

# TIGR<sup>®</sup> Talk

Education, News and Events  
SPRING 2008

TIGR User Conference 2008  
October 9-10 • Baltimore, MD



*Baltimore's historic harbor district adds distinctive charm to the 2008 TIGR User Conference, offering shopping, dining and sightseeing adventures for those who want to venture out during conference breaks – or extend their trips through the weekend.*

## TIGR User Conference Set for October 9-10 in Baltimore

Nursing educators and TIGR administrators from around the U.S. will gather for the 2008 TIGR User Conference in October to develop new approaches for content acquisition, JCAHO compliance, patient use and TIGR system administration.

“We developed the training sessions around user requests,” commented Kathy Levine, RN, Director of Customer Development. “The mix of clinical and technical sessions will give everyone the chance to learn new ways to implement TIGR in their own hospitals.”

The keynote event of the user conference is a 3-hour session by Roberta Fruth, PhD, RN, FAAN of Joint Commission Resources. Ms. Fruth will discuss the educational challenges and solutions in the delivery of patient care. She will outline key JCAHO compliance standards that impact hospital education and safety, leveraging her JCAHO experience to show attendees how they can work to meet the established standards in their own facilities.

The conference will offer two separate educational tracks, one clinical and one technical. The Clinical Track focuses on related interests of educators and nurses, including workflow initiatives, learning models and promoting education hospital-wide. The Technical Track focuses on the interests of media specialists and system administrators, including an in-depth look at system functionality and evolving technologies impacting system operations. (For a sampling of topics, see the box on page 2.)

Additionally, the conference offers broad-based panel sessions, networking luncheons

and social activities for attendees to meet and exchange ideas with like-minded TIGR users.

The “Super User Panel” workshop features a panel of users selected for their creative approaches to using TIGR to go above and beyond its basic functionality to create a “super” education solution.

“The interest we’ve received for this user conference shows that a significant number of customers are creating innovative solutions for using TIGR to enhance their education initiatives,” says Richard Bootes, Vice President of Product Development at TeleHealth. “This is a great opportunity for users to learn, share and network with one another.”

Attendees are invited to submit Poster Presentations on a feature or application of TIGR that has been widely used in their own hospitals. Awards will be given to the best presentations.

The 2008 TIGR User Conference is being held at the Baltimore Marriott Waterfront located on Baltimore’s historic inner harbor.

For more details on the 2008 TIGR User Conference, session topics, hotel accommodations and more, visit [www.telehealth.com](http://www.telehealth.com) or email [tigr2008@telehealth.com](mailto:tigr2008@telehealth.com).

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# Cleveland Clinic Delivers Outpatient Access to Education Videos Through TIGR

**P**atient education at Cleveland Clinic is networked across a diverse system, delivering condition-specific information 24 hours a day. But what makes this TIGR system unique is its ability to offer video streaming to provide educational content to outpatient offices that do not have televisions in the practice areas, and to off-site locations not on the hospital's television network.

This is done with TIGR's streaming application, which enables Cleveland Clinic to offer access to videos within the Cleveland Clinic network via the internet. Patients and staff members use networked computers to securely log in and access educational content 24 hours a day.

Jodi DeMarco, Closed Circuit TV Coordinator at Cleveland Clinic, and her team worked closely with the TeleHealth Services development team to implement this valuable off-site access to educational videos.

"Our practice reaches well into the surrounding communities. We feel that our educational messages should do the same. By providing streaming videos, our satellite locations can view and manage educational content in their exam rooms, teaching rooms or waiting rooms through clinical workstations," DeMarco says.

Cleveland Clinic also integrated an HL7 interface with TIGR and the hospital's ADT system, making it possible for video education sessions to be documented automatically in the patient's electronic medical record.

"We wanted the technology that would integrate with our ADT medical records to document patient medical records and education history," DeMarco added.

Patients view the videos as many times as needed to comprehend the material, while the simplified docu-

mentation process allows staff to follow up and make sure patients are seeing the right videos.

"Our goal was to provide education in many formats to increase the chances of reaching all kinds of learners. By incorporating videos and specialized documentation into our teaching plans, our nursing staff is able to spend more time on the concepts that need reinforcement and hands-on instruction," says DeMarco.

According to DeMarco, TIGR does more than just assist in bedside education; it also assists in complying with patient safety standards by offering patient safety videos.

"We are always looking for better ways to educate and inform our patient population. Our customized TIGR system has made it much easier for us to do so."

## 2008 TIGR User Conference: At-A-Glance Session Topics

Note: This is a partial topic list; for more details, visit [www.telehealth.com](http://www.telehealth.com)

### KEYNOTE:

#### **Educational Challenges and Solutions in the Delivery of Patient Care**

Roberta Fruth, Joint Commission Resources, discusses JCAHO compliance standards and shares best practices for education and safety.

### GENERAL:

#### **Super User Panel**

See how this panel of top TIGR users employs the TIGR system to deliver creative education solutions.

#### **Deploying Content Across the Continuum of Care**

Learn how to leverage multimedia education delivery methods to impact all pieces of the care continuum: pre-admission, during the hospital stay and post-discharge.

#### **Sourcing Relevant Content**

Discover the secrets of finding content that best suits the educational needs of your patients and staff.

### CLINICAL TRACKS:

#### **The Adult Education Model**

Learn from this in-depth review of the adult education model and its current application model to ensure successful education of adult learners.

#### **Integrating TIGR Into Your Education Workflow**

Maximize the effectiveness of TIGR in your hospital by analyzing the current education workflow, identifying areas for improvement and developing TIGR insertion points. Covers advanced topics including CIS and EMR integration.

#### **Spreading the Word in Your Hospital**

See how this panel of hospital educators developed innovative methods for promoting education throughout their hospitals.

### TECHNICAL TRACKS:

#### **Using Technology to Create Your Own Custom Content**

Enhance your skills to create marquees, encode videos and develop a custom education presence in your hospital by using TIGR's built-in capabilities.

#### **Bridging The Gap Between HD Content and Evolving Technical Platforms**

Find out how media specialists deal with digital video delivery, data compression, streaming to desktops and transport protocols in their facilities.

## “How-To” Video Boosts Patient Usage Rates



Dial extension 2476 to connect

*The video illustrates easy step-by-step instructions for accessing educational programs through TIGR.*

Sixteen hospitals are now broadcasting the new TIGR “How-To” video that promotes the easy steps to accessing education videos on-demand. The video is helping these hospitals achieve higher usage rates.

**Lenoir Memorial Hospital, a 261-bed facility in Kinston, NC reports an 18% average monthly increase in usage since installing the video in September 2007.**

Resource Assistant in Education/Staff Development, Kim Vines, says, “Lenoir Memorial is pleased with the TIGR video results. The hospital is implementing Staff Education Video-On-Demand and we look forward to seeing even higher usage rates.”

The video is encoded as a marquee which enables the hospital to keep full access of all educational channels. The “How-To” video can also be combined with the current informational or welcoming messages.

**WakeMed Hospital**, based in Raleigh, NC, integrated their in-house hospital informational video with the TIGR “How-To” video to loop as a marquee on a designated TIGR channel. **The 870-bed system increased usage rates by 15% after the first month of broadcasting the new video.**

Full rollout of the TIGR “How-To” video is in process. To preview the video, visit TeleHealth’s Patient Education Web Forum, a secure site located at [www.ptedforum.org](http://www.ptedforum.org). Registration is free. In addition to viewing the TIGR how-to video, you can join other education professionals using this resource as a place to share ideas and information on an assortment of patient education topics.

For more information about the TIGR “How-To” Video or registering for the Patient Education Web Forum, please contact us at [tigrtalk@telehealth.com](mailto:tigrtalk@telehealth.com).

## TIGR Q&A

**Q. How does TIGR help hospitals with JCAHO initiatives?**

**A.** There is no formal statement from the Joint Commission regarding any one product, however, fulfillment of many of their standards and recommendations depends on education (Provision of Care, Management of Human Resources and the Patient Safety Goals). Patient and Staff education in the healthcare environment is reliant on a comprehensive program of processes, policies and people. The TIGR System is a valuable and effective component in the successful education process.

**Q. Will TIGR independently address my patient education needs?**

**A.** TIGR is one component of a patient education program. It also takes people to use the system to its fullest potential. Although TIGR is easy to use, the nurse is still key in selecting the appropriate materials for the patient’s learning needs. Additionally, after viewing the materials, an assessment of comprehension is recommended for best practice.

## CUSTOMER NOTES

### **St. Peter’s Hospital**

*St. Peter’s Hospital, a 449-bed facility in Albany, NY, hosted a 15-hour Patient Education Fair and re-launched an upgraded TIGR system. St. Peter’s invited TeleHealth Services to introduce and educate 114 staff members on TIGR system features and abilities. St. Peter’s Hospital offers a wide selection of education videos, 20 TIGR channels consisting of both on-demand and schedule play functionality, including the C.A.R.E Channel. “The Patient Education Fair was very productive and we would*

*like to add TIGR training to next year’s event,” says TIGR Administrator Nona Wilson.*

### **The Kingston Hospital**

*The Kingston Hospital, a 160-bed facility in Kingston NY, recently added 6 channels of TIGR education to an existing rental management system leveraging initial investments and gaining on-demand educational video services.*

# Thomason General Bridges Education Gap for Spanish Speaking Patients

Thomason General Hospital in El Paso, Texas is a 372-bed facility hosting over 5,000 births per year and caring for another 4,000 patients for other pregnancy issues. Of these patients, 37% have had no prenatal care and most have their first health education experience in either the Labor and Delivery Unit or the triage beds at the hospital.

Debbie Eganhouse, Nurse Manager for Labor & Delivery, says the use of their 8-channel TIGR system is integral to education delivery.

“We have a very unique patient population and TIGR is essential to bridging the cultural, bi-national border. We have installed televisions in the triage area to provide accurate education to our underserved population who may not have any previous health education,” she says.

Not only does the language barrier pose a problem for supplying health information throughout the hospital, but many patients in Labor & Delivery have literacy issues.

“The Spanish educational videos we have on our TIGR system enable us to educate patients who would

normally have a hard time accessing and understanding this information.”

More than 40% of educational videos shown at Thomason General Hospital are attributed to the Labor and Delivery Unit. By far, the most viewed video is the Spanish version of “*Epidural Anesthesia in Childbirth*”. According to Eganhouse, there is a simple reason why this video is played in heavy rotation.

“There is an extremely low epidural rate in Latin American women due to insufficient education. Most of our expecting mothers have never heard of an epidural. This instructional video covers how it is administered, the risks involved, side-effects and benefits associated with epidural anesthesia.”

Since implementing TIGR to deliver patient education in March 2007, nearly 9,000 videos have been viewed at Thomason General by patients who otherwise may have been underserved in their educational needs.

## Your TIGR Talk Newsletter Is Here!

*The latest success stories, educational efforts and news impacting TIGR users just like you!*

### Share Your Ideas With Us!

If you have a story to tell or a story to request, email us at [tigrtalk@telehealth.com](mailto:tigrtalk@telehealth.com)

### Are you on the list?

If you'd like to add or change your contact information or add other staff members to the mailing list, please email [tigrtalk@telehealth.com](mailto:tigrtalk@telehealth.com)

### TIGR User Conference

Join us for the 2008 TIGR User Conference in Baltimore! Visit [www.telehealth.com](http://www.telehealth.com) for more information.

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