Navigate Through the Healthcare System. Literally.

Location information from wireless network powers wayfinding app from Etelu.

" Using the Etelu app on our Cisco® wireless network is a very inexpensive solution to the wayfinding problem that all large institutions face. Now I can't imagine not having the app. "

- Mark Webb, Chief Executive Officer for Pediatric Services
University Health System

Visiting the hospital makes a lot of people anxious. So when planning its new 10-story, million-square-foot Sky Tower, University Health System (UHS) of San Antonio, Texas, looked for ways to reduce stress. "Just making it easier for patients and visitors to find their way to a doctor's office, lab, or the cafeteria improves the patient experience," says Mark Webb, chief executive officer for Pediatric Services at University Health System.

Challenges	· Provide great patient and visitor experience.
	· Help people find their way around million-square-foot building.
	· Maximize reimbursement rate from federal government.

The state-of-the-art Sky Tower, which opened in April 2014, includes a new Emergency Department, 35 operating rooms, and 420 private patient rooms. It joins other campus buildings that went up in phases. "When hospitals add buildings over time, you get a hodgepodge of space that can be complicated to navigate," Webb says. Patients and visitors have a lot on their minds, and sometimes get lost even walking from the parking garage to the entrance. Signage is not enough.

To create an exceptional experience, the hospital decided to develop a wayfinding app for mobile devices. "We wanted to make it easier to get from point A to point B," says Webb. "Easing patients' anxiety even a little bit is a good thing."

A great patient experience not only attracts patients but also helps to bring in more U.S. federal government money. The Centers for Medicare and Medicaid Services (CMS) offers financial incentives for providing high-quality care to Medicare patients. Thirty percent of the hospital's score is based on patient satisfaction, as measured by the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey.

Case Study | University Health System

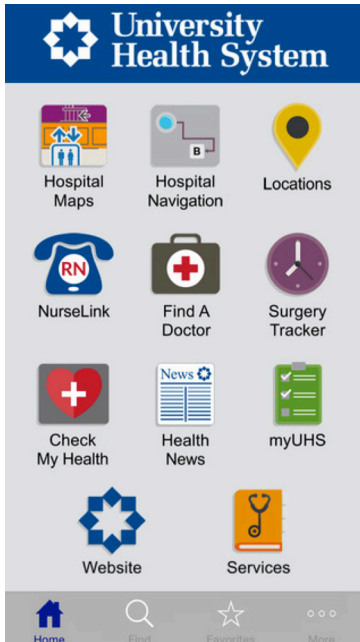| Size: 716 Beds, 6000+ Employees	Location: San Antonio, Texas	Industry: Healthcare

You Are Here

Solutions
- Built Cisco wireless network, which tracks visitor location.
- Engaged Etelu to develop mobile app for wayfinding and more.

After meeting with vendors that provide wayfinding solutions, the health system decided to work with Etelu, a Cisco Connected Mobile Experiences (CMX) partner. "Our first need was wayfinding, but Etelu also suggested other services we could add to the app to create a better patient experience," Webb says.

The building already had a Cisco Wireless network, used for hospital applications and guest Wi-Fi. Now Cisco Mobility Services Engine (MSE) analyzes network information to locate wireless devices. The Etelu app plots the location information on a hospital map.

UHS advertises the free app on signs placed around the facility and on its website. Anyone can download the app from iTunes or Google Play. Colorful icons start different services. Click the Hospital Navigation icon to see current location as a blue dot on a hospital map and navigate to any location on campus. UHS is currently adding BLE beacons, which CMX will use to augment the network for an enhanced mobile experience. Additionally, users can get turn-by-turn instructions to any facility from home, right in the app. To start a call with an advice nurse, click the NurseLink icon. Find a doctor by specialty or location by clicking the Find a Doctor icon. Etelu also integrated the app with the hospital's surgery tracker database, so visitors can find out when a friend or relative is scheduled to enter or finish surgery.

Deployment was quick. Patients and visitors began testing the app less than three months after UHS and Etelu held their initial meeting. Today, an average of 2500 people connect to the network at peak times, Monday through Friday.

Getting from Point A to Point B Is Less Stressful.

"Using the Etelu app on our Cisco wireless network is a very inexpensive solution to the wayfinding problem that all large institutions face," says Webb. "Now I can't imagine not having the app. We're getting very positive feedback." Users include patients, visitors, vendors, visiting doctors, and even new employees who haven't learned their way around.

Wayfinding also removes one of the biggest impediments to being on time for appointments: not knowing where to go. "Staff on every floor can give directions, of course, but some people just don't like to ask," Webb says.

Family and Friends of Surgery Patients Can Rest Easy.

Before, friends and family often hesitated to leave the waiting room, fearing they would miss updates from doctors or nurses. Now they can see when surgery is scheduled to begin or end by clicking the Surgery Tracker icon and entering the surgery ID number. "Visitors feel freer to get a meal in the cafeteria or sit quietly on the rooftop," says Webb.

Patients Can See Their Lab Results with a Few Clicks.

After clicking the MyHealth icon, patients just enter their IDs and passwords to view lab results and schedule appointments. The convenience eases the stress of waiting for a call. Self-service also reduces call volume, shortening queues.

All of the wireless services from Etelu contribute to higher patient satisfaction. "When asked to rate the hospital from 0 to 10 on the HCAHPS survey, patients who can easily find their way around have one more reason to select 10," Webb says. "That's a factor in reimbursements."

Next: Same Network, More Services

Now UHS is extending the solution to its other locations, including the 250,000-square-feet downtown Robert B. Green campus. UHS and Etelu are brainstorming about other patient services to offer through the app. One idea under consideration is a self-check-in icon, which would notify staff that the patient has arrived.

"We're looking forward to seeing what tomorrow holds," Webb says.

Results	· Improved patient and visitor experience, a factor in reimbursements. · Developed and deployed mobile app in less than three months.

More Information

Cisco Connected Mobile Experiences: www.cisco.com/go/cmx

Etelu: www.etelu.com

Cisco in healthcare: www.cisco.com/go/healthcare

Products and Services

Wireless

· Cisco Aironet 3602 Access Point
· Cisco Mobility Services Engine with Cisco Connected Mobile Experiences (CMX) license