

UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCES USES INNOVATIVE WAYS TO PROMOTE EDUCATION



Winners from left to right are Amy Hester, Sissy Moore, Carmelita Walker and Bobbie Khaber.

As you observe the staff at UAMS, you will notice the flashy buttons and animal print hats that nursing assistants are adding to their work attire – actually, they are hoping you do! The buttons and hats have been building awareness of their 8-channel TIGR system and its value as a patient education resource.

After an annual survey was conducted on how staff members value services and where they could make improvements, administrators found that improving patient education delivery was an important initiative. That’s when the “Top TIGR” contest was born.

The Patient Education Department at UAMS has used the contest to determine which inpatient units are delivering the most education through their video-on-demand system.

“We want units to be more proactive about suggesting videos that help prepare patients and families for inpatient procedures and the recovery process. A competitive contest is a great way to start that initiative,” says Alison Rose, Patient Education Coordinator at UAMS.

Two or three liaisons from each of the ten nursing units serve as “Top TIGR Leaders”. The Top TIGR Leaders participate in a brief TIGR

training session that includes an overview of contest guidelines. The goal is to motivate staff to encourage education and to become the Top TIGR unit.

The unit with the most patients viewing educational videos is the winner and the recipient of a Top TIGR Certificate and pizza/cake party. The Top TIGR Leaders from the winning unit are rewarded for their efforts with gift certificates to a local store.

Rose is extremely pleased with the staff’s reaction to the competition. “The response from the staff is great. Everyone is so motivated to promote patient education. After the first month of competition, educational video viewing more than doubled.”

At the conclusion of the contest, a reception was held to announce the winners and recognize each of the units for participating.

The contest, which initially ran for a two month span, is evolving into an ongoing competition. Three months out of the year are randomly selected as contest months and are posted in the hospital’s newsletter under the “Keep TIGR Roaring” header.

Rose says that TIGR is a key resource when it comes to patient education. “We want our staff to be comfortable with TIGR since it is so simple to use,” Rose says. “It is extremely beneficial to all of our patients, especially those who have trouble reading, and I am happy the contest is such a huge success.”

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TIGR Q&A

Q. What is a TIGR marquee and what does it do?

A. A marquee is a type of presentation page that plays on a designated channel in your hospital's lineup. Marquees often display information such as a welcome message from your administrator, gift shop hours, visitor information, facility updates, community events or other information that is useful to your patients and visitors.

Q. Does TIGR document video requests?

A. Yes. There are more than 40 reports that are generated through TIGR that can be printed, exported or automatically sent to the patient EMR. Reports consist of video requests, patient education histories, survey results, video inventory listings, on-demand usage by points-of-care and much more.

Q. What is required for TIGR to operate and how are videos requested?

A. TIGR requires only 3 things: a telephone in the patient's room, a television in the patient's room and a patient with a need for education.

Using TIGR is easy. First, pick up the in-room telephone and dial the TIGR extension. After selecting your language, select the video of your choice from the on-screen menu or program guide. Tune to the channel as instructed and enjoy the selected program.

TIGR Partner wired.MD Adds New Cardiology Videos For Patient Education

Wired.MD, one of several TIGR educational content providers, has introduced 17 new and updated cardiology titles.

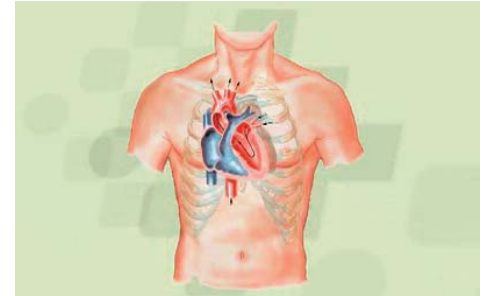
The new cardiology titles provide current, detailed information on today's most common cardiac issues including coronary artery disease, heart murmurs, hypertension, cardiac stress tests and more.

The videos are available in English and Spanish, supporting culturally diverse patient populations.

wired.MD launches at least one new major title set each year. John Friess, Vice President of Sales and Marketing for wired.MD, says there was no question to what the subject matter should be this year.

"This is our most requested and most anticipated title set. There simply isn't an up-to-date and evidence-based patient education heart health title set that is comprehensive, until now."

When it comes to releasing new titles, a lot of research is involved. For wired.MD, the project begins by conducting market research to identify the most needed titles for U.S. hospitals. Once titles are selected, customer feedback is



Animated illustration of how the heart works from the new release "Hypertension."

evaluated, internal medical reviews and advisory board reviews are conducted, and scripts are produced and finalized.

"These titles give hospitals a comprehensive heart health library in the two primary languages in the U.S." Friess states.

The titles are also the first set in the market to be offered in high definition.

Cardiovascular disease is the largest medical issue that Americans face today. Improved educational tools help with early detection and provide better information to patients and caregivers.

Note: Educational content available through wired.MD can be previewed through a secure website. Email tigrtalk@telehealth.com for more information.

Educators Unite Through Web Forum

A web forum or internet forum is a type of discussion board accessible via the internet allowing users to share comments and discuss distinct topics. Realizing a need for an on-line community specifically related to patient education, TeleHealth introduces a web forum promoting communications between educators.

Joel Harris, Vice President of Technology at TeleHealth Services, says he hopes the forum is a place where educators in all aspects of

healthcare education assist each other with their questions and express their ideas.

"This is a new site but as people begin helping each other, a web forum can be a busy and useful place. I hope the forum is helpful beyond TeleHealth users to support patient initiatives across the industry."

The forum is accessible at www.ptedforum.org. Registration is free. Join the conversations today!

Enhanced TIGR Training Delivers More Focused Curriculum

TIGR training sessions have been streamlined to deliver more focused content in a shorter amount of time, enabling caregivers to spend less time away from their patients.

“Streamlining the in-service training outline enables us to focus on the key steps in using the system,” says Richard Bootes, TeleHealth Services Vice President of Product Development.

“The hands-on approach to learning gives caregivers a chance to experience how easy it is to access educational programs,” says Bootes. “Once that happens, they can’t wait to show their patients.”

A variety of training modules are available through TeleHealth Services. For basic information on the different TIGR training modules, see the “*Training Options*” box at right.

TIGR Training sessions are conducted on site and are coordinated to accommodate various nursing shifts.

If you’ve added new staff members and you would like to teach them more about TIGR, or it is simply time for a training refresher, contact TIGR Support at 800-545-2595 to discuss the various training options available.

Training Options

TIGR delivers the right training module for your team:

Nursing In-Service

Nursing In-Service Training is an interactive session illustrating step-by-step easy access to educational videos. This training module incorporates hands-on system use, focusing on accessing on-demand videos and using the steps to show patients how to do the same. This in-service session provides a personal approach to training with more interactivity with TIGR.

Basic Administrator

Basic Administrator Training covers all technical aspects of managing the TIGR system through its web-based administrator interface. This training module includes generating system and usage reports, documentation, creating exams, modifying video listings, creating schedule-play and other administrator-level tasks. A training workbook is included with hands-on exercises and step-by-step instructions for managing administrator functions.

Administrator Refresher

Administrator Refresher Training is an abbreviated version of Basic Administrator Training that is appropriate for TIGR administrators needing review sessions. This training module is tailored to the specific training needs of the staff members attending the session.

CUSTOMER NOTES

Alegent Bergan Mercy

Alegent Bergan Mercy Medical Center, a 400-bed facility in Omaha, NE, is using TIGR to connect each of its patient education videos to a specific exam or survey, enabling caregivers to quickly monitor patient comprehension. Staff at Alegent Bergan love how easy it is to use TIGR. Patient Educator Beth Gibbs adds that survey capabilities let their nurses validate patient understanding, giving them an exact way to ensure that patients understand the materials.

Northridge Hospital

At Northridge Medical Center, a 425-bed facility in Northridge, CA, nursing units use reward systems to promote usage of their video-on-demand system. For example, nurses in the orthopedic unit compete to promote viewings of the Northridge Patient Orientation Video. Each month, the nurse with the highest percentage of viewings claims a basket filled with popcorn, candy and a movie gift certificate. The gift baskets build excitement in the orthopedic unit and remind caregivers to play the orientation video for new admissions.

WakeMed Hospital

WakeMed Hospital, a 870-bed system based in Raleigh, NC, gives each new patient a glossy, tabloid-sized guide that highlights important hospital information. In addition to welcome messages, hospital services, patients’ rights and a map of the facilities, the colorful guide offers a dedicated Patient Education section with easy instructions on using TIGR and a list of available videos. The video list is organized by topic, making it easy for patients to find what they need.

TIGR Talk

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New Video Helps Hospitals Increase Patient Education

TeleHealth Services has released a new video that promotes the role of patient education in the healing process and shows patients how to access education programs through the TIGR On-Demand Education System.

The 2-minute video gives patients step-by-step instructions for viewing education programs, while the on-screen narrator encourages patients to use the free on-demand service 24 hours a day.

With its colorful graphics and patient-room footage, the video gives patients and family members a quick glance at the TIGR system, as well as easy instructions for accessing educational programs using the bedside telephone and the patient-room television.

The new video was conceived by nurses who wanted a tool to encourage usage of the TIGR on-demand system while emphasizing its easy usability and 24 hour availability.

The video plays on a continuous loop in the patient rooms. The unique extension number that patients dial to access the hospital's education system is displayed in a blue bar at the bottom of the screen, making it easy for patients to access.

To view the new video, visit the TIGR Forum and let us know what you think. New to the TIGR Forum? See our article "*Educators Unite Through Web Forum*" on page 2.

If you would like to be among the first to feature the TIGR video in your patient rooms, email us at tigrtalk@telehealth.com.

**For questions about your TIGR system,
call TIGR Support at 800-733-8610!**

TeleHealth Services provides the most complete selection of educational and communications solutions for your hospital:

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