CASE STUDY

MEADOWS HEALTH TRANSFORMS PATIENT EXPERIENCE WITH REAL-TIME, OMNI-CHANNEL APPROACH

Meadows Health, a MEDITECH institution and three-time Thomson Reuters 100 Top Hospitals winner, wanted to create the ultimate patient experience for its customers.

"Patients are understandably frustrated with their healthcare experiences. As technology advances, they see convenience growing in all aspects of life, yet healthcare remains behind the curve," said Mike Hagan, vice president of revenue cycle operations. "Our vision at Meadows is for patients to have a 21st century experience with their healthcare."

To reimagine its patient experience, the hospital partnered with Jellyfish Health to implement a real-time, omni-channel solution.

Problem

Like many hospitals and health systems around the country, Meadows Health was relying on manual systems to manage its patient experience. These inefficient systems were creating a sub-par patient experience.

"The combination of increased competition, new regulatory burdens, and constrained resources really pointed to a need for us to get more efficient—to gain greater patient loyalty, provide higher levels of service, and, ultimately, build the integrity of our brand," said Alan Kent, CEO of Meadows Health.

Solution

Meadows Health chose to work with Jellyfish Health to transform its patient experience. Using Jellyfish's real-time approach, the hospital implemented highly efficient touch points before, during, and after patient visits.

"One of the most important aspects of Jellyfish's solution is how it enables people to interact with healthcare," said Kent. "Jellyfish makes our interaction with patients simpler and more transparent, which benefits the organization as well as the patient."

BEFORE JELLYFISH HEALTH SOLUTION: Labor-intensive and slow

Pre-Visit
Employees had to call the patient to manage appointment details, reminders and confirmations.

During Visit
Staff was managing the high capacity of volume during peak times with multiple staff members: greeting patients, handling intake/registration, and discharge/follow-up appointment prompts.

Post-Visit
Staff would call to discuss appointment reminders and confirmations as well as to review discharge instructions, when needed.

AFTER JELLYFISH HEALTH SOLUTION: Efficient and transparent

Pre-Visit

CONFIRM
Patient confirms appointment via text message

REMIND
Automated texts send reminders to patients 48, 24, and 2 hours before appointment

During Visit

CHECK-IN
Patients check themselves in at self-check-in station

WATCH
Patients watch the waiting room monitor in the lobby for their place in line and visit updates

RESPOND
Waiting room monitor message will pop up to inform patients when it's time to see the doctor

Post-Visit

REVIEW
Patients receive a text at discharge with a survey link

FOLLOW-UP
Automated text messages will remind patients of any follow-up appointments

Results

Jellyfish Health's solution integrated seamlessly with Meadows Health's MEDITECH system to improve efficiency across the board—both clinically and non-clinically.

The newly automated processes freed up staff to be more productive in their daily workflows, while the end-to-end touchpoints improved patient flow and customer engagement. With the Jellyfish solution in place, for example, the hospital achieved a 25% reduction in no-show rates within the first 30 days of going live.

25%
REDUCTION IN NO-SHOW RATE

"As we improve the patient experience, I believe patients will find it's easier to get service, go in and out of appointments, and communicate with staff at Meadows," said Kent. "And that leads to patients thinking, 'Of all the providers in the neighborhood, I'll keep choosing Meadows Health. They have superior quality, and now they make the difficult business of healthcare easier than anybody else.'"