Px Presentation Notes

1 - I’d like to thank everyone for being able to join us today.

2 - Our goal today is to show you our vision of what an improved Patient Experience could look like.  We are going to focus on the in-room experience, however many of these ideas could be applied to any areas where patients spend a lot of time, and where improved communication and information delivery could impact patient care.

3 - Our greatest achievements have come from Howard identifying a need in the market and focusing our design and engineering expertise on it.

4 - That combination of large-scale manufacturing and deep partner relations have allowed us to craft our most successful solutions. Since introducing the Howard Medical cart in 2006 we have the industry leading in Point of Care carts.

5 - What we’re focusing on today is more than just improving the healthcare patient experience for its own sake - we are talking about how these elements can be directed at improving HCAHPS scores (Hospital Consumer Assessment of Healthcare Providers and Systems).

6 - This is the incredibly important metric that hospitals are being judged on - for reimbursement rates, among other things - and here we’ve collected some publicly available information on HCAHPS scores from random hospitals, relative to the national average. You can see a common trend among the scores - Communication and Quietness have low scores across the board. We’ve don’t want to pick on any particular hospital, we changed the names of these facilities, but these are areas where all of our customers have reported issues. These are also areas where we can’t blame a low score on a single cause - there are multiple contributing factors to how loud the environment is, or to moments of miscommunication between a patient and staff.

7 –

8 –

9 - Because low scores have multiple causes, we need to bring multiple solutions to bear on the problem.  Of course, there are limitless ways to improve a patient’s experience with healthcare - Howard has decided to focus on four areas that we feel can provide the greatest impact:

* Adjustable, intelligent lighting
* Improved communication and information delivery
* Directional audio technology
* Expanded multimedia/entertainment interface

Outside of those areas, we have a broad range of products that overlap with Patient Experience

* An extensive line of kiosks for patient check-in
* Telehealth and remote presence devices
* Wayfinding for kiosks and mobility
* And one of our newest projects is a dedicated gaming cart for children’s hospitals

10 - We wanted to get more specific and cover exactly how we can address the most underperforming HCAHPS scores.  The one that jumps out at us right away when evaluating hospital scores is noise levels. This is an area of frequent patient complaint - as you can see from the chart, even a “quiet” hospital night is only relatively quiet.  It is still unacceptably loud.

11 - To address noise issues, we decided to go directly to one of the sources - television audio.  It has become commonplace to leave televisions on in patient areas, without thought to ways sound overlaps and multiplies across a facility.

We have been working on several different directional audio solutions in a variety of form factors, but the basic principle is the same - send the audio toward the patient in a controlled way that minimizes ambient noise.

12 - An area that has received very little attention in healthcare is lighting.  It is always in the background, literally coloring the patient’s entire experience, but it’s rarely addressed as an avenue for improvement.

The brightness, color, and most importantly control of lighting have real positive effects on the mood of the patient and their recovery.

13 - We think that the adjustable nature of lighting - and putting that control in the patient’s hand - can improve every aspect of their time spent in a hospital.

Most of us here probably have some kind of intelligent, theme-based lighting in our homes. The effect is subtle, but also constant.

In addition to helping the patient, the additional benefits of energy efficiency alone would make the upgrade worth it for many facilities.

14 - Communication between the patient and staff, medical information that they can access in a convenient and reliable way, these are also consistently low scoring questions.

15 - By improving that communication, by giving a patient more insight into their care plan, you not only help recovery - you give the patient more confidence in the whole process.

16 –

17 - The way we accomplish this is through a variety of end-points - the patient’s TV, in-room digital whiteboard, or dedicated mobile devices.

* We can share medication information that is curated by their EHR patient record
* Scheduled appointments and procedures in a “calendar of care”
* Integration with Nurse Call systems to show their current care team, and who last visited the room.  This can be crucial for the peace of mind of family and visitors.

18 - The multimedia interface may seem like the simplest portion of the patient experience - we could just be improving their access to cable TV, streaming services, movies, audio, etc. But this is also the place where we can give the patient direct access to hospital services.

19 - It is all about increasing their control over their surroundings and returning time to the clinical staff.

20 - We accomplish this with easy to use, custom menus on patient facing devices.  The patient has access to their entertainment and information - and things like lighting, environmental controls, direct access to support services.

That is where we really end up helping clinical staff - if we give patients a convenient way to reach out to housekeeping, or the cafeteria, without having to first go through nursing, we’ve effectively given back hundreds of hours to nursing for more critical tasks.

All of these interactions by the patient can be used for detailed analytics on how the patient is interacting with their environment, what their needs are at different times of the day.  Much more informed decisions can be made regarding services and staffing levels with this kind of information.

We see a unified approach to patient experience not only improving their outcomes, but potentially changing a hospital’s workflow based on this constant supply of information.

21 - To wrap up - HCAHPS scores are both vital to a hospital’s bottom line, and a real weight around their neck.  The constant refrain from our customers is that they know they need to work on these scores, but just don’t know where to start.  We want to help them approach this in a systematic way, using improvements that are entirely worthwhile alone, but also multiply in effectiveness as part of a complete solution.

And with that, thank you for your patience, and please let me know if you have questions.