



Client:

Steward Health Care System
www.steward.org

Location:

Boston, Massachusetts

Size:

- 2,005 Licensed Beds
- 2,815 Physicians
- 6,936 Employees

Customer since:

2014

TeleHealth Solutions:

- Samsung Healthcare Grade LED Smart Televisions
- Samsung Commercial Grade Televisions
- PDi Swing-arm Mounted Healthcare Televisions
- 24-Channel DirecTV HD Headend Systems
- Coax Distribution Network Upgrades
- TeleHealth 360° Service

The Client:

Steward Health Care System is a community-based accountable care organization that offers a full range of healthcare services to patients in Massachusetts. Steward includes 3,000 physicians, 10 hospital campuses, 30 affiliated urgent care providers, 6 ambulatory surgery centers, home care, hospice and other services. Steward is widely recognized as a national leader in implementing a new model of healthcare delivery and has produced impressive results in recent years.

Since 2010, Steward has invested more than \$850 million in its integrated care system to improve the quality of care by renovating facilities, upgrading technology and enhancing the overall patient experience.

Steward Health Care System

HDTV Programming: Enhanced Entertainment for Increased Satisfaction.

The Challenge

The switch to value-based reimbursements has turned the traditional model of healthcare reimbursement upside down. This is causing hospitals to look at the patient experience as a way to differentiate their facility, and as a metric in the overall value of care they deliver. In today's new reimbursement model, patient entertainment is playing a much larger role and becoming increasingly more important as a tool for driving the patient experience. Additionally, there is a growing body of research that links patient happiness and decreased stress levels to improved healing.

Steward Health Care System began to look at the use of state-of-the-art television technology to elevate the overall entertainment experience across the whole integrated delivery network (IDN), and to explore how the bedside television could play a more active role in their patient satisfaction initiatives and retention programs. The prospect of better care, increased patient satisfaction, and growing competition between hospitals for patients, is leading to the incorporation of higher quality entertainment into hospital rooms, where patients want a familiar entertainment offering. Steward emphasized the importance of creating a more home-like patient television experience as a portion of their customer-oriented focus. Their health system's implementation of a facility-wide solution with the latest in HDTV technology was put in place to aid in providing superior performance in delivering high quality, efficient, and blockbuster patient entertainment and amenities.

The Solution

In keeping with their reputation for providing enhanced levels of patient-centered care through technology innovation, Steward Health Care System developed a comprehensive, evidence-based, patient entertainment program that has been implemented across all of their hospital facilities. With a very straight-forward goal of making their hospital stay better for their patients, Steward's ideas transcended the clinical environment.



"With varied lengths of hospital stays, patients look for amenities that provide the comforts of their home while away from home," says Scott Kenyon, Vice President, Environmental Management, Corporate Real Estate & Facilities. "We have created a patient experience that demonstrates our commitment to enhance our member hospitals in the digital world by aligning the patient entertainment amenities with a consumer offering to improve overall patient satisfaction."

The solution was composed of:

- (930) Samsung 32-inch Healthcare-grade Smart Televisions
- (250) PDi 14-inch Swing-arm Mounted Healthcare-grade Televisions
- (10) Large Screen (40-inch or larger) Samsung Commercial Televisions
- (8) 24-Channel DirecTV HD Headend Systems
- (10) Coax Distribution Network Upgrades

“We have created a patient experience that demonstrates our commitment to enhance our member hospitals in the digital

Scott Kenyon

Vice President, Environmental Management, Corporate Real Estate & Facilities at Steward Health Care System

In addition, TeleHealth Services is delivering a flexible, scalable solution that addresses Steward hospitals’ current needs but also provides a clear path for expansion as demands change.

The Results

Implementing the HDTV solution at Steward Health Care System has had a measurable impact seen through a number of recent patient interactions. These interactions are showing that positive distractions during their stay suggests that there are demonstrable health benefits, including better pain control and reduced anxiety, when patients experience positive entertainment.

In addition, the hospital is taking advantage of entertainment technology in other ways as well. Recognized as a forward-thinking health technology hospital, Steward prides itself on its advancements. In many cases those advancements relate to the direct care of the patient, but within the past few years



Steward has expanded its technological reach into the patient care environment. “Starting in their rooms, patients have the ability to access gaming consoles through the Samsung healthcare televisions and now we have introduced the ability for these patients to view their favorite TV shows and movies in high definition,” notes Kenyon. “We are generating an exceptional patient experience that combines social media and HD television while fostering a brand new image for the hospital. This offering allows our patients an escape from the reason they are in the hospital.”