



Baystate Medical Center

Baystate Medical Center improves education for new parents and sees breastfeeding rates increase with the help of Tigr@Home

Client:

Baystate Medical Center
www.baystatehealth.org

Location:

Springfield, MA

Size:

- 716 Licensed Beds
- 1,100+ Physicians

Customer since:

1996

TeleHealth Solutions:

- Tigr Interactive Patient Education System
- Tigr@Home Patient Education Application

The Client:

Baystate Medical Center (BMC) is an independent academic medical center and a training site for the University of Massachusetts Medical School-Baystate. BMC is a major referral hospital for the local community, providing the highest level of care for conditions such as cancer, acute and chronic cardiovascular illness, nervous system illness, digestive illness, and other diseases that affect the major organ systems of the body. Baystate Children's Hospital is also located on the main Springfield campus, providing care for acute and chronic childhood illnesses. BMC is the region's only Level 1 Trauma Center and Pediatric Trauma Center. BMC is ranked among the highest performing hospitals nationally by *U.S. News & World Report*; is one of only 182 U.S. hospitals to receive 'A' grades on the Leapfrog Group's Hospital Safety Score in every ranking period since its inception; is the lowest-cost academic medical center in Massachusetts, and is ranked among the top 15 hospitals in America for heart surgery by Consumer Reports.

The Challenge

Nearly 4,200 babies are born each year at Baystate Medical Center in the Wesson Women & Infants' Unit, which includes the region's only NICU unit and high-risk perinatal referral center. In this state-of-the-art setting, clinicians seek to build relationships between the hospital and new parents while promoting the involvement of family members in the childbirth experience. Patient and caregiver education is key in both of these aims, but with the average length of stay of 2-4 days¹ there is limited time during the hospitalization for clinician-led teaching. To support the family-centered approach, Baystate Medical Center partnered with Telehealth Services to seamlessly deliver patient and family education across the continuum of care with the Tigr patient engagement solution.

The Solution

Baystate Medical Center initially installed Telehealth's Tigr interactive patient education solution to supplement clinician-led teaching with timely, focused health education programs at the bedside. As their Tigr system was the ideal approach to address patient and family education needs for inpatients, the next logical step was to add a solution to support education pre- and post-hospitalization. Baystate Medical is now utilizing Tigr@Home to improve patient education and engagement via an educational email subscription for Mother-Baby patients. This Tigr module is helping Baystate connect with its patients throughout the continuum of care, with content beginning to arrive as early as the first six weeks of pregnancy through the third year of child development.

"Baystate Medical's Tigr@Home has 5,000 active monthly subscribers, with 150-200 added monthly," shares Kimberly Congden, RN, IBCLC, Manager of Lactation Services and manager of Tigr@Home for the facility. "Patients are enrolled by providing their email addresses at their OB-GYN appointments or childbirth education classes, and begin receiving weekly emails based on their due date. Each campaign has a short educational video, informational articles, and a quiz/survey. Because the emails are branded with our hospital's name and logo, patients are more likely to trust the information and open it. Of those who open the emails, we see a steady 50%² engagement rate," states Ms. Congden, who receives monthly reports and utilization feedback about the interactivity that patients have with the email campaigns.



In addition to the standard weekly campaigns, Ms. Congden is able to send out customized campaigns on-demand. "I sent out a custom campaign with current information about the Zika virus recently. By sending the information by email it helps cut down on the number of phone calls coming in from concerned parents. That saves our staff time." The user-friendly content management system for Tigr@Home, paired with the short time commitment to initiate custom message campaigns, have proven to be invaluable. "As of recently, I have seen a growing need for secure, private messaging," she shares. "I appreciate that one of the features of Tigr@Home is the ability to converse with patients and answer their questions and comments triggered by our message campaigns and that they can be discussed securely right within the application."



Baystate Medical Center delivers Mother/Baby patient education via Tigr@Home to over 5,000 subscribers each month.

The Results

Ms. Congden can readily speak to the benefits that Baystate Medical has realized from using Tigr@Home with their patients. "We initially adopted the Tigr@Home application to extend education to patients before and after hospitalization. We continue to use it because of how it generates revenue, which helps pay for itself," states Ms. Congden. "We began running campaigns to promote our Baby Magic childbirth classes and Daddy Boot Camp classes. In just the first month of using Tigr@Home to market these classes, we saw a 50% jump in sign-ups and registration fees. If I ever have a class with empty seats, I just run an email campaign and that can quickly fill the roster. Total revenues are increasing as class participation increases, affecting the bottom line."

Seeing the impact of the message campaigns to drive people to live events at the Baystate Medical campus, Ms. Congden began using Tigr@Home to market support groups for breastfeeding mothers and Postpartum Depression support groups. The events are free of charge to the public, but often result in referrals to Baystate Health service providers.

In addition to the revenue-generating benefits of Tigr@Home, the uptake of education delivered through the messages appears to trend with positive patient outcomes. "Our breastfeeding rates have doubled over the past four years with a 25-50%³ increase and it is still climbing," says Ms. Congden. "While we have a number of initiatives in place driving this improvement, I think the steady flow of educational content on breastfeeding woven into the messages helps to answer questions and reinforce what patients are learning." Results from recent monthly surveys⁴ from patients who receive the emails support this trend, with 53% of respondents indicating that they are exclusively breastfeeding.

Also reported by those same respondents:

- 78% feel they take better care of themselves
- 75% feel more confident to manage their own healthcare
- 88% feel they take better care of their child
- 91% feel a stronger sense of connection to the hospital
- 100% have gone to their follow up ob/gyn appointment
- 0% have been readmitted for their own care or the care of their baby

While a solid return on investment is realized in class participation and revenue, and notable improvements are seen in patient outcomes, the comments from patient surveys reflect the personal impact of Tigr@Home. Parents

have no shortage of praise for the way that the message campaigns have positively influenced their pregnancies and early parenting, sometimes for the duration of a three-year journey. In the words of a Baystate Medical Center patient:

"I look forward to your emails every week in my inbox. They are extremely helpful and supportive. I like the quiz questions - to see if I get it right! Regardless, there's always something for me to learn, and I rarely come away from one of your emails without something new and reassuring."

Tigr@Home User
Baystate Medical Center

Sources:

- 1: Baystate Medical Center, Springfield MA: September 2016, Current Average Length of Postnatal Stay – 2 days (vaginal delivery, uncomplicated); 4 days (Caesarean, uncomplicated)
- 2: Baystate Medical Center – Tigr@Home Utilization Data, average engagement rates July 2012 – July 2016
- 3: Baystate Medical Center – Rate of self-report of exclusive breastfeeding at discharge, (2012-2014)
- 4: 2nd Quarter results from vendor-driven survey of Baystate Medical Center's Tigr@Home email campaign recipients