuring proper discharge instructions, including medication reconciliation, for patients with congestive heart failure
- Staff recognition for nurses, MTs, PCTs, and OSAs
- Telemetry nursing certification, including practice test questions and answers for PCCN exam
- New hourly rounding program (to help prevent falls, improve pain management, increase patient satisfaction, and more)
- Messages from nursing leadership including real time updates

Adhering to process made easy with message consistency

“Process compliance leads to better outcomes, and ChannelCare messages help our nurses stay on track and follow process,” says Ellen Hargett, RN, Lead Performance Improvement Coordinator, DeKalb Quality Institute.

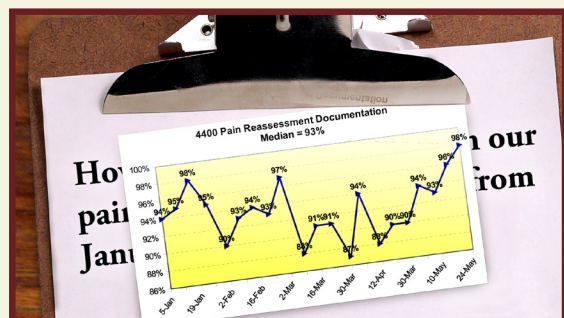
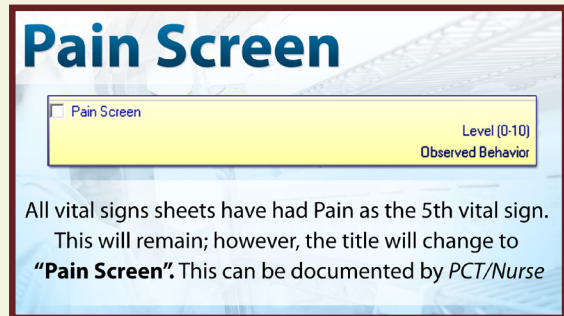
“ChannelCare messages help reinforce the crucial elements of pain management standards, and as a result, help improve performance on this most important element of patient care.”

Ellen Hargett, RN
Lead Performance Improvement Coordinator
DeKalb Quality Institute

“Because messages are visible, ever present, and consistent, ChannelCare encourages discipline and imparts structure for our staff and leadership.” In the absence of structure, and without the right form of communication, priorities become lost in mixed messages as employees receive and perceive information differently. Old forms of communication such as post-it notes, signs, or flyers posted throughout the unit lead to miscommunication, and verbal messages take on different meaning the more they are passed around. Without structure, a “firefighting” mentality ensues, and communication breaks down.

ChannelCare communicated a series of messages on pain management as part of the initial program. The focus was not only on assessment and reassessment expectations, but also on emphasizing

the importance of compliance with documentation standards. To facilitate compliance, screen shots of computerized medical record systems were broadcast via ChannelCare showing nurses the proper input areas on forms, and highlighting sections where mistakes tend to occur. These messages gave nurses the information they needed to do their jobs accurately, helping them not to forget details during busy shifts, and guiding them to provide nurses on the following shift with complete hand-off communication. “ChannelCare messages help reinforce the crucial elements of pain management standards, and as a result, help improve performance on this most important element of patient care,” adds Hargett.



Communicating new programs and expectations

At about the same time ChannelCare messages began playing in telemetry, nursing leadership implemented a new hourly-rounding program. Using ChannelCare, leadership has been able to communicate the 4Ps of hourly rounding and reinforce the expectations of nurses.

Messages emphasized the need for nurses to: manage **Pain**, frequently change the **Position** of the person to minimize risk of pressure ulcers, address **Personal** care such as bathroom needs to prevent falls, and ensure possessions are **Proximal** and within reach of patients.

Hourly rounding has been shown to improve patient safety and satisfaction. When patients know someone will be by to address their needs and concerns, they are more confident, and as a result, make fewer calls to staff. Hourly rounding also helps to prevent falls as people don't get up on their own or act independently,

trusting that staff will be routinely checking in on them. By delivering messages that are clear, consistent, succinct, and interesting, ChannelCare has provided a solid platform for communicating this new program along with new expectations for patient care staff.

“When ChannelCare messages support and remind nurses of the process, nurses can meet the expectations of both patients and the hospital and can significantly elevate the quality of care they provide.”

Kay Kennedy, RN
Director of Nursing

Staying true to the hospital mission

ChannelCare offers an effective management tool to help the hospital stay true to its mission. For example, when the board of directors establishes the strategic goal of reducing hospital-acquired infections, the leadership team then translates that mission into quantifiable performance objectives according to evidenced-based guidelines (from the W.H.O. or C.D.C.) Leadership focuses on improving performance and sustaining that improvement by delivering consistent messages, and obtaining valid measurement and feedback. ChannelCare is the vehicle that drives attention to the key areas for improvement.

4 Ps of Hourly Rounding

PAIN
POSITION
PERSONAL CARE
PROXIMITY

“During training, patient care staff learn that the hands of employees are responsible for people’s lives, and that their hands have the capacity to heal or cause harm,” says Hargett. “ChannelCare keeps training fresh for staff when the message is always in sight.” Hand hygiene messages provide consistency for staff and clarify expectations regarding how and when hand hygiene must be performed. Messages also communicate unit performance data, and are always in rotation, visible for every nurse in the unit on every shift. As a result, a mandate that comes from the board can be given a voice with ChannelCare, which allows even the CEO to speak directly to each nurse in realtime about how her individual efforts help reduce the spread hospital-acquired infections.

Engaging leadership to stay on task

ChannelCare holds managers to a standard and communicates, “safety matters at every level.” It is a message that does not go away, but becomes even more powerful the more it is communicated. Message consistency busts myths, rumors, and inaccuracies. ChannelCare provides leadership with a tool that engages and focuses attention on priorities while delivering rapid, consistent messages to a large group of individuals.

Every year an estimated
2 million patients
get a hospital-related infection

**90,000 of these will die
from their infection.**

What is the
single most important thing YOU
can do to protect your
patients from harm?

Wash Your Hands!

Positively impacting patient satisfaction

Press Ganey HCAPHS post-discharge surveys focus on patient satisfaction. Patients who indicate their nurses responded to their concerns and kept them informed during their hospital stay are supplying the highest measure of patient satisfaction.

“When ChannelCare messages support and remind nurses of the process, nurses can meet the expectations of both patients and the hospital and can significantly elevate the quality of care they provide,” says Kay Kennedy, RN, Director of Nursing. As teams develop strategies to improve, ChannelCare can instantly communicate the right information at the right time.

names displayed and find it motivating to read about the accomplishments of their peers.

Approximately 100 staff members make up the telemetry nursing unit at DeKalb Medical. Even working different shifts, they are now able to routinely connect with one another via ChannelCare. Vericom designed a unique monitor identity for this nursing unit, and a great sense of pride and ownership among staff immediately ensued.

Vericom also developed custom backgrounds with photos of leadership, so DeKalb could create their own messages on these backgrounds and change them as often as needed. The CNO can deliver a personal message next to her photo at 3 a.m. to nurses working the night shift, knowing the same message is being viewed by

nurses during the day. When staff can put a name with a face and a message, they feel valued and connected. And, when the message is accurate and timely, the communications gap is closed.

A message from your Chief Nurse

“We are excited about the possibilities that ChannelCare offers us. We know how much you pride yourselves in taking care of our patients, and we thank you for all you do. You do make a difference, and we know ChannelCare will make a difference for you!

- Jan Gannon, CNO



Recognition is the ultimate motivator

ChannelCare publicly recognizes nurses and other staff members, welcomes new employees and visitors by name, identifies those who have received awards or passed certification exams, and more. Nurses have indicated they are proud to see their

Vericom thanks the DeKalb telemetry nurses, nursing leadership, and the DeKalb Quality Institute for their commitment to this campaign and for demonstrating how more effective internal communications through ChannelCare digital signage positively impacts performance improvement.

For more information about ChannelCare digital signage, please contact Vericom at 800-800-1090 or visit www.vericom.net.