

# Northridge Hospital

## CLIENT PROFILE



### Northridge Hospital

Northridge Hospital Medical Center is a California based, 411-bed affiliate of Catholic Healthcare West serving the San Fernando Valley for more than 50 years. As a non-profit, community-based hospital, Northridge Hospital offers a full spectrum of healthcare programs and Centers of Excellence. Northridge fosters the belief that people make the difference in the art of healing. Catholic Healthcare West's focus as a health system is to provide an environment where innovative technology meets patient-friendly design without losing the human touch. The hospital recently earned the Gold Seal of Approval™ from The Joint Commission for Primary Stroke Centers and has been designated as a Blue Distinction Center for Cardiac Care by demonstrating expertise in delivering quality healthcare.

### Interactive Patient Solutions

- Phillips 22" Healthcare Televisions
- 8 Channel TIGR Interactive Patient Education System
- DIRECTV DSS Digital Headend and Programming
- Multi-lingual Patient Education Videos
- TeleHealth 360 Service

### Results

In the five years following the implementation of TeleHealth's TIGR on-demand interactive education, Northridge Hospital has seen remarkable results. The facility has seen their patient satisfaction scores double, and their patient safety scores rise by over 40%. In addition to the increased reimbursements this has brought to the facility, Northridge Hospital credits TIGR as "the cornerstone" for the organization's numerous awards and top accreditation. In addition to the aforementioned awards, Northridge was named one of the Los Angeles Business Journal's "2009 Best Place to Work in Los Angeles," and 19 Avatar International awards for excellence. In hopes of increasing patient offerings, plans for the upcoming year encompass expanding the size of their system through two new staff education channels and an upgrade to the latest version of the TIGR software, v7 Duo.

## ► TIGR Interactive Patient Education System is the Cornerstone of Northridge Hospital Medical Center's Rise in Patient Satisfaction and Safety.

### The Challenge

Northridge Hospital Medical Center, a non-profit member of Catholic Healthcare West (CHW) health system, knows the importance of patient education. Up until 2005, the 411-bed acute care facility located in Northridge, CA diligently delivered their patient education through brochures, verbal instructions, and selected videos played on televisions that rolled from room to room.

Patient education challenges stemming from this method included patients forgetting verbal instructions, misplacing printed brochures or being stymied by barriers of language, culture and literacy. The cumbersome nature of this method also presented several workflow inefficiencies and patient safety concerns. New mothers missed face-to-face sessions with nurses trained to offer practical advice when patient care demands limited nurses' teaching time.

A 2004 survey that sampled 42% of Northridge's maternity patients revealed health literacy challenges in deciphering, retaining and using patient education information on labor, delivery, recovery and baby care. Twenty three percent of California adults lack basic literacy skills, according to 2003 statistics from the National Assessment of Adult Literacy. A 2009 study from the University of California Berkeley also reveals that 25% to 33% of people in the area either can't speak English well or at all.

"Northridge serves a highly diverse community with an accelerating birth rate, which is why we needed a system that would help prevent costly and unnecessary readmissions, ensure the best possible outcomes for mother and baby, boost satisfaction scores of patients and staff, add efficiency to clinical workflows and overcome barriers of language and culture," says Ruth Gonsoski, RNC-OB C-EFM, MSN, Northridge's Perinatal Program Manager. "Given Northridge's pivotal Babies First initiative, we wanted our patients to have the best possible educational and service experience." To spearhead this initiative, Northridge Hospital began evaluating education options that leveraged the latest healthcare informatics to address the needs of both its patients and staff. The solution needed to improve customer service scores and provide quality education to patients while adding efficiency to clinical workflows.

### The Solution

With input from Northridge's information technology and facilities staff, a 10-person interdisciplinary patient education work team was formed to review leading interactive patient education systems. The team, comprised of nurses, physicians, executives and other clinicians, analyzed product features such as:

1. On-demand patient and staff education and learner comprehension testing
2. Patient satisfaction surveys and automated response functions, reporting, and service responsiveness alerts via multiple communications devices
3. Program guide development, support and service
4. System differentiators such as turn-key convenience, integration with existing and future infrastructure, overall cost, ease of installation and use

"TIGR offered us a three-tier integrated solution that would facilitate future expansion of the system to accommodate Northridge's anticipated growth and patient/family centered care requirements," said Marilyn K. Eisz, RN-BC, MN, Northridge's Director of Education Services. "Northridge

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SERVICES

# Northridge Hospital

## NORTHRIDGE HOSPITAL FACILITY



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Ultimately, TIGR won the selection team’s vote based on robust and flexible features and low up-front implementation costs. Competing systems involved high construction costs and IT upgrades prior to system deployment, which were impossible to execute due to facility challenges and patient room wiring. In contrast, TIGR operates with existing in-room equipment, saving both money and time. TIGR also does not require any additional equipment, aiding in infection control and minimizing single points of failure.

Once the team selected TIGR, a directory of videos that met the language, literacy and information needs of Northridge patients was created. Their library addresses issues such as care of the newborn, breastfeeding, pain management, general health and wellness topics, diabetes, congestive heart failure, cancer, stroke and other common conditions. Many of the titles are available in both English and Spanish.

Northridge ensured that their clinicians were comfortable with and excited by the new interactive patient education system. They accomplished this by developing an internal launch campaign, creating easy-to-use reference cards, and previewing videos to ensure comprehension of education objectives and content.

## The Results

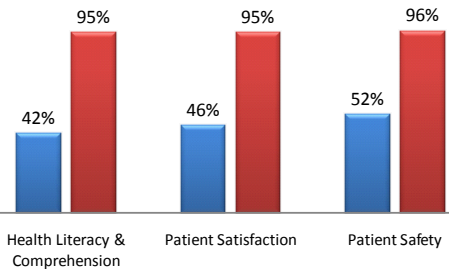
The installation of TIGR included eight patient education channels and over 100 condition-specific videos. Since 2005, Northridge patients have watched as many as 1200 videos a month on diverse clinical subjects and Integrative Medicine.

The TIGR system is so embedded in Northridge’s clinical workflow at this point that each admitted patient now experiences a patient room orientation via the interactive care system. This orientation features a hospital-produced video covering topics such as preparing for surgery, safety, financial assistance, hand washing and communication with nurses. This hospital information video also serves as a great tactic to drive the hospital’s brand to a captive audience.

Before the installation of TIGR, 46% of Northridge’s obstetric patients had trouble retaining critical information such as how to feed a baby or respond to an emergency. With the use of TIGR’s multisensory-teaching method, retention has risen to 95%. By posing questions at the beginning and end of a video, Northridge nurses can determine the comprehension rate of their patients and can easily fill in the gaps. This resulted in their winning a nationwide Avatar 2007 Award for Most Improved Unit for Exemplary Service. Of the many videos that play each month at Northridge, infant-care-oriented videos such as infant CPR (in English and Spanish) and breastfeeding. These videos have become so effective that they are now required elements of obstetric patients’ care plans.

TIGR’s role as the “cornerstone” technology in increasing quality and patient satisfaction scores has helped Northridge earn the Gold Seal of Approval™ from The Joint Commission for Primary Stroke Centers, recognition as a Blue Distinction Center for Cardiac Care from the Blue Cross and Blue Shield Association and selected by the Los Angeles Business Journal as a “2009 Best Place to Work in Los Angeles.” Additionally, the TIGR system’s role has been expanded to address clinical issues such as patient safety. As a result of these videos, the hospital staff has seen a rise in compliance to basic hospital practices. Northridge’s implementation of TIGR has led clinicians and executives to view interactive patient education systems as invaluable in eliminating the barriers of language and culture to achieve improvements in community health, patient satisfaction, clinical efficiency, quality and safety.

■ Before TIGR ■ After TIGR



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