

Digital Welcome Guide



Rationale and context

Patients feel powerless in an unfamiliar environment and seek advice and assistance from under-pressure staff



Patients

- unfamiliar with the hospital environment and what to expect
- Feel disempowered, in pain and uncertain of their outcome
- look for familiarity in the areas which they can relate to
- Uncertain as to who to ask
- Want to feel independent



Staff

- Want to provide individualised care, time and attention for all
- Have to balance with clinical pressures
- feel unable to offer the level of holistic care they would like
- Are continuously asked non-clinical questions



Welcome Guide

- designed specifically to welcome and empower patients
- Provides key information for their stay,
- Is easily accessible from their bedside
- releases pressure from clinical teams

Information at patients' fingertips

Patients are able to access their digital welcome guide by scanning a QR code from their bedside table or cabinet on their own devices, which enables them access to a web link based tailored content site. This can also be available on pre-admissions letters to aid with patients' expectations and preparation



Digital Patients' Welcome Guide

Welcoming and empowering patients by providing an easily accessible digital guide with key information for their stay from their bedside – sample welcome guide: <https://europe.advocor.net/patient-guide/wythenshawe/>

Hospital Information

Providing key information for inpatients on available facilities and services and a 'who is who' section



Satisfaction Survey

Enabling patients to proactively provide feedback on their stay



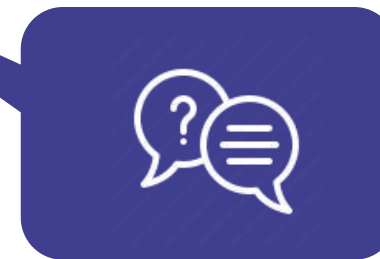
Menu Selection

Making all menu options more accessible to patients (disclaimer to liaise with clinical team for dietary requirements)



FAQs & Contacts

FAQs and patient experience ambassador and concierge contacts where available



Digital Patients' Welcome Guide Benefits



Patients

Patients feel more empowered, less anxious and have access to details of services provided as well as key hospital information. Patients also have the chance to review the wider option of menus available themselves ahead of selection, plus keep entertained and be able to proactively offer feedback and request a visit for prompt resolution.



Staff

Reducing queries from patients to clinical team, thus alleviating pressures. Patients have the opportunity to view answers to their generic queries. More informed patients feel more reassured and receptive to care. Questions have been developed in conjunction with clinical staff and patients, based on their most frequently asked questions



Enabler

The Welcome Guide is also a future enabler for added functionality and as a portal for communication with patients, without infringement of GDPR rules. An enabler to offer carers the opportunity to order a meal at patient's bedside, as a guide prior to admission, as an enabler to arrange emergency food provision on discharge and more

Welcome Guide



56%

of clinical staff feel there is not sufficient information available for patients

and

70%

of patients

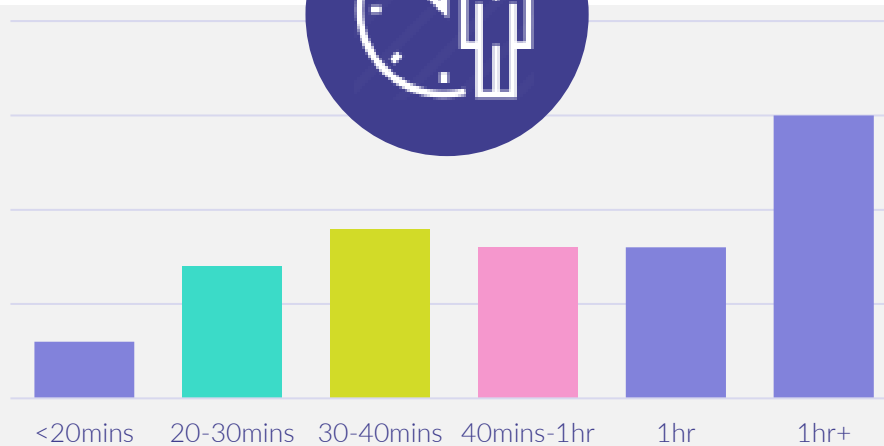
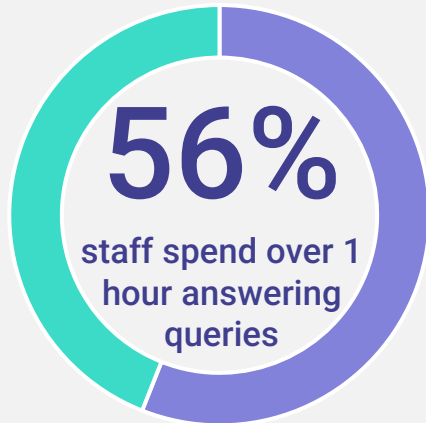


90%

of patients feel that the welcome guide would have helped them settle in and feel more comfortable during their stay

96%

of patients feel that the welcome guide would enhance their overall experience



Time spent per day by clinical staff answering patients non-clinical questions



of clinical teams feel that the welcome guide would save them time by directing patients and visitors to it to answer some of their core information needs



of clinical teams believe that the welcome guide would enhance patients' experience



of clinical staff spend at least 20mins per day in answering patients non-clinical questions

Welcome Guide feedback



Time

100%

Agree that patients feel they needed to ask fewer questions as they have found the information they needed in the Patient Welcome Guide



Information

100%

of clinical teams feel that the welcome guide saves them time by directing patients and visitors to it to answer some of their core information needs



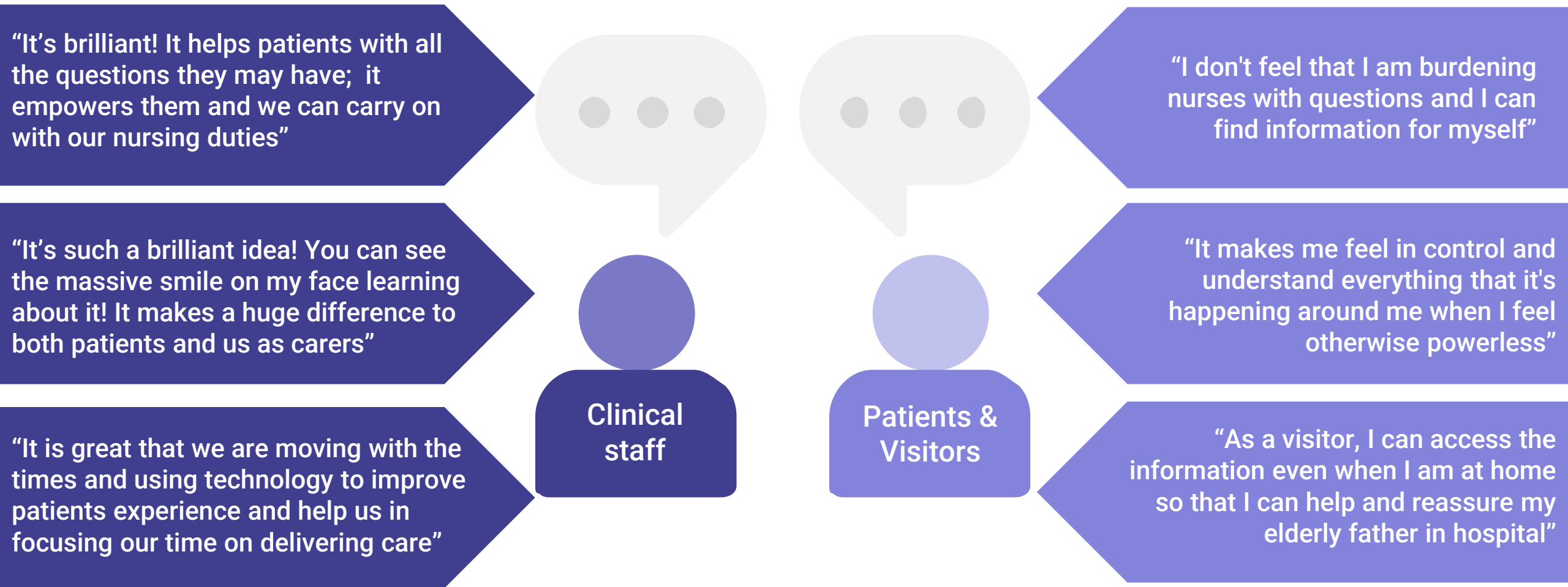
Experience

100%

Agree that the Digital Welcome Guide, and the information it provides, significantly enhances the patient experience

Clinical teams and patients feedback

The welcome guide has been positively received and it has had rich feedback from both clinical teams and patients



Thank you.