



# 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




In partnership with [m]pirik, the Children's Hospital of Wisconsin identified three primary areas where routes to overall patient satisfaction and staff productivity were most often compromised and looked to the implementation of Ori + [m]essage to measure its impact in creating change and yielding positive outcomes.

### METHODOLOGY

This is a 2016 case study sampling the experiences with Ori + [m]essage among approximately 200 tonsillectomy patients.

### 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 comprised 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

### [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

### 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:

Targeted Areas of Improved Patient Care: 2015-2016 Overview		
Area of Interest	2015 Counts/Percentages	2015/2016 Counts/Percentages
Number of patients who cancelled procedures the morning of	14.6%	0%
Number of avoidable post-operative calls made to the clinic	60%	0%
Number of preventable ER readmissions	15%	0%

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

Patient Survey On Ori + [M]essage Following Procedure	
Comment/Category	Rating
I liked the messages and information	4.8
The material was easy to understand	4.8
I received information I did not know previously	4.5
The information reduced my anxiety or level of worry before the procedure	4.5
The information reduced my overall anxiety	4.6
The number of texts I received was just right	5

**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/urgen 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