

► TIGR Users Describe TIGR's Clinical Workflow Applications at 2008 Conference



George Fleming, President and CEO of Telerent Leasing Corporation and Susan Sonnier, Patient Education Coordinator of Clear Lake Regional Medical Center.

The 2008 TIGR User Conference, held in Baltimore on October 10th, provided attendees with a forum where best practices, resources and experiences with patient and staff education systems were shared. Nursing and education executives from more than 50 of the nation's leading hospitals gathered to discuss maximizing interactive patient education systems in their daily workflow.

Sessions focused on enabling attendees to develop and deliver solutions that leverage the full capabilities of the interactive video education on-demand systems. Keynote speaker Francine Westgarrd, one of the nation's leading authorities in pediatric nursing and Joint Commission standards, commented, "It's refreshing to see an educational initiative like the TIGR User Conference emerge into to such a powerful concept within the healthcare community."

Westergaard's session focused on the importance of education in the accreditation processes. "Hats off to TeleHealth Services for being visionaries within the healthcare industry, and being responsible corporate partners in bringing an educational endeavor of such validity and importance to the

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**Ruth Gonsoski, Perinatal
Program Manager at
Northridge Hospital**

healthcare technology community," she said

The conference covered both clinical and technical aspects of TIGR's capabilities. The technical track educated attendees how to capitalize on rapidly evolving opportunities such as EMR interactivity, High-Definition (HD) content and discharge management. The clinical track concentrated on applying educational video on demand improving the hospital's quality of care initiatives.

Ruth Gonsoski, Perinatal Program Manager at Northridge Hospital said, "Our TIGR system serves as the cornerstone for our facility's drive for exemplary service. With the implementation of our TIGR patient education system our OB unit won the most improved OB unit for exemplary service in 2007. This was the only OB unit recognized out of 283 hospitals considered for the award. She told the audience, "The TIGR system played an integral role in winning all 19 Avatar awards for service, quality of care and patient education excellence throughout the our system. Venues like this allow for thought collaboration between leading hospitals to discuss inventive new ways to utilize the system to further our patient and staff satisfaction aptitudes."

A panel of interactive patient education system practitioners provided perspective and insight on best practices for delivering a patient-facing education on-demand solution. The panel featured users in various stages of TIGR implementation and internal and external product awareness, innovative uses of the system, meshing the functionality into daily workflow, and quantifiable metrics on the benefits that interactive patient and staff education systems provide.

► **Clinician Initiative Key to Patient Education, TIGR Panelists Say**



Michael Ludwig, TIGR Administrator of St. Francis Hospital; Sheron McManus, TIGR Administrator of Onslow Memorial Hospital; Tria Tucker, TIGR Administrator of John Hopkins Medical Center and Jodi Reid-DeMarco, Health Education Coordinator of Cleveland Clinic Foundation.

As technology evolves, TIGR offers increasingly patient-friendly, and simple, effective solutions to aid in delivering quality care within a medical setting. Patients and providers are embracing connected health systems to improve care, communication and quality of life. With a mix of healthcare executives, educators, and staff working with an educational video on-demand solution, synergies on maximizing the solution's potential in a number of cross functional areas resonated for everyone in attendance. It made the benefits of an interactive patient education system an achievable reality.

"The conference allowed TIGR users to share their pains and gains in elevating their educational programs to new levels", commented TeleHealth's Kathy Levine, R.N.

Communication matters. It's not a new theory, yet it is a concept that a panel of accomplished TIGR practitioners were unanimous in proclaiming is the key to maximizing the benefits of the TIGR system. When patients are directed to watch educational videos by the attending nurse, system usage and benefits increase dramatically. Patients know that communication matters, and it is that extra interaction that facilitates the optimal recovery outcome. "Our clinicians drive the educational program viewing by patients," said Tria Tucker of Johns Hopkins, adding that at the end of each video a staff person follows up to test patient comprehension. Engagement is a powerful connection between the clinician and patient that continues throughout the encounter and sets the stage for the establishment of a partnership throughout the recovery process.

"Get the staff to order the video," suggested Ruthie Gonsoski of Northridge

KEEP IN MIND

By having the staff become familiar with the TIGR system through their own initiatives, they become product champions and develop a sense of ownership over the product's usage.

Hospital. "It is so superior to expecting any patient to order it." This enlistment is an invitation by the clinician to the patient to collaborate in decision-making regarding the problem and the treatment plan. This process also ensures patient-centric applications are delivered at the point-of-care to ensure the completion of service and quality requirements. Empowering patients as active participants in the healthcare process has been proven to aid in the recovery process.

Michael Ludwig described how St. Francis Hospital in Indianapolis made familiarity with TIGR a required staff competency. "Clinicians are driven to use the system through our staff training; then they drive the patients," he said. By having the staff become familiar with the TIGR system through their own initiatives, they become product champions and develop a sense of ownership over the product's usage.

Developing product champions has proven to be one of the most challenging, yet rewarding and fun portions of utilizing the TIGR on-demand patient education system. Below are a few of the ideas utilized by the hospitals that took part in the Super User Panel:

- Tria Tucker- Johns Hopkins- Use building customized content as a team building experience and to raise clinician awareness of the product.
- Beth Gibbs- Allegiant Health- Proper reporting establishes quantifiable metrics for use in staff performance evaluations.
- Sharon McManus- Onslow Memorial- TIGR Campaigns raise the staff's level of interest and awareness of the TIGR solution.
- Mike Ludwig- St. Francis- Interstitial commercials into scheduled play channels provide patient reinforcement and awareness of content available on the TIGR solution.

By gaining clinical perspective and involvement in a facility's patient education program, hospitals are better equipped to save time, manage risk, enhance outcomes, increase patient satisfaction, meet regulatory standards, and standardize education. With the wealth of condition specific content delivered over a trusted medium, a well rounded education curriculum is developed.

George Fleming, President of TeleHealth Services, commented after the meeting that the discussion had shed light on a fundamental issue for patient education. "Those of us in the industry often debate whether there is better usage if the video is 'pulled' by the patient ordering it, or 'pushed' to the TV by the computer system. Our users and their high usage levels tell us clearly that what is best is 'engagement', where the clinical staff engage the patient personally at a teachable moment, and then use TIGR to deliver the content immediately."

► TIGR TOP FIVE



Francine Westerguard, MSN, RN, Consultant of Joint Commission Resources.

The User Conference generated a number of great questions and requests from our attendees about the TIGR system. We have learned that each of our customers utilize TIGR in a variety of ways, depending upon facility needs. We took this as an opportunity to communicate to all of our customers the broad range of services that TIGR has to offer. Below are the top five topics that arose from attendee requests:

Leverage the TIGR Infomercial for patient ordering.

Patients can easily view an infomercial from their hospital bed to help them understand how to properly utilize the TIGR on-demand educational system. The infomercial will be customized with the appropriate phone extension for your hospital. There is no cost for the infomercial if your account is currently under warranty or has a service agreement. However, you will need to have someone at your facility load the infomercial onto the server and work with us to configure the correct play options. For an example of an infomercial, click on the following link to view the infomercial that was displayed at the conference: <http://www.telehealth.com/inner.asp?id=331&category=2>

Connect TIGR to your ADT system to simplify ordering and documentation.

Using HL-7 Protocol, our technical team can work with your IT department to integrate the TIGR database with your EMR. This ensures accuracy in reporting and allows for time and cost savings in the future. Please contact your TIGR sales representative for further information.

Take advantage of the Educational Resource database.

The educational database, TeleHealth Content Resource®, sources content containing over 600 producers and 3,100 video titles. It has been formatted into a multi-sheet excel file to accommodate your varied needs and includes:

- Video Producer List – broken out into 27 categories
- Video and Producer List
- Producer Information and contact information
- Pediatrics Specific List
- Website List
- Relaxation Content
- Stroke Content
- Condition-specific Content

If you would like to register for the Patient Education Forum, simply visit www.ptedforum.org.

TIGR TOP FIVE

1. Leverage the TIGR Infomercial for patient ordering.
2. Connect TIGR to your ADT system to simplify ordering and documentation.
3. Take advantage of the Educational Resource database.
4. Use your PowerPoint presentations to create your own custom content for TIGR.
5. Stream video content to your computer workstations.

Use your PowerPoint presentations to create your own custom content for TIGR.

Now your PowerPoint presentations can be easily converted to video all from the comforts of your own desktop. By utilizing Wondershare, a third-party software program, your file will be quickly converted and can be loaded directly onto your TIGR system. For more information, please visit: <http://www.ppt-to-dvd.com/ppt-to-video-overview.html>

Stream video content to your computer workstations.

Video content can be streamed to staff desktops and patient kiosks throughout your facility with TIGR version 6, running on a Windows 2003 server. This system is licensed for four simultaneous streams which can be extended with an additional streaming server, if needed. Please contact your TIGR Sales Representative for further information.

Promoting TIGR in your Facility



We are consistently working with our clients to ensure they are effectively communicating the breadth of services that TIGR provides to their facility and staff. Below are some promotional tips that may be useful in your facility.

Know your Audience

If you are trying to connect with your facility staff, you know better than anyone how busy they are. Keep this in mind when trying to inform them about TIGR. Keep the information brief and to the point, but be sure to provide them with a place to follow up so they can learn more at a later date.

If you are trying to connect with patients, the best place to get their attention is right at their hospital bed. Since patients spend so much time in their rooms, their message can run a little longer than the staffing message and can include more detailed information. Also, be sure to provide them with an easily accessible source to gather more information if they wish, such as over the telephone or on their television.

Leverage Infomercials and Hospital Technology

Infomercials are an excellent means of communication for TIGR or any other message you are looking to convey. Whether you want to run short, one to two minute infomercials in the break room for your staff, or longer in-depth infomercials in patient rooms, be sure to take advantage of the technology you already have. Also, running a loop in the lobby of your hospital would be helpful to guests or new patients.

Use Posters & Other Collateral Effectively

When placing posters around the hospital, be sure to place them in areas that are well lit and don't have much visual competition. Make the posters bright, to catch the eye of a passerby, and ensure that the information on the poster is informative, yet brief. Use pictures, diagrams and large font. Placing posters in break rooms, cafeterias and restroom facilities are all areas where people will have that extra moment to read the poster.

In addition to posters, be sure to utilize shirt pins that your staff can wear. Typically, these pins will communicate that the individual is a Product Champion. Product Champions are TIGR experts and can help others with any

PROMOTIONAL TIPS

1. Know your Audience
2. Leverage Infomercials and Hospital Technology
3. Use Posters & Other Collateral Effectively

question they may have about TIGR and its services. These pins should be bright, colorful and easy to read to ensure maximum exposure.

Share your ideas with us!

If you have a story to tell or a story request, please email us at **tigrtalk@telehealth.com**.

Are you on the list?

If you'd like to add or change your contact information or add other staff members to our mailing list, please email **tigrtalk@telehealth.com**.

