

Positive Distraction Impact of Inpatient TV

The TV is central to patients' everyday lives, so why should their inpatient experience be different?

Hospital stays are impacted by the stress of illness, procedures, and uncomfortable medical conversations.
Television is ideally positioned to distract patients and create a better inpatient experience.

The TV should be factored into any hospital's inpatient satisfaction initiatives.

Hospitalization-related stress hurts patient satisfaction. The in-room TV can help.



TV is a useful tool for coping with stress.

- Nearly half of American adults report watching 2+ hours of TV daily to manage stress¹
- Studies have associated positive, stimulating entertainment as beneficial to emotional state²
- Watching TV has been associated with a reduction in cortisol under certain conditions³

The simplest path to a more positive experience? The patient TV.

A more positive patient experience lies in 3 areas.

A peer-reviewed, qualitative study from The Center for Health Design found 3 primary factors that promote inpatient well-being:⁴

- **Positive Distraction:** Diverting patient attention away from stress and pain
- **Perceived Control:** How much patients feel they have control over their hospital environment
- **Social Support:** The material and psychological resources patients receive from social networks to deal with stress

All 3 of these can be addressed through strategies that purposely consider the TV in patient room design.



HCAHPS scores miss part of the story.



HCAHPS surveys offer valuable insights into the patient experience but are limited in how they assess positive distraction.

Current questions about the environment address only noise and cleanliness, but overlook the most watched space in the patient room – the television.

¹American Psychology Association (2017). Stress in America: Uncertainty About Healthcare in America [online]. Available at: <http://www.apa.org/news/press/releases/stress/2018/stress-report.pdf> [Accessed 2 Jan. 2019].

²Oliver, Mary Beth, and Anne Bartsch. "Appreciation As Audience Response: Exploring Entertainment Gratifications Beyond Hedonism". Human Communication Research, vol 36, no. 1, 2010, pp. 53-81. Oxford University Press (OUP), doi:10.1111/j.1468-2958.2009.01368.x. Accessed 19 Feb 2020.

³Robin L. Nabi, Abby Prestin & Jiyeon So (2016) Could Watching TV Be Good for You? Examining How Media Consumption Patterns Relate to Salivary Cortisol, Health Communication, 31:11, 1345-1355, DOI: 10.1080/10410236.2015.1061309.

⁴Devlin, A. S., Andrade, C. C., & Carvalho, D. (2015). Qualities of Inpatient Hospital Rooms. HERD: Health Environments Research & Design Journal, 9(3), 190–211. doi: 10.1177/1937586715607052.

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TV supports what patients want in a hospital room.



Let's look at the benefits of TV and a superior inpatient experience:

- **Positive Distraction:** TV can divert patient attention from noisy hallways and physical and emotional discomfort
- **Perceived Control:** TV empowers patients to “recreate” their at-home life with familiar entertainment that brings comfort and a sense of normalcy into the hospital room
- **Social Support:** TV provides more opportunity for engagement and a more positive experience for the visitors who make up a patient's social network

Positive distraction, perceived control, and social support have been found to correlate with stress reduction. *The TV uniquely supports patient well-being.*

Plus, TV already has a proven advantage.

TV leads the pack in positive distraction for patients.

- In studies, **TV and other media continually top the list as methods of positive distraction**, at 78% ⁵
- **TV also falls directly behind temperature control** (15% and 17%, respectively) and ahead of access to staff (4%) as an influence on perceived control ⁶

The sheer presence of TV is incredibly important to your patients.



The ideal of inpatient television.



Research shows that the inpatient TV should be:

- **Individually controlled:** Patients need autonomy
- **Properly positioned:** Patients should be able to view and control a TV comfortably
- **A source of familiar entertainment:** Give patients the options they know from their home environments

Placing TV at the center of inpatient room design is a smart strategic move — especially in an era of healthcare consumerization that's pushing patients to expect home- and hotel-like experiences from their hospital stays.

⁵⁻⁶ Devlin, A. S., Andrade, C. C., & Carvalho, D. (2015). Qualities of Inpatient Hospital Rooms. *HERD: Health Environments Research & Design Journal*, 9(3), 190–211. doi: 10.1177/1937586715607052.

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