



Mississippi Baptist Medical Center

Mississippi Baptist Medical Center utilizes iTigr to implement a patient-centered dietary program to improve patient satisfaction and increase reimbursements.

Client:

Baptist Medical Center
www.mbhs.org

Location:

Jackson, Mississippi

Size:

- 639 Beds
- 500 Physicians
- 3,000 Employees

Customer since:

2012

TeleHealth Solutions:

- iTigr Interactive Patient Engagement Solution
- Samsung Healthcare Grade LED Televisions
- Curbell Gen4 Direct Access Pillow Speakers
- Multi-lingual Patient Education Videos
- Staff Education Videos
- Swank Hospital Edited Entertainment Videos
- TeleHealth 360° Service and Support

Results:

Since the dietary push message and menu program was implemented at Baptist Medical Center, their satisfaction rates, according to the National Research Corporation (NRC), have increased 37% for perceived variety of food choices. Increasing patient satisfaction measures in dietary preference selections will enhance reimbursements to the facility, and more importantly, will help Baptist retain its position as a leading healthcare provider in Jackson, Mississippi.

The Challenge

Since the launch of the Affordable Care Act, hospitals receive greater reimbursement for care when patients give them higher ratings on satisfaction surveys. These surveys ask a broad range of questions about the patient experience, gauging satisfaction with all aspects of care received in the hospital setting. Inevitably, food and menu choices are key items impacting satisfaction, and are big considerations that healthcare professionals and administrators are paying close attention to in the ongoing effort to deliver an exceptional patient experience. Preparing, delivering, and communicating the availability of a variety of food choices to patients has become a critical task in relation to a hospital’s ability to maximize patient satisfaction scores and remain financially viable.

In reviewing their survey results, the hospital leaders at Baptist Medical Center found that their satisfaction scores with food choices had room for improvement. The comments on the survey results shared valuable insights. Patients had expressed dissatisfaction with the limited options for food choices, and they felt uninformed about what their options were during their hospitalization.

The Solution

Baptist recognized the potential to utilize the iTigr system to better inform patients about their meal options and called together a team to begin the initiative. “Baptist Medical Center is always looking for ways to improve patient care, satisfaction, and communication with our patients. We identified early on that iTigr would be a good resource to highlight some of the many amenities that Baptist Medical Center had to offer its patients and visitors,” said Amy S. Dent, MHSA, RD, LD, Director of Clinical Nutrition Services at Baptist. These amenities included access to the gift shop, cafeteria, chaplain services, and the patient menu. Once a plan was drafted, the TeleHealth development team and assigned account manager designed menu screens to appear on the patients’ TVs with daily menu selections and food choices.

“We had a variety of menu options for our patients to choose from and Food Service Hostesses to assist, but our message seemed to be getting lost. Our patients simply were not aware that they had a variety of food choices available to them daily. Healthcare is changing rapidly and length of stay is getting shorter. We needed something in real-time that the patients and family could view as soon as they were admitted. That is when we set out to work with the TeleHealth team to build the iTigr Patient Menu,” said Dent.

A local Jackson area photographer was hired to photograph actual food selections at the hospital in March 2014. These photos would serve to help the patients visualize their food choices. The menu was divided into sub-menus (Entrées, Sides, Drinks, Salads, and Desserts) to enhance the diversity of choices that were available for meals. The information displayed for each food item also included nutrition information.

Once the menu screens were built and approved, workflow was discussed amongst the dietary staff at Baptist. Decisions were made to launch the dietary patient menus within iTigr one nursing unit at a time, so that the dietary department could gradually phase in the new process for food preparation and ordering as well as respond to the new workflow and incoming calls. Training of the dietary staff and the nursing units was completed to prepare both departments for the changes that patients would see on their televisions once the menus went live. The postpartum unit was the first unit to go live in September 2014 and successfully completed a three month pilot test. Due to the overwhelming success of the program, Baptist has added a unit a week since December 2014.

The Results

Data evaluation has begun to assess the effectiveness of the dietary push message and food preferences project. The “take rate” evaluates how many meal menus have been assigned and how many have been viewed by patients. From October 2014 through January 2015, the unit take rates varied from 22%-46%. This is a considerable success since the program has been steadily launched at a rate of one unit a week.

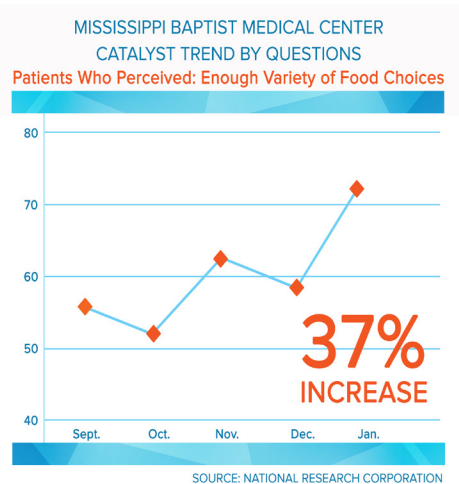
Satisfaction data from the National Research Corporation (NRC) considers the specific indicator of assessing if the patient perceived there was enough variety of food choices offered at Baptist.



“Since we implemented the iTigr dietary application, our patient satisfaction scores have increased as well as the overall utilization of the patient engagement system. We think this is a ‘win-win’ for our patients!”

Amy S. Dent, MHSA, RD, LD, Director of Clinical Nutrition Services at Baptist Medical Center

Results are as follows:



Month to month, progress is noted toward the 75% benchmark. With more units having access and viewing of the dietary menu selections at lunch and dinner, improvement and additional upward trending of the overall satisfaction is expected. “Since we implemented the iTigr dietary application, our patient satisfaction scores have increased as well as the overall utilization of the patient engagement system. We think this is a ‘win-win’ for our patients! Going forward we plan on making enhancements to the food ordering process and using iTigr to promote additional services throughout our organization,” said Dent.

Baptist Dietary and Service Excellence teams have partnered with the TeleHealth team to impact this fundamental satisfaction issue for their patients. This satisfaction initiative is heavily reliant on the Patient-centered Model. With patient feedback driving the improvements that are happening for the benefit of those who seek Baptist as their healthcare provider, the early results in this dietary food preference program are promising and encouraging to serve as a best practice in food and menu initiatives for patient satisfaction. Increasing patient satisfaction measures in dietary preference selections will enhance reimbursements to the facility, and more importantly, will help Baptist retain its position as the leading healthcare provider in Jackson, Mississippi.

The Client

Baptist Medical Center is a 639-bed health care facility in Jackson, Mississippi. Baptist holds itself to a high standard for patient satisfaction. Baptist Health System has earned numerous awards and certifications from outside organizations that evaluate hospitals for their quality of care with the highest ratings in the Jackson area from both HealthGrades and Hospital Compare (independent hospital ratings organizations).

The vision of Baptist’s leaders and TeleHealth’s team members led a promising upgrade of the old Tigr system to the new iTigr system that launched in 2013, one of the first iTigr implementations in the country. Since that time, the dynamic staff has increased patient engagement and education dramatically. In a hospital-driven Magnet study conducted by Tina Magers, MSN RN-BC, the hospital’s Nursing Research Coordinator, video usage has increased 713% since the launch of the iTigr system. Her study emphasizes the use of interactive education to benefit outcomes for their population.