

CASE STUDY

Patient Relief During COVID-19

How Virtual Waiting Rooms Optimize Safety at Meadows Health

Meadows Health has partnered with Jellyfish Health since 2018 to provide a great patient experience, but COVID-19 brought the regional health system to look at innovative solutions to increase clinical care capacity.

“For over 57 years, safety has been a top priority for us, and now with the COVID-19 pandemic, it’s no different,” says Business Development Coordinator Mandy Smith. But to keep patients and staff safe during the pandemic, Meadows Health needed to implement new ways to operate their care facilities.

PROBLEM

Smith and her colleagues shared the same concern of many healthcare providers—that patients might skip treatment surrounding the fears of visiting a care facility during the pandemic.

“Delaying care will only be more detrimental later on the longer you forgo those preventative measures or care from your provider,” says Smith. “We want the community to understand that you can feel safe coming here, we want to ensure that you continue to stay healthy and get the care you need.”

To ease patients’ concerns, Smith and her team knew it would be critical to implement social distancing measures at their hospital and physician practices. For Meadows Health, this meant starting where they were most crowded — the waiting room.



SOLUTION

Already a Jellyfish client, Billie Sue Durden, Meadows Health's director of patient access, worked with Jellyfish Health to implement a Virtual Waiting Room and customize automated text messaging to support new processes, including a drive-up for outpatient lab services.

With Meadows Health's newly configured Virtual Waiting Room, patients can check in remotely, complete paperwork, and wait in their cars from a socially safe distance. This helps Meadows Health limit the number of people in their facilities, prevent large crowds in the waiting rooms, and continue to sanitize between patients.

In addition, Jellyfish's automated text messaging feature helps increase efficiencies for staff and patients. For example, patients receive 72-hour and 24-hour text reminders to complete their forms electronically on their own time, rather than be rushed when they arrive for their appointment. When patients arrive, they simply text "A" to let staff know they've arrived and are waiting in their car.

Jellyfish Health's technology also supports Meadows' drive-up lab services. "Patients can drive up to a marked parking spot and by using the 'get in line' technology by Jellyfish Health, they are able to fill out a few fields of information about themselves. It puts them on a work list for the phlebotomist, and the lab draw takes place right at curbside," says Durden.

“

"At Meadows, we've always been a safe place to have your health needs addressed. We continue to be that safe haven for your medical needs."

Billie Sue Durden, Director of Patient Access
Meadows Health

”

RESULTS

Like many healthcare providers, Meadows Health cut back on elective procedures and surgeries based on CDC recommendations. As they've moved forward on rescheduling those procedures, some patients have been hesitant, but the team at Meadows has been able to ease those concerns.

"Some of the patients we call still aren't comfortable coming in," says Durden. "But when we talk to them about the virtual waiting room concept and that they won't be waiting in a crowded lobby...it makes them feel a lot more comfortable coming in."

Smith adds, "I think one of the reasons that we've instituted the virtual waiting room is to let patients know that they can still come in and get that routine care that they need. They can still see their provider whether that be through telehealth or routine visits. At Meadows, we've always been a safe place to have your health needs addressed. We continue to be that safe haven for your medical needs."

Founded in 2014 and based in Panama City, Florida, Jellyfish Health's technology helps savvy care facilities deliver convenient digital experiences that maximize capacity while increasing patient loyalty. Discover more about Jellyfish Health at www.jellyfishhealth.com.