Children’s Hospital of Wisconsin

A LOOK AT THE BENEFITS OF ORI+[M]ESSAGE ON OVERALL PATIENT SATISFACTION AND STAFF PRODUCTIVITY

[m]pirik Messaging Products & Services

[M]ESSAGE  {Centered on patients before and after procedures}
- Leverage ubiquitous text messaging and email technology
- Quickly and reliably transmits targeted messages to patients in the days leading up to and after a procedure
- e.g., Reminds patients to confirm clearance from a primary care physician about fasting requirements prior to surgery and/or about dates and times for follow-up appointments

What Are the Benefits?
☑️ Eases patient family concerns and anxiety
☑️ Increases staff productivity
☑️ Minimizes rescheduled procedures and missed appointments
☑️ Positively impacts HCAHPS and patient satisfaction scores

OVERVIEW
Looking back on 2015, Children’s Hospital of Wisconsin identified three primary areas where routes to overall patient satisfaction and staff productivity were most often compromised by the number of:

- Patients who cancelled procedures the morning of surgery
- Avoidable post-operative calls made to the clinic
- Preventable ER/urgent care visits made by patients

COUNTS & PERCENTAGES
Statistically, the targeted areas of analysis produced the following results in 2015:
- 14% Amount of patients who cancelled procedures the morning of surgery
- 60% Amount of avoidable post-operative calls made to the clinic
- 15% Amount of unnecessary ER/urgent care visits

ORI  {Centered on patients’ family and loved ones during procedures}
- Provides real-time procedure updates through every step of the surgery
- Patients can designate family and friends who are not at the hospital to receive the same messages through standard text messaging and email
- Delivers messages that include words of encouragement, expectations and education

What Are the Benefits?
☑️ Improves patient satisfaction scores
☑️ Extends the promise of improved patient communications to patients’ families
☑️ Reduces waiting room anxiety
☑️ Increases the likelihood to recommend services and care
☑️ Increases staff productivity

ORI + [M]ESSAGE  {Centered on patients and their loved ones, before, during & after a procedure}
- Offers the combined services of the above two products
- Constant communication capabilities before, during and after surgery

What Are the Benefits?
☑️ Combined benefits of both Ori and [m]essage
☑️ Decreases complications
☑️ Improve HCAHPS scores
After using Ori + [M]essage with the approximately 200 patients and their families from this study, Children's Hospital found the following statistical changes from 2015 to 2016:

<table>
<thead>
<tr>
<th>Targeted Areas of Improved Patient Care: 2015-2016 Overview</th>
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</thead>
<tbody>
<tr>
<td>Area of Interest</td>
</tr>
<tr>
<td>Number of patients who cancelled procedures the morning of</td>
</tr>
<tr>
<td>Number of avoidable post-operative calls made to the clinic</td>
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<tr>
<td>Number of preventable ER readmissions</td>
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</table>

Areas of improvement were assessed by way of patient surveys. The scale of 1-5; 5 being “strongly agree.”

<table>
<thead>
<tr>
<th>Patient Survey On Ori + [M]essage Following Procedure</th>
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<tbody>
<tr>
<td>Comment/Category</td>
</tr>
<tr>
<td>I liked the messages and information</td>
</tr>
<tr>
<td>The material was easy to understand</td>
</tr>
<tr>
<td>I received information I did not know previously</td>
</tr>
<tr>
<td>The information reduced my anxiety or level of worry before the procedure</td>
</tr>
<tr>
<td>The information reduced my overall anxiety</td>
</tr>
<tr>
<td>The number of texts I received was just right</td>
</tr>
</tbody>
</table>

Further Findings on the Benefits of Using Ori + [M]essage:

**Benefits for Parents/Guardians**
- Timely reminders sent to their devices of choice
- Unnecessary expenses of ER/urgent care visits avoided
- Improved patient satisfaction
- Sense of control over care plan and quality of care established
- Clear, consistent and reliable communication received
- Anxiety alleviated
- Peace of mind experienced

**Benefits for Children's Hospital**
- Satisfied and happier patients and parents/guardians
- Improved patient satisfaction scores: HCAHPS
- Fewer cancelled procedures
- Fewer calls into clinic
- Fewer unneeded ER/urgent care visits
- Higher level of compliance on pre- and post-procedure requirements