



Client:

Morristown Medical Center
<http://www.atlantichealth.org/morristown.html>

Location:

Morristown, NJ

Size:

- 724 Licensed Beds
- 1,658 Physicians
- 6,297 Employees

Customer since:

2015

TeleHealth Solutions:

- SmarTigr Interactive Patient Engagement Solution
- Samsung Healthcare Grade LED Televisions
- Curbell Gen4 Direct Access Pillow Speakers
- Multi-lingual Patient Education Videos
- TeleHealth 360° Service

The Client:

Part of Atlantic Health System, Morristown Medical Center (MMC) is a non-profit 724-licensed bed hospital in Morristown, New Jersey. Recognized as one of America's 50 best hospitals by Healthgrades®, Morristown Medical Center's specialties include cardiology and cardiac surgery, adult and pediatric oncology, orthopedics, critical and emergency care and inpatient rehabilitation and neonatal intensive care services. Morristown Medical Center is also a Level II Regional Trauma Center and a Level III Regional Perinatal Center. MMC is accredited by the Joint Commission and is a Magnet® recognized hospital for excellence in nursing and patient care from the American Nurses Credentialing Center. Morristown Medical Center was also named by U.S News and Report as a top hospital nationwide for Cardiology and Heart Surgery, Geriatrics, Gynecology, Orthopedics and Pulmonology.

Morristown Medical Center

Using SmarTigr to Increase Retail Pharmacy Fulfillment and Enhance Patient Outcomes

The Challenge

With mounting uncertainty surrounding healthcare reform and hospital reimbursements, programs focusing on educating patients about their medications and lowering costly readmissions are among top priorities for hospitals. Patients not fully understanding their medication information and/or experiencing dissatisfaction with the amount or quality of the medication education they received while in the hospital contributes to our nation's lowest overall HCAHPS score (medication communication) and is one of the leading causes of preventable readmissions. Furthermore, there is growing evidence that patients who understand their discharge medications and fill their prescriptions before leaving the hospital have lower readmission rates and better outcomes^{1,3}. With these quality improvements in mind, hospitals are seeking innovative ways to educate and empower their patient populations while also enhancing clinical efficiencies and generating additional revenue.

For more than a century, Morristown Medical Center (MMC), located in Morristown, New Jersey, has provided Morris County and surrounding areas with expert, compassionate medical care in a full range of specialties, delivered in family-friendly, state-of-the-art facilities. Recognizing the value of medication education and the convenience of offering prescription fulfillment through their on-site pharmacy, MMC created an initiative to highlight these services, provide comprehensive medication education, and improve outcomes.

The Solution

In keeping with their mission of delivering high quality and personalized healthcare, MMC uses their SmarTigr interactive patient engagement solution to educate patients about their condition, enhance the patient experience through service applications, and also deliver information and entertainment on-demand. Seeing their successes with SmarTigr as an education and entertainment tool, MMC looked to their interactive patient care solution to help them more effectively deliver medication education and provide information to patients and family about MMC's retail pharmacy services.

With the help of their TeleHealth Services' Outcomes Manager, a "Retail Pharmacy" menu option was created on their SmarTigr main menu. From there information pages were added to the system to introduce patients and visitors to the retail pharmacy, provide information about their services, set expectations for service levels, and facilitate requests for prescription fulfillment of their discharge medications. With this workflow patients and family are provided options, including self-pick-up at discharge from the pharmacy or prescription delivery directly to the patient bedside. With a simple click, patients can submit a request directly to the MMC retail pharmacy to have their prescriptions filled at discharge. These requests are transmitted directly to the pharmacy where pharmacy technicians fulfill the medication order.



With feedback from their nursing staff, MMC also sought to automate the process of introducing patients to their retail pharmacy information. Using SmarTigr’s billboard notification capabilities, MMC can deliver timely banners with pharmacy information and a call to action that takes the patient directly to the retail pharmacy page within SmarTigr. These notifications deliver important information that the hospital wishes to provide without added staff labor required. In addition, MMC utilizes SmarTigr’s scrolling ticker functionality to highlight their pharmacy information and invite viewers to learn more. Staggering the distribution of billboard notifications to different nurse units at different times also allows the pharmacy staff to manage their orders effectively.

“SmarTigr allows us to notify patients and families of our retail pharmacy service and increase convenience for our patients. Patients and families do not need to go elsewhere on their way home to fill their prescriptions and clinicians feel more confident knowing that prescriptions get filled and thus patients are following medical advice,” comments Michelle T. Downing, MPA, RN-BC, Nurse Manager, Nursing Informatics, Nursing Resources at Morristown Medical Center.

To address the need to provide appropriate and timely medication information, MMC has also added an extensive collection of medication education videos to their SmarTigr system. Each video is one to two minutes long describing the medication and its side effects. These videos are available as clinician-prescribed curricula, delivered directly to a patient’s specific “My To-Do Lists” or on-demand from SmarTigr’s patient education video library.

The Results

Morristown is achieving great success with their retail pharmacy and medication education initiative. Patients and family are actively accessing MMC’s pharmacy pages within SmarTigr to learn more about the pharmacy services offered. Prescription fulfillments have increased by 16% and MMC

is experiencing increased revenue generation and return on their SmarTigr investment. MMC saw a quarterly increase of 543 prescriptions filled in Q1 2017 verses Q1 2016 (pre-initiative). Based on that quarterly increase and the national average cost for a retail prescription medication⁴⁻⁵, it is estimated that \$50,651 of additional quarterly revenue was generated. If that trend continues, MMC’s retail pharmacy initiative could generate as much as \$202,604 or more annually in additional retail pharmacy revenue.



Additionally, coinciding with their trending increase in prescription fulfillment over the last 12 months, MMC has seen an impressive decrease in their Medicare readmission rates by an average of 9.58%⁶.

Medicare Readmission Rates*	National Mean	2015	2016
Acute Myocardial Infarction	16.88%	12.2%	11.6%
Heart Failure	21.94%	19.6%	18.8%
COPD	19.99%	23.8%	19.1%

*Based on internally calculated data

SmarTigr is helping MMC add operational workflow efficiencies by aiding the nursing staff in educating around these important value-added services. The automated fulfillment request workflow puts patients in control by allowing them to make requests independent of the clinical staff, freeing up clinician time. With this added automation, the

pharmacy technicians can respond within their workflow as opposed to having to stop and pick up the phone or physically round on floors.

“SmarTigr is a key component of our engagement and education program. The retail pharmacy trigger process is a quick, easy and low cost way to let our patients know that we can further assist them upon discharge.”

Michelle T. Downing, MPA, RN-BC,
Nurse Manager, Nursing Informatics,
Nursing Resources
Morristown Medical Center

Sources:

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3. Kenyon, M.L., Rubin, D.M., Zorc, J.J., Mohamad, Z., Faerber, J.A., & Feudtner, C. (2015). Childhood asthma hospital discharge medication fills and risk for subsequent readmission. *Journal of Pediatrics* 166(5) 1121-1127.
4. Kaiser Family Foundation. (2017). *Total Number of Retail Prescription Drugs Filled at Pharmacies*. Retrieved from <http://kff.org/health-costs/state-indicator/total-retail-rx-drugs/?currentTimeframe=0&sortModel=%7B%22colld%22:%22Location%22,%22sort%22:%22asc%22%7D>
5. Kaiser Family Foundation. (2017). *Total Retail Sales for Prescription Drugs Filled at Pharmacies*. Retrieved from <http://kff.org/health-costs/state-indicator/total-sales-for-retail-rx-drugs/?currentTimeframe=0&sortModel=%7B%22colld%22:%22Location%22,%22sort%22:%22asc%22%7D>
6. Medicare Readmissions average percent decrease from 2015 to 2016.