



# Chesapeake Regional Medical Center

## Chesapeake Regional Uses the Tigr Interactive Patient Education System as an Integral Element in its Patient Safety Initiative.

### Client:

Chesapeake General Hospital is a 310-bed acute care hospital serving the people of southeastern Virginia and northeastern North Carolina. Chesapeake General has provided care to the community for 35 years and is the cornerstone of the Chesapeake Regional Medical Center family services. A local, independent, community-focused organization, Chesapeake Regional offers area residents high-quality, technologically advanced healthcare.



*Fall prevention education helps engage patients and families in the care process.*

### The Challenge

Patient falls are one of the most common causes of non-fatal injuries in hospitals. Acute illness, surgery, treatments, and medications can leave patients light-headed or unsteady. The unfamiliar environment, the placement of various tubes and catheters, as well as overall anxiety can contribute to the risk for falling. As part of the Centers for Medicare & Medicaid Services (CMS) Hospital Value-based Purchasing Program, Medicare has stopped reimbursing hospitals for the costs for care related to events they consider preventable, such as falls.

According to the National Patient Safety Foundation, researchers estimate that 500,000 falls occur each year in hospitals across the U.S. CMS data shows the financial burden associated with patient falls is approximately \$20.2 billion each year. In addition to injuries, falls can result in malpractice lawsuits, lengthening of the in-patient stay, and add more than \$4,000 in average cost per hospitalization. Recognizing these challenges, Chesapeake Regional Medical Center sought to improve its patient satisfaction, prevent falls, and lower its overall cost of care.

### The Solution

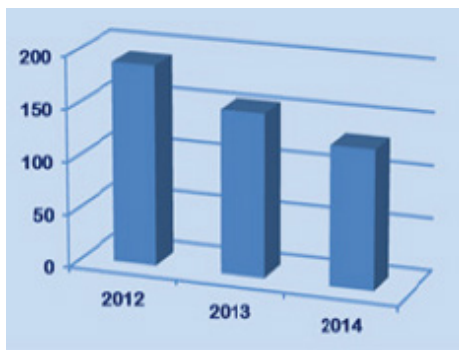
In keeping with their commitment to providing care in the safest environment and the industry's increasing focus on patient-centered care, Chesapeake Regional's Quality and Safety Committee developed a comprehensive, evidence-based, fall prevention program that has been implemented on all in-patient nursing units. Aspects of the program have also been adapted for use by other clinical areas to meet the specific needs of the patient population being served. A key step in preventing falls entails educating patients about their risk of falling and explaining ways to reduce that risk.

In October 2012, Chesapeake Regional upgraded their Tigr Interactive Patient Education System and began using the solution as part of a focused patient safety education program. Tigr provided the hospital with a standard means to educate patients and provide consistency with which to benchmark their efforts. The on-demand functionality allowed the clinicians to reach the patient at the optimal teachable moment, with content produced at a fifth grade reading level to overcome health literacy barriers.

"The Tigr system serves as a universal education solution for our in-patient population. Its use in the program gives our clinicians an easy and effective way to provide safety education to our patients while adding workflow efficiencies," said Sandra Young, MSN, APRN, Director of Organizational Development and Training at Chesapeake Regional Medical Center.



## Patient Fall Events



The education plan is one component of a multi-tiered program to reduce patient falls:

1. As part of the admissions process, clinicians assess a patient's overall risk of falling. They note the patient's general state of health, consider the patient's age, check the patient's balance and coordination, review the patient's medications, etc.
2. The staff uses Tigr to introduce at-risk patients and family to patient safety education, and encourages them to be aware of the precautions they can take to help ensure their own safety to reduce falls.
3. The Tigr home channel's digital signage capabilities serve as a secondary reinforcement measure to provide timely fall prevention information.
4. Regular reports by unit are prepared by Ms. Young in collaboration with TeleHealth Services' Tigr Account Administrator. These reports are presented to the Quality and Safety Committee to show patient compliance and adherence to the program.
5. When patient falls occur, the hospital has post-fall conferences and holds its staff accountable. If the incident is deemed "preventable," appropriate actions are taken to address concerns and provide lessons learned for staff.
6. Each hospital bed has an alarm connected to the call bell system to alert the staff immediately if the patient is getting out of bed. An activated alarm results in an "all hands on deck" response by nearby staff.

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**Sandra Young, MSN, APRN**

Director of Organizational Development & Training

"The fall prevention education gives patients and their families a role to play, and helps engage them in the care process. They can see immediately the value of patient education in their outcome," noted Ms. Young.

## The Results

Implementing the Tigr system into the care plan during the initial admission process, Chesapeake Regional increased viewings of the fall prevention video from 200 a month to well over 1,000 viewings per month for this video alone. Viewings of other condition-specific videos have quadrupled since the start of this initiative. "Our results have been so positive that we are working on using the Tigr system as the education cornerstone to other improvement initiatives. The solution's capabilities can have a positive impact on multiple quality initiatives, and our overall standard of care," said Ms. Young.

In 2012, there were 190 patient falls recorded at Chesapeake Regional. In 2013, implementation of the Tigr patient safety education program helped reduce those events by 18.4%. Patient fall event rates have continued to decline as the volume of patient safety education program usage increases. Currently, Chesapeake Regional is on track in 2014 to achieve an estimated additional 15% decrease in the number of patient fall events.

## Acknowledgments

**Suzanne Cobb**

Patient Safety Manager

Chesapeake Regional Nursing Leadership