

## Gwinnett Medical Center Meets Challenge of Increasing Patient Education Circulation in the face of Nursing Shortages with Krames On-Demand

### *Introduction*

Gwinnett Medical Center is located in Lawrenceville and Duluth, Georgia. The nine facilities that make up Gwinnett Medical Center deliver a full range of healthcare services from over 700 physicians on staff. They have won awards from such prestigious institutions as the Commission on Cancer (CoC) and the Association of Critical-Care Nurses (AACN) for their excellence in patient care.

When Gwinnett Medical Center began looking to adopt electronic patient education solutions, their objectives were to increase circulation of patient education while adding efficiency to workflow as part of ongoing quality improvements efforts. After a review of available resources, Gwinnett Medical Center chose Krames as their partner in patient education. Gwinnett Medical Center initially subscribed to a CD-ROM version of Krames On-Demand™ (KOD) and transitioned to the web based version of the product because it offered more functionality. Part of their decision was rooted in the fact that Krames was constantly adding new content to the program. “The fact that Krames recently added so much content in neonatal care, pediatrics, diet and nutrition” explained Mary Ann Gouveia, Gwinnett Medical Center’s Patient and Family Education Coordinator, “really validated our decision to work with Krames. We are confident KOD will continue to meet the content needs of our major service areas.”

Gwinnett Medical Center required a system that would deliver high quality information to their patients yet was easy to use from a caregiver perspective. They knew that if a new system was not easy to use; if it did not save the nursing staff time, then it would not be adopted. If underutilized, then they would fail in the primary objective of increasing distribution of education to patients.

Within the past year, KOD has helped Gwinnett Medical Center meet its objectives – distribution of patient education across the system is increasing and feedback from the nursing staff indicates that the KOD system does indeed save them time.

### *Helping Caregivers Educate a Diverse Population*

From the first time they logged in, the staff at Gwinnett Medical Center immediately saw the benefits delivered by the well designed KOD system. Flexible search options including key word search or browse trees enabled clinicians to quickly locate the content they needed. By providing flexible search options, it was easier for providers to incorporate use of KOD into their workflow because the system adapts to worker preferences.

Additionally, the personalization and multiple language functionality features have been very valuable to their clinicians and patients, especially when treating the non-English speaking population. Gwinnett Medical Center

serves large Spanish, Korean and Vietnamese speaking populations. The staff at Gwinnett Medical Center regularly takes advantage of the language options available through KOD to communicate important healthcare information to their patients. By using KOD's "print duplicate" functionality, clinical staff will actually provide patients with information sheets in their native language while the clinician is provided an English language version to refer to during the consultation. This functionality allows the healthcare providers to review the information along side the patient at the point of care and better gauge patient's comprehension of the material. Gwinnett Medical Center staff strongly believes that KOD's language capabilities helps facilitate communication between the caregivers and non-English speaking and Low English Proficiency patients for better health outcomes.

### *An Enterprise Wide Solution*

One of the pillars of Gwinnett Medical Center's objectives was to increase circulation of patient education. Gwinnett Medical Center covers a wide range of medical specialties including Cancer Care, Women's Health, Orthopedics, Imaging Services, Cardiac Rehabilitation, Sleep Lab and much more. It was a challenge to find a solution that would provide consistent quality education content across a variety of disciplines and be accepted by the wide variety users.

KOD content, however, has proven quite popular across the multiple service areas at Gwinnett Medical Center. For instance, the Clinical Nurse

Specialist in the Center for Neuroscience is particularly fond of a set of informational sheets on the anatomy of the brain. With the addition of new content, the hospital's Physical Therapists are starting to adopt KOD. Nutritionists are also very excited about the new information available concerning diets and nutrition. In particular, they are pleased to see previously hard to find information on special diets such as the DASH diet.

As part of their implementation, Gwinnett Medical Center also offers the Krames Online Patient Education library on their public website. This content package mirrors the content in KOD enabling Gwinnett Medical Center to provide consistent quality education across patient touch points.

### *Looking Forward: Integrating with an EMR*

Mary Ann Gouveia in her role as the Patient & Family Education Coordinator at Gwinnett Medical Center has been tracking the utilization of KOD on a monthly basis and has found a steady and steep rise in its use since implementation. Based on this early trend, Gwinnett Medical Center considers the investment in KOD to be a success. As Gwinnett Medical Center sees higher utilization of KOD, distribution of patient education is clearly becoming a key component of caregiver workflow.

To ensure that patient education remains a fixture in the standard of care patients receive, Gwinnett Medical Center will be looking to integrate Krames On-Demand™ with their new



Electronic Medical Records system that is coming online in 2008. “The fact that Krames has integrated with other McKesson EMRs has given us confidence that they will be able to successfully integrate with our McKesson system once we are ready to make the move,” concluded Ms. Gouveia.

The Gwinnett Medical Center experience with Krames On-Demand is

indicative of how this state-of-the-art patient education system can help hospitals achieve patient care quality measures while adding efficiency to the work place and supporting investment in larger IT systems.

To find out how Krames On-Demand can benefit your institution, call 800-333-3032.