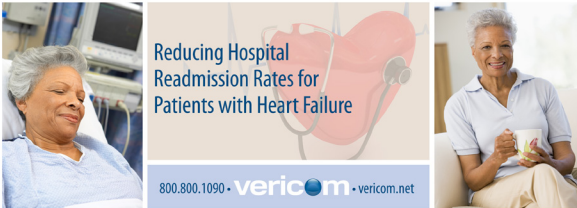


Reducing avoidable hospital readmissions with ChannelCare digital signage

ChannelCare™ digital signage Program for Improved Performance



Click image to view video of ChannelCare program

Some hospital readmissions are unavoidable. Others can be prevented from occurring in the first place. Recent articles have expressed that many hospital readmissions reflect inadequate discharge planning and communication, uncoordinated care, and poor transitioning to outpatient settings. Next year Medicare plans to cut payments to those hospitals with excessive readmission rates, showing a shift in healthcare reimbursement by making hospitals responsible for what happens to patients after they leave the hospital for the first time.

More effective communication begins long before patients leave the hospital

There is little doubt that preventing the initial hospital admission in the first place is the key to preventing readmission. Patient education focusing on wellness, disease prevention, and care management can go a long way towards changing

behavior. Education begins long before the first patient-provider encounter, and sustainable and relevant communication is necessary for linking fragmented systems of care.

Easy-to-understand and consistent messaging needs to be an integral part of the continuum of care. According to Title IV of the US Civil Rights Act, healthcare providers must communicate in ways that all patients can understand in order to bridge the communications gap and deliver messages in culturally appropriate ways, different languages, taking into account peoples' disabilities, and more. Providers must continually adapt and adjust messaging, using the right tools to communicate with diverse audiences if they are going to make a difference. According to Helen Osborne, Health Literacy expert, people need to know what to do, how to do it, and why it is important for providers to regularly choose words that "benefit the other person." A person's ability to care for himself is one key component to avoiding hospital readmission.

Effective communication can improve performance on all levels

Another key component to reducing hospital readmission rates is ensuring a smoother transition from inpatient to outpatient settings, beginning with more effective communication. Internal communications via ChannelCare digital signage provide message programs that educate and remind patients and their caregivers about what they need to know and do, improving performance at all levels across the continuum of care.

Via ChannelCare™ monitors in the hospital, healthcare providers can help reduce readmissions by:

- Providing more **seamless communication** between provider and patient
- Improving **discharge planning** and understanding of discharge instructions
- Addressing the issue of **social support** in the outpatient setting – Who is helping the patient?
- Making sure **communication following discharge is ongoing**
- Educating the patient about **medication and dietary compliance**
- **Limiting unnecessary ED visits** through education

We don't speak the same language to patients and clinicians. ChannelCare **Programs for Improved Performance** deliver consistent messaging understandable by each audience. Targeted programming can provide support and reminders about process for clinicians, and, at the same time, can educate and reinforce positive behavior for patients, empowering them to take better care of their own health.

ChannelCare **Programs for Improved Performance** for **employees and clinical staff** can:

- Reinforce “teach back” techniques so employees can ensure patients understand
- Prompt staff about medication reconciliation
- Help staff remember to schedule follow-up appointments while patients are still in the hospital
- Aid in putting unfamiliar concepts into context
- Encourage staff to use common words like cancer and not oncology, and avoid acronyms by using “blood pressure” and not BP

ChannelCare **Programs for Improved Performance** empowers **patients and families** with messages that:

- Provide simplicity of communication so critical for patient understanding
- Tell patients of the importance of keeping post discharge appointments
- Direct patients to take medications as prescribed and refill prescriptions
- Create a safer environment so patients feel comfortable asking questions and admitting what they don't know

As hospitals face diminishing reimbursement, educational and human resource assets are often the first to be cut. Furthermore, The Joint Commission is in the process of updating standards of verbal and written communication that could influence accreditation decisions as early as next year. Using ChannelCare **Programs for Improved Performance** can help close the communications gap and ultimately lead to reducing avoidable hospital readmissions.

Click here to view the ChannelCare **Program for Improved Performance on Reducing Hospital Readmissions**. This program is one example of how communication via ChannelCare can help reduce avoidable hospital readmissions by educating people with heart failure and improving organizational performance for clinicians in the care of **heart failure** patients.