

Humanizing the patient experience



Real-world experiences from four healthcare organizations



Introduction

Think about the last time you, a loved one, or a friend needed medical care.

It can be an overwhelming, confusing, and often daunting experience. There isn't a lot of transparency around what is happening, where you need to go, what you need to do—all of which compounds the stress of dealing with a routine visit or an ailment.

In a world where patients are center stage as consumers, differentiation through improved experiences has become a key business priority for healthcare providers.

IoT and connected healthcare solutions can improve experiences by optimizing access to information, education, convenience, well-being, and entertainment.

Read on to learn what is at stake and how Cisco is helping four providers deliver better experiences today.

Patient demand for digital experiences



70% of patients say **scheduling** ease is an important factor in their care experience.¹



30% of first-time visitors **get lost and confused** in hospitals.² This comes with a high cost of \$150B in the U.S. due to missing appointments.³



60% of patients said **free Internet** in the waiting room would completely or somewhat minimize frustration.⁴



69% of patients feel that video can stimulate an in-office experience, resulting in accurate diagnosis.⁵

1. "The value of patient experience," Deloitte, 2016.

2. "Deloitte Digital Report," Deloitte, 2013.

3. "The cost of missed appointments," Health Management Technology, 2017.

4. "The Cure for Wait-Time Woes," Software Advice, 2013.

5. "Telehealth Index," American Well, 2017.

Mercy Virtual

Answering the call for better patient care

Drawing from deep experience—hundreds of years caring for patients and 43 hospitals across five states—Mercy designed the Virtual Care Center to bring together the best minds to provide patient-centered care, advance technological innovations, and identify opportunities to make care more accessible, more affordable, and more comprehensive.



St. Louis, Missouri, U.S.



330 employees

Challenge	Solution	Results
<ul style="list-style-type: none"> Patient frustrations were increasing with longer caregiver call pick up and hold times 	<ul style="list-style-type: none"> Cisco Unified Contact Center Enterprise 	<ul style="list-style-type: none"> Saved six hours per day because of faster call pick-up, plus patient's records simultaneously displayed on caregiver's monitor Saved 43 seconds per call locating the patient electronic health record Reduced average speed of answer to less than 30 seconds and abandonment rate to less than 5%



Nurse On Call provides this one-on-one service that enables any of our patients to get a hold of a caregiver 24 by 7, anywhere in the world. They are really more focused on the complete continuum of care.”

Edmund Siy, VP Transformation
Mercy Virtual

“We want everything to flow just like if they had walked into the doctor's office, except the patient has the advantage that they are in the comfort of their own home.”

Nancy Rikard, Clinical Manager
Mercy Virtual

“When a patient calls Nurse On Call, the Cisco technology recognizes the phone number of the patient, which then automatically opens the correct electronic health record. We needed this technology to help us find their record faster.”

Cindy Rydberg, Executive Director of Nurse On Call
Mercy Virtual

University Health System

Navigate through the health system. Literally.

Visiting the hospital makes a lot of people anxious. So when planning its new 10-story, million-square-foot Sky Tower, University Health System looked for ways to reduce stress.



San Antonio, Texas, U.S.



Over 7,000 employees

Challenge	Solution	Results
<ul style="list-style-type: none">▪ Provide great patient and visitor experience▪ Help people find their way around million-square-foot building▪ Maximize reimbursement rate from federal government	<ul style="list-style-type: none">▪ Built Cisco wireless network, which tracks visitor location▪ Engaged Etelu to develop mobile app for wayfinding and more	<ul style="list-style-type: none">▪ Improved patient and visitor experience, a factor in reimbursements▪ Developed and deployed mobile app in less than three months



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."

"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."

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

Montefiore Medical Center

Give patients what they want: Internet access

Montefiore Medical Center in the Bronx, New York, is the University Hospital for the Albert Einstein College of Medicine and is one of the largest hospital and care networks in New York. But, until recently, patients and guests couldn't get online while at the hospital.



Bronx, New York, U.S.



8,500+ users per month

Challenge	Solution	Results
<ul style="list-style-type: none"> Meet patient and guest demand for easy wireless access Deploy wireless across all patient and guest areas in all three divisions of the medical center 	<ul style="list-style-type: none"> Over 150 Meraki wireless access points (APs) to provide full coverage 	<ul style="list-style-type: none"> High speed wireless Internet access inside patient rooms, waiting areas, and outdoor courtyards Cloud-based platform enabling multi-site management over three medical divisions Over 8,500 distinct users access the network and transfer over 1.6 TB each month



"We are always looking for ways to set ourselves apart and to increase patient satisfaction. Inspire WiFi provided us with a great tool through Meraki to accomplish those goals."

Jack Wolf, CIO
Montefiore Medical Center

"We are excited to partner with Meraki and Montefiore to provide this amenity for Montefiore's patients and guests."

Greg Ebbert, Vice President
Inspire WiFi

NEL CSU and Stellar Healthcare

Cut travel; deliver flexibility and choice

Video consultations between doctors and patients offer a more convenient service to people living in the North and East London Commissioning Support Unit (NEL CSU) area.



London, U.K.



1,500 employees

Challenge	Solution	Results
<ul style="list-style-type: none"> Improve patient access to general practitioner services Ensure more cost-effective use of clinician time 	<ul style="list-style-type: none"> Providing more convenient appointments and better use of clinical resources with video consultations using Cisco Jabber Guest Managing virtual waiting rooms with Cisco Unified Contact Center Express Facilitating video-based collaboration with Cisco Unified Communications Manager 	<ul style="list-style-type: none"> Helps general practitioners deliver more efficient care Gives patients more convenient access to appointments Improves clinician productivity



“Using video has improved the quality of remote consultations and makes our support more appropriate to each individual. It also appeals to younger and tech-savvy patients.”

Debbie Bodhanya, CEO
Stellar Healthcare

“HealthConnect is a simple and cost-effective way of improving access to general practice and bringing it into the 21st century.”

Samuel McCarthy, Assistant Director ICT
NEL CSU

Why Cisco?



We can help you change the face of medicine.

Cisco is helping to bring innovations to life with the world's first enterprise-ready voice assistant and is using AI to keep up with ever-changing security threats.



Cybersecurity is critical for survival. We've built it into all of our solutions.

Cisco's security solutions help increase visibility, identify vulnerabilities, and stop threats in their tracks—fast.



When it comes to privacy and compliance, we've got your back.

With our deep understanding of the complex relationships between the technical and the clinical business, we can give you the tools to keep your patients' data private and can help you understand your unique requirements for responsible information management.



We help you use what you have more effectively, optimizing your investments and expanding the possibilities.

Cisco Services works with healthcare teams worldwide to design, manage, and optimize some of the most sophisticated, secure, intelligent platforms for the digital delivery of healthcare services and operations.



Together with our global ecosystem of partners, we make industry-leading healthcare solutions possible.

We partner with device and pharmaceutical manufacturers, hospital and research institutions, and start-up and multinational tech companies to provide the solutions you need to securely drive better business operations and patient care.



Our global experience in healthcare is unmatched.

For over 20 years, we've been making innovation possible at more than 17,000 healthcare organizations in 118 countries.

Learn more

[Patient engagement solutions](#)[Progressing the patient experience in IoT and connected healthcare – analyst report](#)[Improving the patient experience – video](#)[Cisco Mobility for Healthcare](#)[Cisco Healthcare Contact Center](#)[Improving personalized health – eBook chapter](#)



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San Jose, CA

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