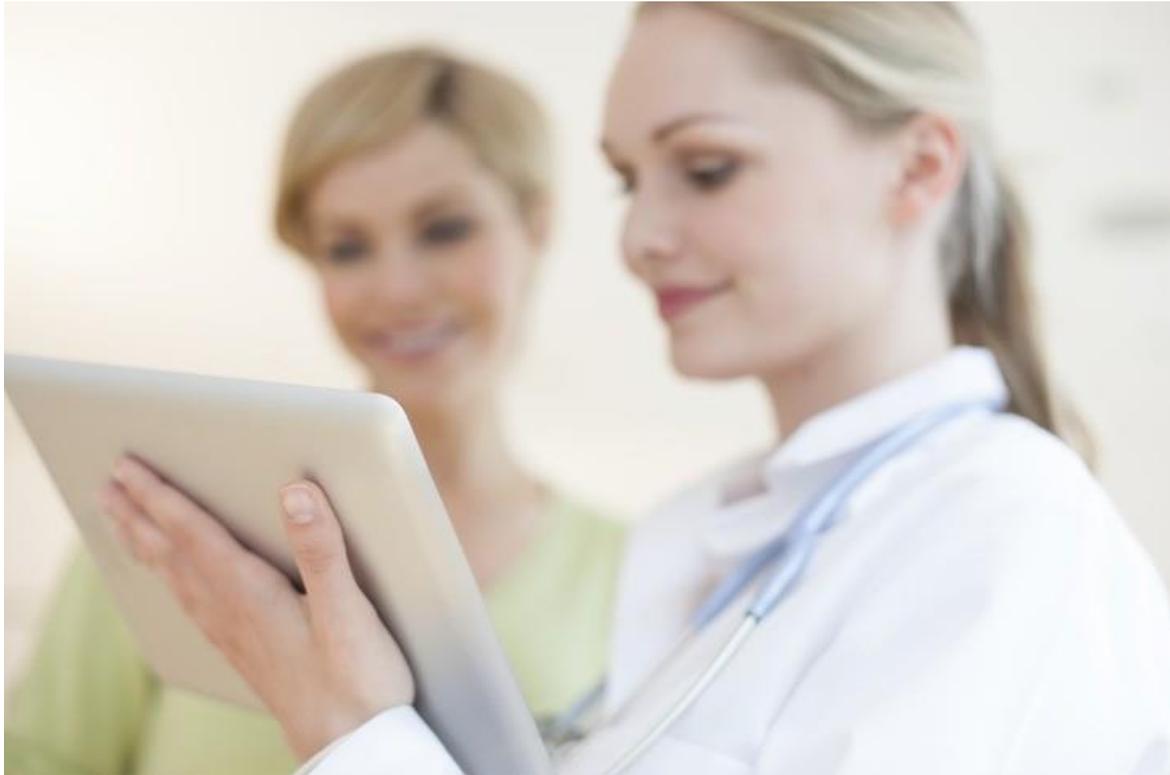


## Trends in Healthcare: Preventable Patient Readmission



When Bob arrived at his local hospital with chest pains, the emergency room medical team diagnosed that Bob was having a heart attack. Bob was immediately admitted into the hospital. He underwent life-saving by-pass surgery. Once discharged, Bob resumed many of his old activities, ignoring his wife's advice to take it easy. Within two weeks, Bob was readmitted to the hospital. Overcome with dizziness while climbing a step-ladder, Bob had fallen and injured himself.

A hospital stay can be one of the most difficult challenges a person ever has to face. Already having contended with a period of debilitating illness, a patient endures uncertainty regarding the future of one's health and, for many, a long recovery period, which can result in loss of income. There is also the psychological distress caused by separation from one's family and friends as well as the often arduous and sometimes permanent changes that must be made to one's lifestyle to return to full health.

### **A \$1.8 Billion Dollar Problem**

While patients are unhappy when hospital re-admittance is required, the cost and strain that readmittance puts on our medical institutions are acute. [A study from the Canadian Institute for Health Information \(CIHI\)](#) found that, "more than 180,000 Canadians were readmitted to acute care," and that "nearly 1 in 10 acute care patients returned to the ED (emergency department) within seven days of hospital discharge." This is not a Canadian problem alone. Similar research exists in the US, APAC and EMEA.

These findings would be less disturbing if hospital readmissions were always unavoidable. However, according to Jeremy Veillard, Vice President of Research and Analysis at CIHI, “Although readmissions cannot always be avoided, research suggests that in many cases they may be prevented.” Considering that hospital readmissions cost our healthcare system up to \$1.8 billion annually, it is no wonder that finding a solution to preventable hospital readmissions has become a growing concern for hospital administrators.

## A Simple Solution - Educating Patients and Their Families



Studies have proven that educating both patients and their families is a critical step in solving this challenge. Educated patients and family members give rise to better compliance with patient pre-surgery preparation and post-discharge activity regarding medication, exercise, diet, and follow up medical appointments. Enhanced compliance leads to better surgical outcomes and reduces readmission rates.

Hospitals are therefore looking for easy, affordable methods to provide learning environments. One such solution has been developed by [PatientLogix Media Studio](#). Through their On-Demand and Prescribed Media Solutions, PatientLogix is able to deliver instructional videos to clients on any number of health education topics. All material can be tailored to the needs of patients by his or her medical practitioners, allowing for a customized experience for each individual.

## Ease of Access in any Situation

In-hospital patients and family members are able to access health educational instructional videos through either the use of a bedside telephone as they can simply dial the appropriate key for the corresponding video or can control the video selection with the in-room TV Remote Pillow Speaker or on an in-room touch screen TV Terminal. The TV Remote Pillow Speaker and touch screen TV Terminal interactions allows the patients to navigate the PatientLogix platform more intuitively and easily to view their in-room TV Terminal health education media delivery.





Patients, their families, and medical practitioners are also able to access health education content virtually anywhere there is access to internet. They can gain access for pre-hospital admittance requirements to acquire information on upcoming procedures or surgeries, or post hospital stay to gain access to the same instructional videos they viewed in the hospital, and or new health education content catered to their post hospital recovery from any remote location (home, work, clinic) via [PatientLogix's Anywhere Access](#) web based portal using digital devices; PC, Tablet, Windows 10 (native) via Microsoft Azure.

PatientLogix takes advantage of the HIPAA compliant [Microsoft Azure cloud platform](#) for hosting. Besides cost savings, cloud hosting allows out-patients to view, via the Internet, the exact same health education material from home or work provided they have access to the Internet and a computer or media device. In the words of those behind PatientLogix, "Patient access to Health Education from the home will likely decrease the influx of a substantial portion of patients flowing back into the healthcare system by helping to reduce "preventable re-admissions" and the enormous costs associated with them."

### **Why Cloud is Ideal for Patient Education**

Because patients and their families often forget oral hospital instructions, or lose discharge papers, a cloud infrastructure provides around-the-clock access to relevant health education content making it easier to follow post-hospitalization treatment plans. A cloud-based platform also completely eliminates the need for expensive servers and storage devices that would otherwise be kept on premise at the hospital or clinic; the savings accrued can be used to improve the quality of care provided to patients.



Had Bob and his family accessed PatientLogix delivered videos on "Recuperating from by-pass surgery" in the hospital, and again from home so that the relevant information pertaining to his condition had been reinforced, Bob and his family would have understood that dizziness is a common side-effect of by-pass surgery. That knowledge might have kept Bob off the step-ladder and out of the emergency department.

Patient education everywhere. Scalable, affordable, accessible and effective.

To learn more, visit [PatientLogix.com](#) today.