



Healthy Customer Service: Good Things Come to Those Who “Operate”

Lori Stewart

We are central Ohio's only academic health center

71,496
hospitalbeds

16
multispecialty
centers

NCI
designated
comprehensive
cancer center

100+
facilities

Our patient care

\$276M

in annual
community benefit
focused on
Ohio's most pressing
health needs

#1

hospital in
Columbus by *U.S.
News & World Report*

9

*U.S. News &
World Report*
ranked specialties

62,921

patient
admissions

**CMS 5-Star
Quality Rating**

2.11M

outpatient visits



Our people

1,874

faculty

900+

residents &
fellows

24K+

staff

3

Magnet-
designated
hospitals

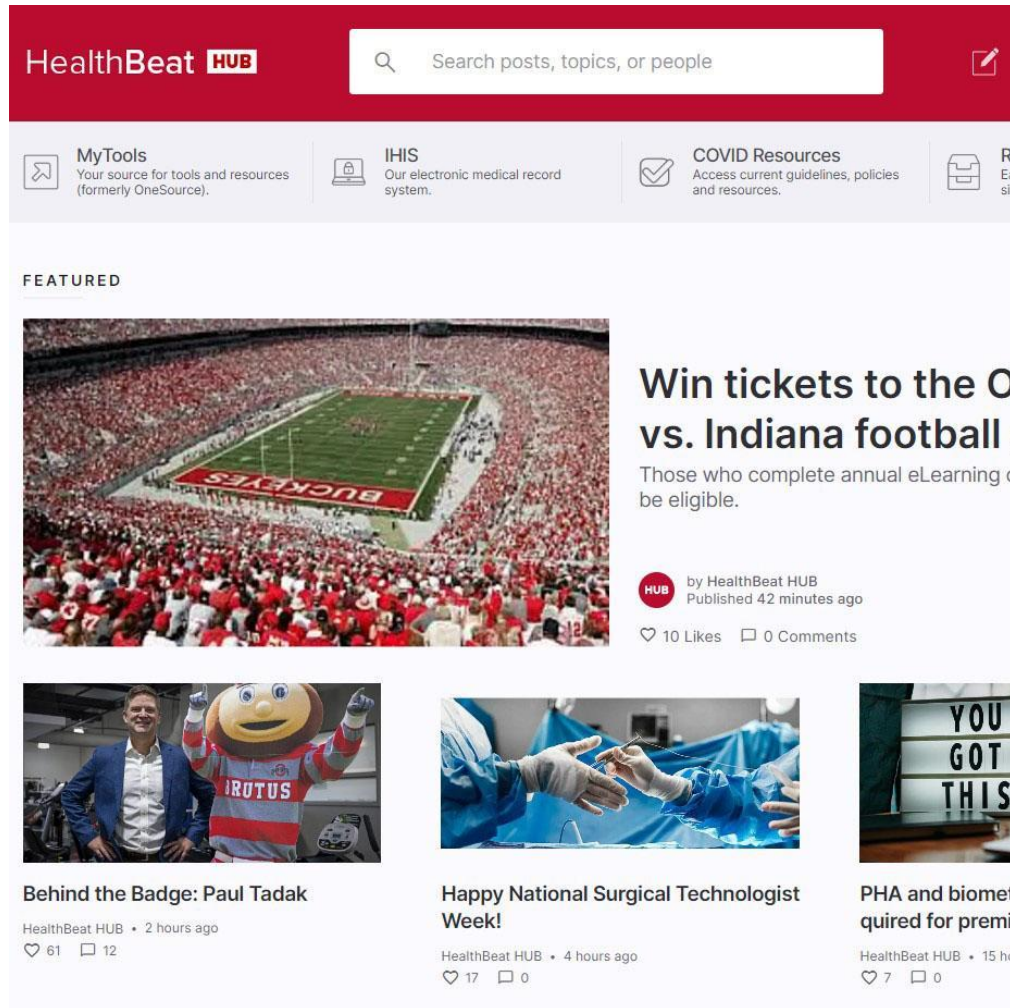
7

health science
colleges on a
single campus

30K+

College of
Medicine alumni

Our HealthBeat HUB Timeline



- Signed contract Dec. 31, 2019
- Launched mobile app March 31, 2020
- Launched desktop experience June 2, 2020
- Launched emails and newsletters Fall 2020
- Added Microapp to all intranet audience pages June 2021
- Organization-wide newsletter using newsletter template Feb. 1, 2022

Our Metrics

94%

Registration Rate

86%

Active Monthly Viewers

52%

Viewer Clicks

2.5X

Increase in Reach

8X

Faster Publishing

\$100K+

Saved in OR Costs

The Request

What: Landing page presence on the intranet

Why: To communicate COVID guidelines

Goal: Prevent cancellations so OR doesn't sit empty



COVID's Impact on Surgical Cases

- Suspended all non-essential or elective surgeries and procedures to:
 - preserve personal protective equipment (PPE)
 - preserve inpatient hospital capacity
 - promote social distancing in order to reduce the spread of the virus
- Moved outpatient cases to ambulatory surgical locations
- Postponed non-essential surgical procedures requiring an overnight stay
- 6,500+ cases impacted


Challenges of Returning to Surgeries and Procedures



- Operating room availability
- Staff still deployed to other areas of the organization
- Patients testing positive for COVID prior to procedure
- Continuously changing guidelines
- Patients arriving who didn't meet COVID protocols



The Cutting Edge

Joined 

Stay up-to-date with general news and information regarding efficiencies in the ORs, supply standardization, access to ORs and adequate staffing.

Goals



Increase operating room utilization



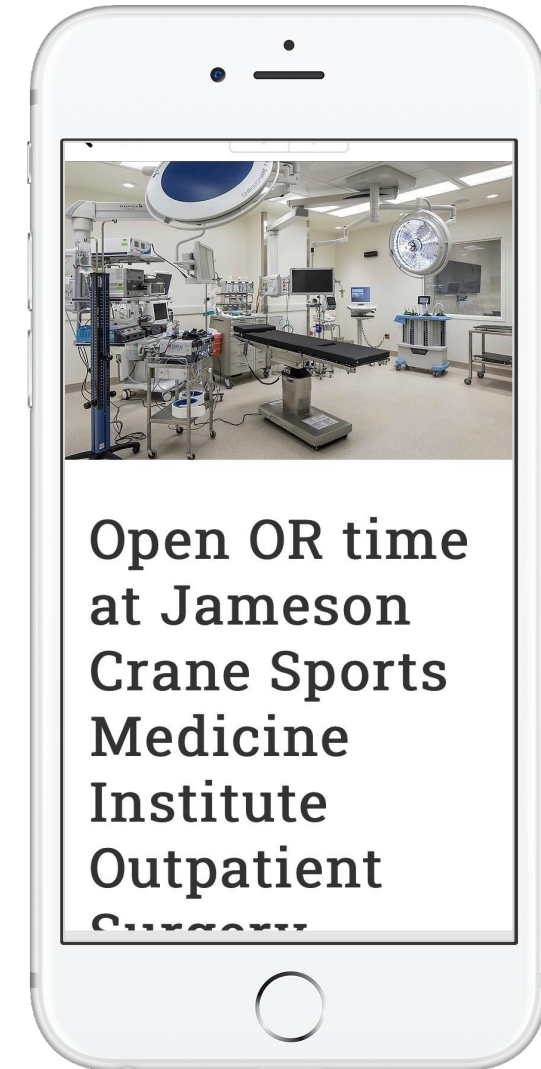
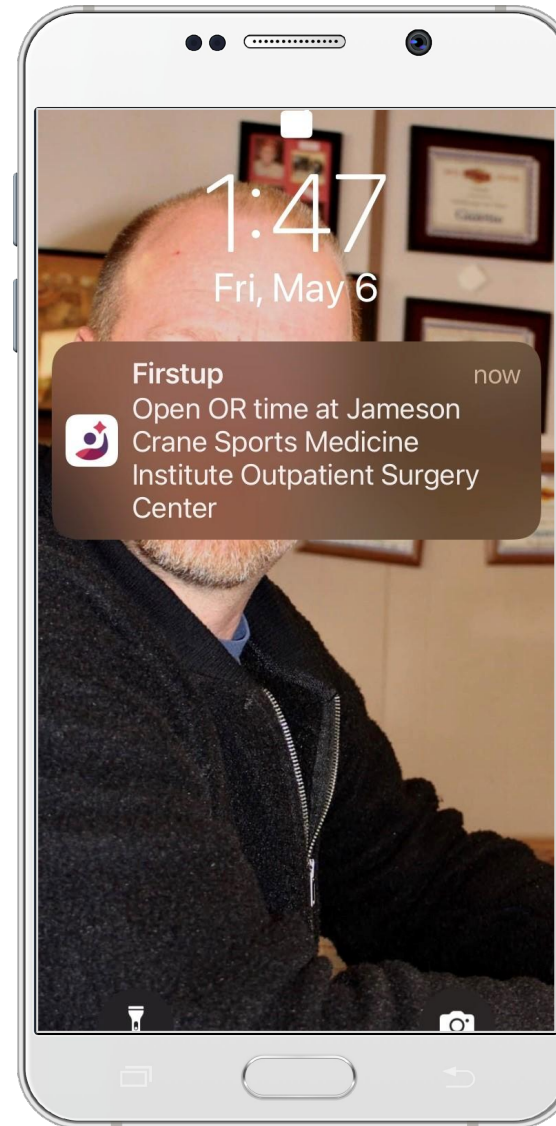
Increase awareness of operating room availability



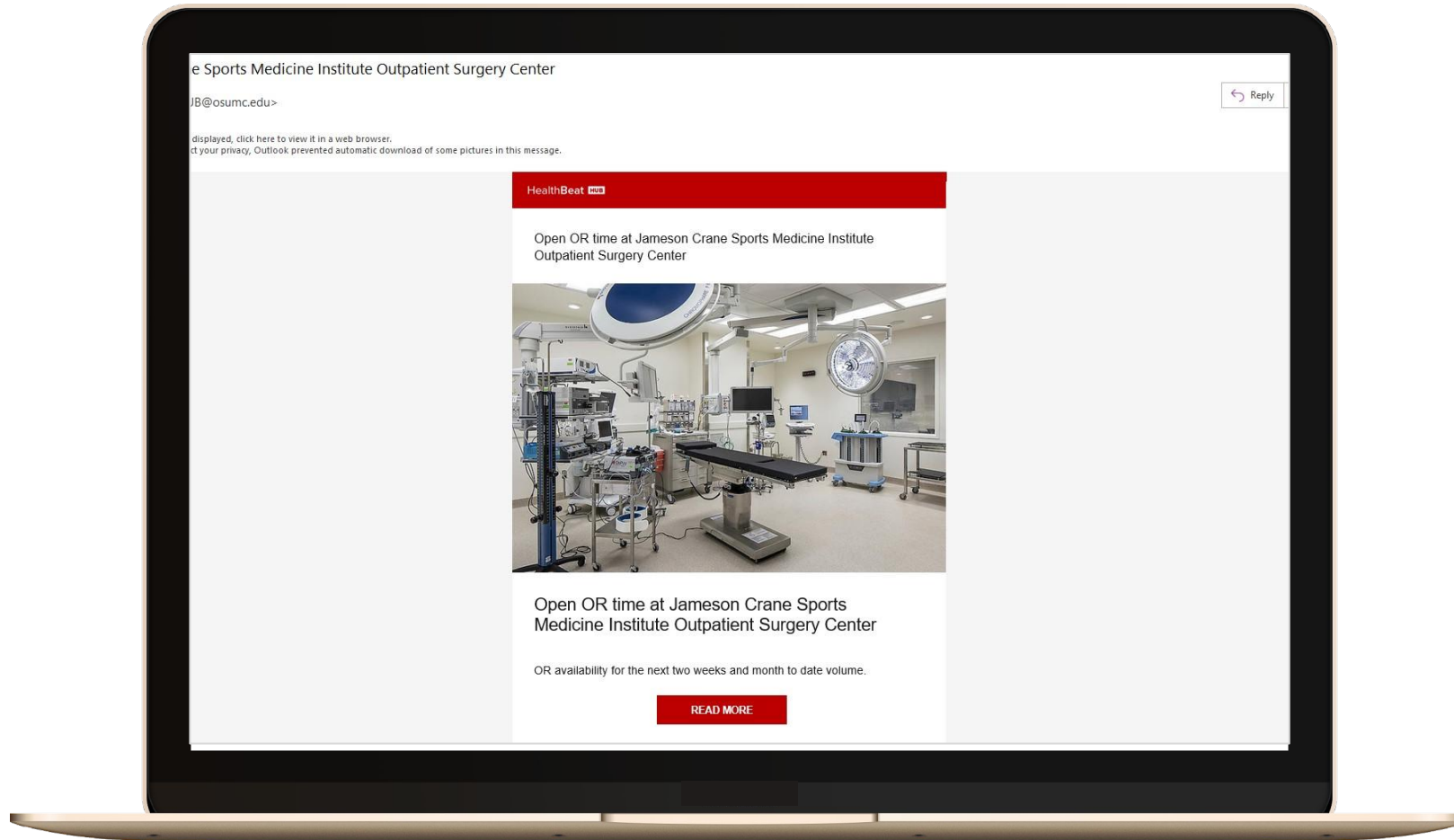
Provide timely access to guideline updates

Communication Tactics

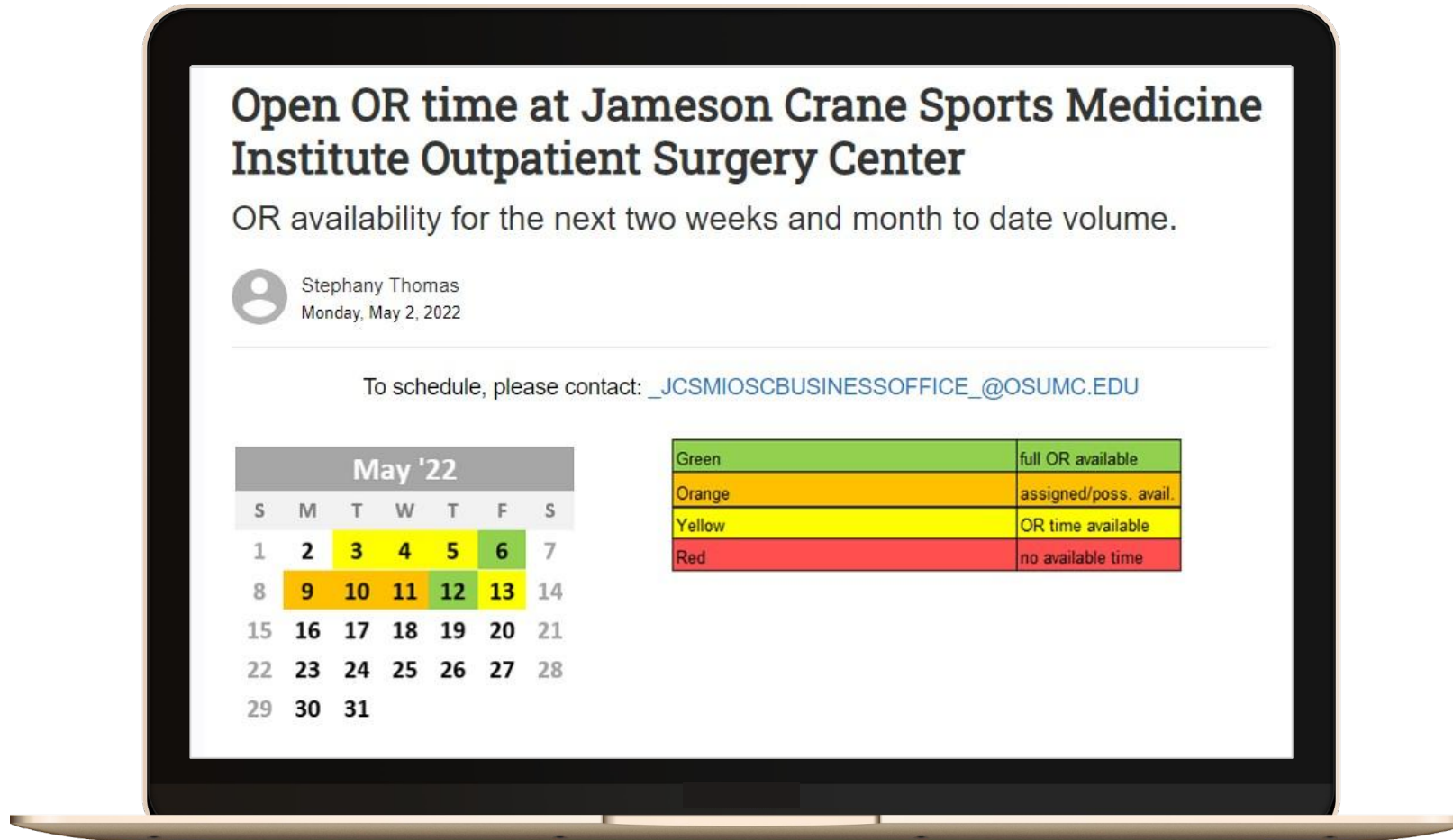
- Post OR schedules to The Cutting Edge and push out via email and push notification
- Create targeted audiences based on surgery center location
- Provide images
- Provide communication messages to encourage downloading the mobile app



Email




Content in Desktop Experience



Engagement Rate of OR Posts

HealthBeat **HUB**

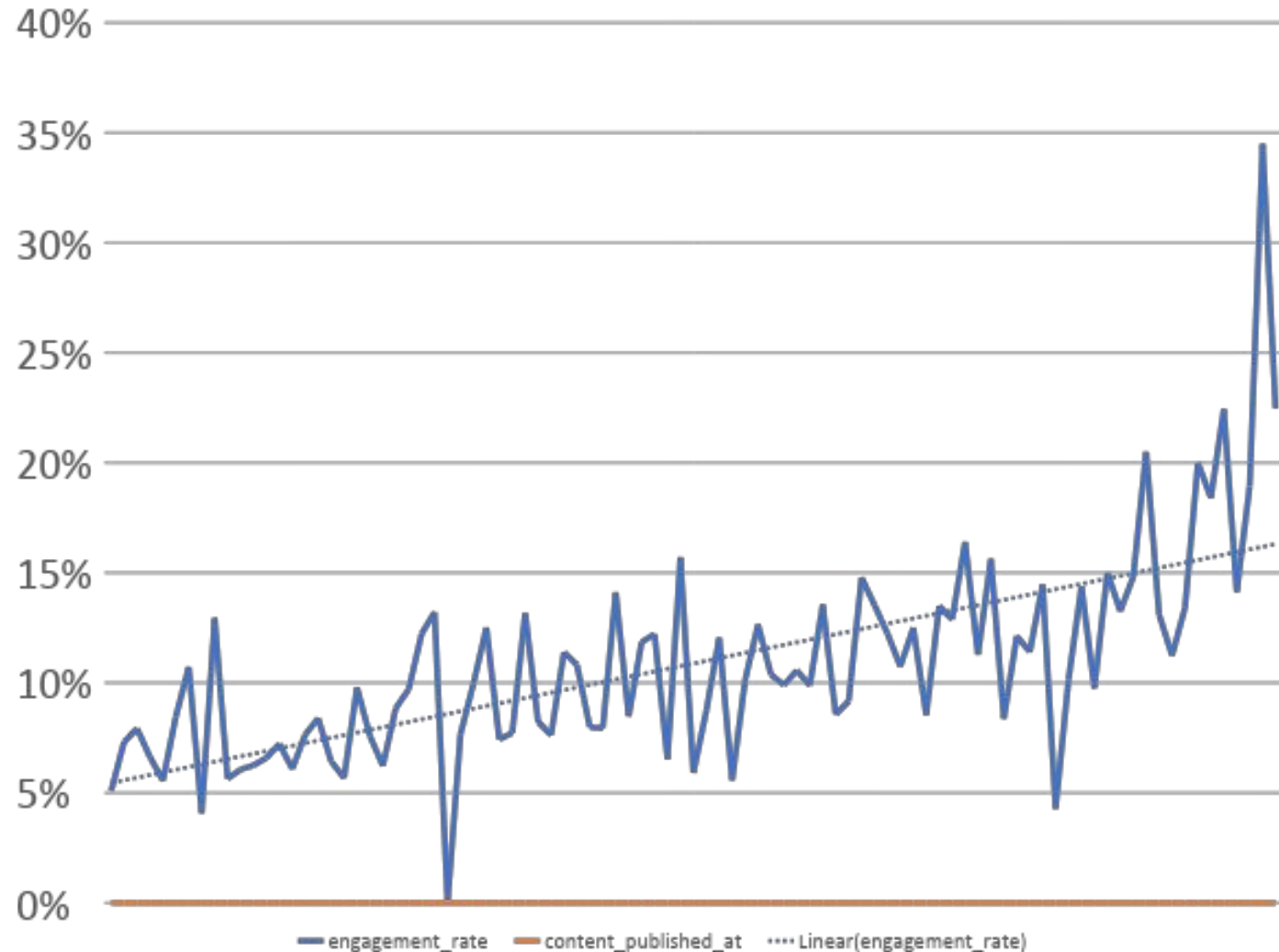
Open OR time at Jameson Crane Sports Medicine Institute
Outpatient Surgery Center



Open OR time at Jameson Crane Sports
Medicine Institute Outpatient Surgery Center

OR availability for the next two weeks and month to date volume.

[READ MORE](#)



Feedback and Initial Results



“This is great! I can’t wait to start doing this for University Hospital!”

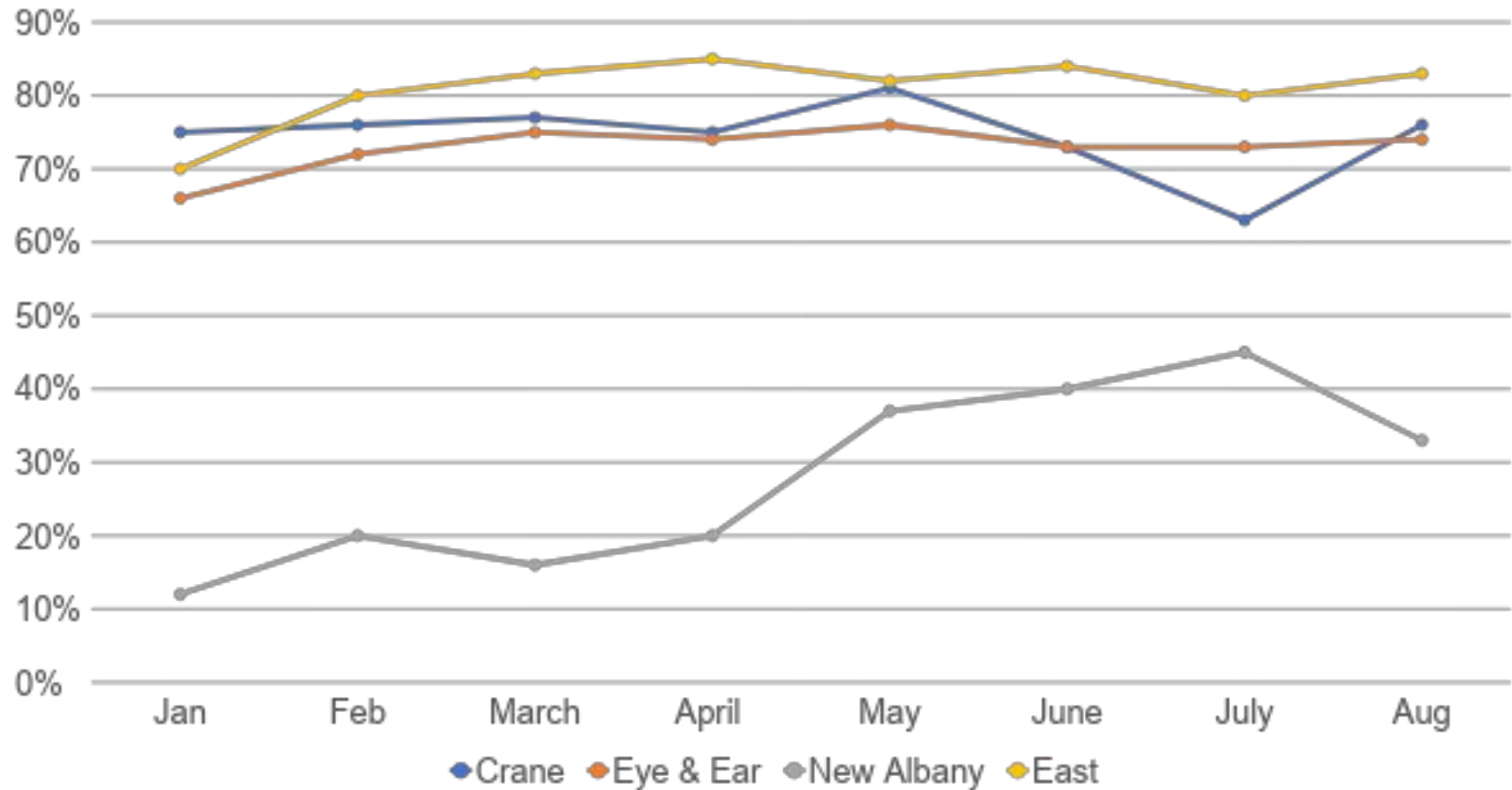


Increase in podiatry cases at Jameson Crane Sports Medicine Institute



Increase in Ob/Gyn cases at East Hospital

OR Utilization



Surgeon Feedback



- Since receiving these communications, do you feel there is OR time available to you? Increase from 61% to 73%
- As a result of these communications, did you start performing procedures in other locations? 4 said yes
- Did you know you can get a push notification on your mobile device with this information? 90% said no
- Have these communications helped you provide care to your patients in a timely manner? 39% said yes
- “I find these emails helpful. Thanks!”

Scheduler Feedback



- Since receiving these communications, do you feel there is OR time available to your surgeons? Yes, increase from 80% to 88%
- As a result of these communications, did your surgeon start doing procedures in other locations? 9 said yes
- Did you know you can get a push notification on your mobile device with this information? 83% said no
- Have these communications helped you to perform your job better or made it easier? 45% said yes
- “I appreciate the Push Notifications.”

Next Steps

The screenshot shows the HealthBeat HUB website interface. At the top is a red navigation bar with the 'HealthBeat HUB' logo on the left, a search bar with the text 'Search posts, channels, or directory', and three icons (a pencil, a person, and a menu) on the right. Below the navigation bar, there are two article cards. The first card, titled 'The Cutting Edge', features a photo of a surgeon in a green scrub suit and blue mask pointing at a screen. Below the photo is a 'Joined' button with a checkmark. The second card, titled 'Open OR time at East Hospital', features a photo of a hospital hallway with a gurney. Below the photo is the title 'Open OR time at East Hospital', a sub-headline 'Availability for the next two weeks and month to date volume.', the author 'by Stephany Thomas', and the publication time 'Published 5 hours ago'. Below this is a '4 Likes' and '0 Comments' indicator. The third card, titled 'Outpatient Care New Albany Endoscopy Volume Update', features a photo of a hand pointing at a word cloud with 'endoscopy' as the largest word. Below the photo is the author 'by Stephany Thomas' and the publication time 'Published 4 days ago'. On the left side of the page, there is a sidebar with the text 'Stay up-to-date with general news and information regarding efficiencies in the ORs, supply standardization, access to ORs and adequate staffing.' and 'Published August 18, 2020'. Below this is a table with the following data:

All posts	76
Posts per week	3
Last updated	3 hours ago

Below the table is a 'CONTRIBUTORS' section with a profile picture and the name 'Janis Lehman'.

- Engage leadership to help communicate option to sign up for email communications and download mobile app
- Launch at remaining four surgery centers (three hospitals and one ambulatory site)

Thank you



wexnermedical.osu.edu

