

Parkland

What does the hospital of the future look like? See for yourself at the Parkland Health & Hospital System in Dallas County, Texas. Its new 2.5 million square foot campus offers state-of-the-art medical services backed by a peerless technology infrastructure that is demonstrably improving the delivery, value, and impact of care. This enables Parkland to fulfill its mission: *Dedicated to the health and well-being of individuals and communities entrusted to our care...*

A Healthier Patient Experience

Built for the Future. Improving Care Today.

Parkland's all-digital "hospital of the future" is transforming the healthcare experience for patients, care teams, and family caregivers.

The Vision

In 2011, when the executive team at Parkland Health & Hospital System began conceptualizing its new 2.5 million square foot medical campus, they spent long hours brainstorming on what a greenfield technology-rich campus would look like. And they always put the most important stakeholder front and center in the planning dialogue: **the patient.**

“We wanted an all-digital facility that sets the bar for what a quality patient experience should be,” says Joe Longo, Parkland’s Chief Information Officer (CIO). “We wanted the patient’s full experience – from the moment a patient steps into the hospital until they are fully discharged, and every interaction in between – to ultimately guide the design of our new campus.”

As a public hospital serving the greater Dallas region, Parkland executives envisioned a healthcare center where patients would take an active role in their care journeys and a workplace for staff that operated efficiently.

Parkland Memorial Hospital Named “Most Wired” 4 Years in a Row

For four consecutive years, Parkland Memorial Hospital has been recognized as one of the nation’s Most Wired hospitals, demonstrating excellence in technology to fill the gaps in care. Published annually by Health & Hospital Networks, the Most Wired list recognizes leading hospitals for their IT use and adoption.



“We wanted to leverage technology that was, candidly, several years ahead in terms of what anyone else was doing,” says Mr. Longo. “Our vision was to create a new hospital experience that would keep us at the leading edge for many years.”

To develop this hospital of the future, Parkland collaborated with an ecosystem of technology firms including the ExtendedCare team, which at the time was part of Cisco Systems. Together, Parkland and ExtendedCare built an all-digital bedside patient engagement platform called ExtendedCare Bedside™.

“The bedside platform leverages our investment in communications infrastructure to bring digital services like educational videos, medical information, and other features directly into each patient’s room,” explains Mr. Longo. With the bedside platform, Parkland is able to deliver personalized bedside services to patients, family caregivers, and the clinicians who serve them.

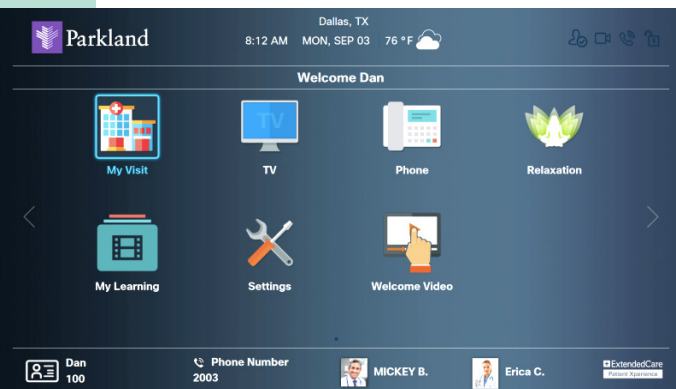
“Our mission is to deliver the best possible care.

Connecting technology platforms to our Epic EMR and other IT systems helps us deliver on this promise,” adds Brett Moran, MD, Parkland’s Chief Medical Information Officer (CMIO). “Our patients and clinicians are seeing gains and benefits from our investment in the patient’s in-hospital journey.”

Bedside: Heartbeat of the Hospital

ExtendedCare Bedside™ is a cross-generational bedside patient engagement solution that links patients, care teams, and family caregivers together in a video-rich “virtual room” providing secure, shared access to personalized medical information, facility services, educational content, and entertainment. The easy-to-use platform allows patients to access first-run entertainment, order meals through personalized menus, view treatment information, and share real-time feedback with hospital staff, such as patient surveys.

Patient Information – When patients arrive at their rooms, they are immediately greeted with the Bedside interface, where they can instantly access secure information on their condition, treatment plans, and care teams. This helps combat feelings of isolation – patients immediately feel part of a connected community.



Patient Education – Clinicians can order educational videos through the EMR and the videos are immediately available to the patient in the Bedside interface. The system automatically assigns content and tracks the patient's progress as they complete each video. “Now our clinicians can assign the videos, remind the patient, see the progress, and ensure each patient completes his/her assignments – all from one system,” says Dr. Moran. “This has been a paradigm shift for us.”



Scheduling – Patients and care teams can view patient schedules to track upcoming appointments and procedures, so patients are always in the loop about the timing of their treatment.

Departure/Return – When patients leave the room for treatment or other activities, care teams can see this real-time status in the Bedside interface, including the patients' departure and expected return times. This helps eliminate guesswork.

The Prognosis – Happier Patients and Higher Staff Satisfaction

Knowledge is everything, especially in the eyes of the modern patient, for whom a digital experience is now expected; and the modern clinician, who expects a suite of digital tools to help them deliver care faster, more efficiently, and with better outcomes. Patients are seeking more tools to take an active, participatory role in their care journey. As transparency and sharing of information between clinician and patient increase, so do patient compliance, satisfaction, and loyalty to the hospital – as well as improved outcomes.



Care Team Efficiency

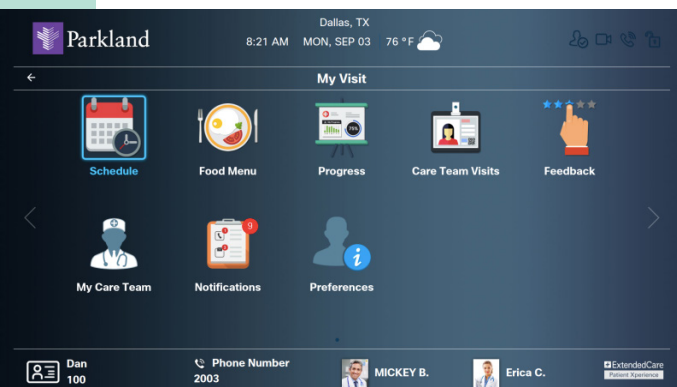
When clinical teams are given the optimal tools needed to perform their jobs, the overall quality of a patient's acute care stay improves. Timeliness and efficiency of care show signs of increasing.

With the Bedside platform, patients can perform activities on their own, such as accessing educational videos or ordering meals. This allows care teams to focus more time on their #1 mission – care delivery.

“Our clinicians are benefiting from standardized processes, faster delivery of care, and more predictable treatment outcomes,” says Dr. Moran. “This is the path to higher staff morale and productivity.”

Patient Compliance and Loyalty

A satisfying patient experience means patients are more likely to comply with their treatment plans, leading to better outcomes. “By giving patients the tools they need to take part in their own treatment,” says Mr. Longo, “Parkland is creating lasting relationships and greater patient loyalty among the community it serves.”



Parkland's Learnings

Parkland's journey to delivering a better patient experience has been both fruitful and instructive. Here are four learnings that Mr. Longo believes have been core to Parkland's success:

- 1. Stay five steps ahead.** From its inception in 2011, Parkland's IT planning process has methodically followed the famous words of hockey star Wayne Gretzky: skate to where the puck is going, not where it is.
- 2. Think five years out.** By building what it wanted to see five years out, Parkland has landed at a sweet spot – an all-digital hospital with many of tomorrow's innovations already built in.
- 3. Get consensus early and often.** Knowing that the new technology platform would bring changes to all areas of the hospital, Parkland's executives worked with all key stakeholders from day one – doctors, nurses, IT teams, and hospital administration – to ensure the platform was compatible with hospital operations.
- 4. Find like-minded technology firms that can execute.** Finding firms that understood Parkland's vision and had both the flexibility and resources to execute against it was no easy task. Through tireless planning and aggressive execution strategies, Parkland has become the award-winning hospital that it is today.

On the Horizon - Teledischarge & More...

So what's next for the hospital of the future? Parkland has its sights set on advancing the process of patient discharge by introducing teledischarge, using ExtendedCare Bedside™ and other platforms – a new approach to managing and serving patient populations while improving operational efficiency. Parkland also plans to “turn on” additional built-in features available within ExtendedCare Bedside™ that have not yet been implemented, such as location tracking.

Parkland's Five Technology Pillars

When planning the new campus, Parkland's executive team agreed to five "must-haves" right from the start. Then they found technology firms that could execute.

1. Best-in-class IT infrastructure
2. Best-in-class communications
3. RFID/RTLS
4. Integration with existing IT systems such as Epic EMR System
5. Patient Experience – Parkland knew a better patient experience meant bridging information gaps, enhancing the patient-to-clinician relationship, and redefining care delivery for patients, clinicians, and staff.



Parkland by the Numbers

- 2017 HIMSS Enterprise Davies Award recipient
- AIA award-winning, LEED gold certified
- 870 beds on 17 floors
- One of the busiest hospitals in the U.S., with average annual activity that includes:
 - 63,800 adult and NNICU discharges
 - 12,00 babies delivered
 - 21,000 surgeries
 - 244,000 ER visits – busiest single-location ER in the nation
 - Over a million outpatient visits a year



About ExtendedCare

Extended Care LLC is today's leading provider of telehealth and bedside solutions as clinically-integrated, configurable, personalized care experiences. Powered by Cisco, we connect patients and providers in rich, immersive digital interactions delivered with convenience, security, and reliability. Extended Care LLC is an affiliated business of the Dillon Kane Group (DKG).

Learn more at ExtendedCareSolutions.com and DillonKane.com

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