Pixel Health
Healthcare technology. Human perspective.

CASE STUDY

Enabling Clinical Communication & Collaboration (CC&C) in an Academic Medical Center

A state-of-the-art academic medical center and its clinicians wanted to enhance their clinical mobility capabilities and care team communications to improve quality of care and patient satisfaction. This case study shares how the Pixel Health Synergistic Care team helped upgrade their system and support their Clinical Communication & Collaboration (CC&C) needs.

Understanding the Clinicians IT Need

During the pandemic, the hospital's clinicians were increasingly using technology to communicate with patients and caregivers. Recognizing the inherent limitations of their system, the hospital wanted to:

- Upgrade its standard switchboard telephonic system and ensure that their patients could securely and directly access their clinicians
- Enable clinicians to receive and send secure text messages as well as directly access voicemails
- Facilitate faster access to real-time patient data—without hindering clinicians' workflows

Assessing the Existing Infrastructure

After understanding the hospital's current communication challenges, the Pixel Health team evaluated its clinical workflows, technologies, and supporting infrastructure to identify needs and potentials gaps in the program prior to assisting them with technology implementation.

The team discovered that the existing wireless infrastructure was outdated and wouldn't support the desired clinical workflow. Once the network upgrade was completed, the CC&C project moved ahead.

"To meet the hospital's need for greater clinical mobility, we needed to put several coordinating technology components in place and work with multiple technical and operations teams," explained Daria Rosen, Senior Manager, Client Services at Pixel Health. "This engagement included voice calls, text messaging, integration of alarms and alerts, access to the hospital's schedule and directory, as well as clinical documentation and scanning of patient specimens."

"We didn't have a great idea of what we needed when we first started," said the Chief Nursing Informatics Officer at the hospital*. "The Pixel Health team took the time to talk to different leaders to understand the real requirements of the project. They helped bring together disparate ideas from different leaders, which helped point us toward success."

KEY TAKEAWAYS

Working closely with the hospital, clinicians and IT staff, the Pixel Health Synergistic Care team:

- Evaluated the current clinical workflow and offered industry best practices for a user-friendly clinical mobility solution

- Defined operational support and governance to ensure patients and clinicians had an intuitive experience

- Delivered training to accelerate adoption and identified quality metrics to evaluate the success of the holistic solution

Creating a Strategic Plan for Implementation, Support, & Governance

After defining the project needs, the Pixel Health team developed a strategic and operations plan for the CC&C solution.

"Implementing a new communication system is not an easy task, especially in a complex hospital environment," said Daria. *"We needed to look holistically at the entire clinical mobility solution set and its adoption—spanning the needs of the clinicians to the IT team—and the hospital's capability to support these solutions."*

"Pixel Health demonstrated a very deep understanding of the market and our industry's best practices. They understood that our CC&C platform was more than just the technology and helped define how we would operationalize our solution," said the Chief Nursing Informatics Officer.

The plan outlined how the technology would be implemented, defined the operational support and governance, and considered several factors, such as:

The safety and security of the new technology

The current infrastructure and its capacity to support the technology

The process of enablement and adoption of the new solution

Potential changes and improvements in the clinical workflow

Promoting Seamless Adoption of the New System

As part of implementing the CC&C solution, the team needed to ensure that the clinicians had an intuitive experience and understood all the changes. The Pixel Health team created an internal communications plan, developed online and in-person resources, and delivered on-demand training to support the launch of the clinical mobility solution. After launch, they also prepared "super users" to share their knowledge and experience with other clinicians to accelerate the adoption process.

Enabling More Efficient Communications & Greater Satisfaction

Since launch, the medical center has found that the well-designed CC&C solution has increased patient and clinician satisfaction.

"Across the board, we've been really happy with the resources that Pixel Health provided. Beyond the structure and the knowledge base that the team brought to the project, they also helped identify meaningful quality metrics, and provided project management and informatics support when we needed it," said the Chief Nursing Informatics Officer. *"We recognized the benefit of having an additional workforce through a consulting agreement and valued our partnership with Pixel Health."*

LEARN MORE about how Pixel Health leverages its Synergistic Care methodology to help healthcare organizations and cross-functional care teams design, develop, and optimize their clinical workflows.

*Our client is willing to provide any prospective clients a personal referral for our services upon request.

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