

# The Power of Patient Texting

5 ways secure, text-based messaging is transforming patient engagement

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# Take two aspirin and text me in the morning

## How Patient Messaging Transforms Healthcare

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The healthcare industry has a complicated relationship with modern technology. Leaders eagerly invest in the latest and greatest diagnostic tools and medical equipment to enhance treatment.

Yet, despite all the clinical advances in healthcare, many organizations still rely on landline phones, fax machines, and pagers.

This is frustrating for clinicians who know there is a better way to work but must put away their personal smartphones and use inferior communication tools on the job. It's also frustrating for patients who can bank via text and order groceries with an app yet have no choice but to play phone tag with their physicians.

Not only do these communication delays negatively impact patient satisfaction, but they also can affect patient health, impact safety, and increase hospital readmission rates.

Talk to healthcare professionals about how effective they believe their patient communication is, and the common refrains will include:

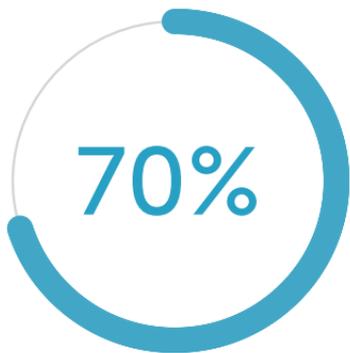


No one answers the phone.

We leave voice message after voice message.

Some patients don't even have their voicemail set up, so we just wait for a call back.

When we finally get a call back from a patient, they often need to talk to the nurse who in many cases is with another patient.



70% of patients are more likely to choose a provider that sends text reminders about follow-up care, according to Accenture's 2019 Digital Health Consumer Survey.

## Closing the communication gap between care teams and patients

As more and more health systems embrace clinical communication solutions, the speed and quality of care continues to improve. While that's great news for team communication inside the hospital, communicating with patients post-discharge is still frustratingly difficult.

TigerConnect solves this challenge by making it incredibly easy for care professionals to engage patients and family members securely using a channel they're already familiar with — **texting**.

75%

Percent of Medicare payments estimated to be value-based by the end of 2020<sup>1</sup>

70%

Percent of people who will not answer a phone call from an unfamiliar number<sup>2</sup>

98%

Percent of consumers who will open a marketing text message<sup>3</sup>

<sup>1</sup>AHA.org – Evolving Care Models: Aligning care delivery to emerging payment models; May 2019

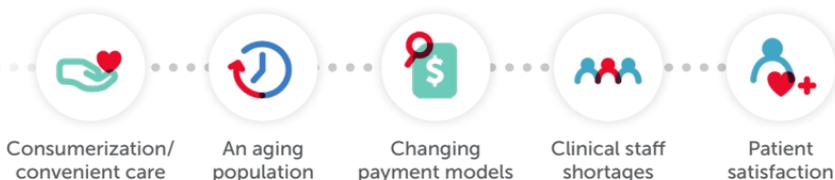
<sup>2</sup>Consumer Reports – Why Robocalls Are Even Worse Than You Thought, May 15, 2019

<sup>3</sup>Gartner, Tap Into The Marketing Power of SMS, November 3, 2016

## Future-proof with patient texting

Market forces are squeezing hospital margins, draining existing resources, and forcing care organizations to find better ways to communicate with patients.

This booklet shows several ways that patient texting can help teams navigate emerging trends, including:



## A better way to communicate with patients

Use this booklet to discover new scenarios for patient texting, such as:

### Surgeries & Discharges

#### Pre-operative instructions

Ensure patients have instructions ahead of time so they arrive prepared.

#### Intraoperative updates

Keep family members informed during procedures with text-based updates.

#### Post-operative follow-up

Minimize complications by monitoring surgical wounds and post-op care.

#### Lower readmissions

Meet evidence-based practices for high-risk discharges by assisting with PCP visits and care plan compliance.

### Across the Health Ecosystem

#### Post-acute care facilities

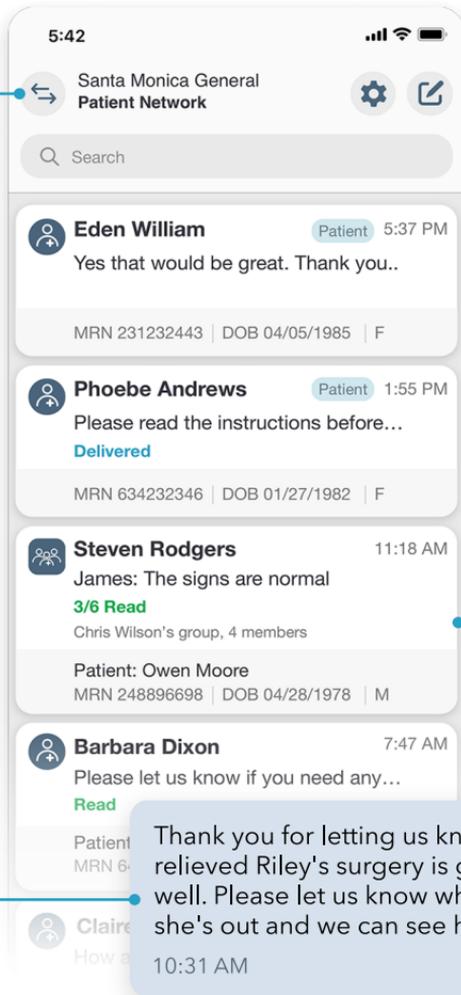
Seamlessly coordinate patient transfers with SNF staff and families.

#### Affiliate physician groups

Streamline communication between the hospital, physicians, call centers, and patients.

#### Home health and palliative care

Coordinate visits between home health nurses and patients. Help palliative and hospice staff text directly with patients' family members.



1

2

3

Thank you for letting us know. So relieved Riley's surgery is going well. Please let us know when she's out and we can see her.

## Powerful, yet easy to use

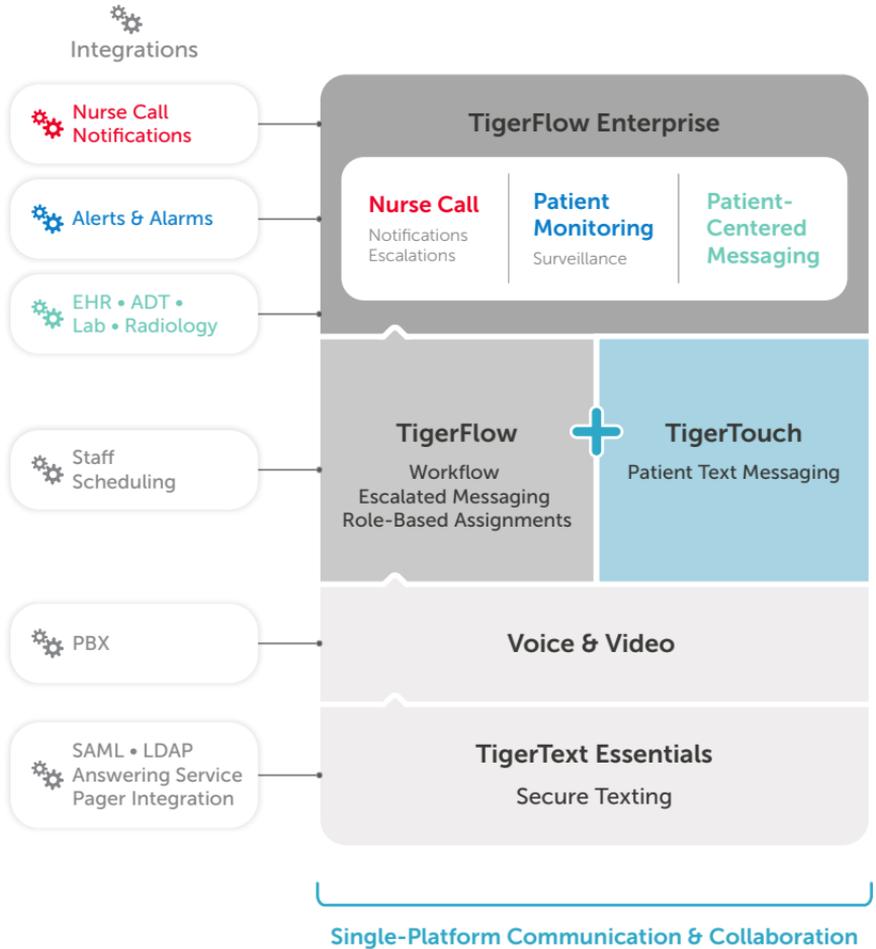
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- 1 Switch seamlessly from providers to patients**  
Stay instantly connected to both provider and patient conversations with a single tap using the same app.
- 2 Bring all essential parties into the conversation**  
Collaborate easily with patients, specialists, primary care providers, and others for faster, more informed care decisions.
- 3 Make it easy for patients – no apps or passwords**  
Our secure mobile browser experience means no apps for patients to download or credentials to manage.

### Patient texting benefits

- ✓ Higher patient satisfaction
- ✓ Lower readmissions
- ✓ Reduced no-show rates
- ✓ More patient referrals
- ✓ Happier providers
- ✓ Far fewer phone calls

# TigerConnect Product Suite



## Workflow Scenarios in this booklet

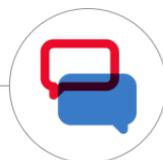
### Pre-surgery preparation

Discover how direct texting with patients helps them follow the proper dietary and logistical instructions before a procedure.



### Family communication during surgery

Update nervous family members throughout a loved one's surgery with consistent, detailed, text-based updates.



### Hospital discharge

Accelerate discharge coordination while properly setting patient expectations. Text expected discharge times, medication lists, and discharge plans.



### Physician's office coordination

Stop playing phone tag and start texting. Securely converse with patients, send pre-visit instructions, and answer questions when it's most convenient.



### Home health activities

Coordinate home care visits, resolve medication issues, manage complex wounds, and reduce readmission risk by contacting the care team when a patient's condition changes.



## Use Case

# Pre-Op Patient Instructions



Operating Room (OR) unit secretary uploads next day's patient list into TigerConnect.



Unit secretary sends SMS to patient via TigerConnect.



Patient reads 'Welcome' message, opens attached PDF instructions.

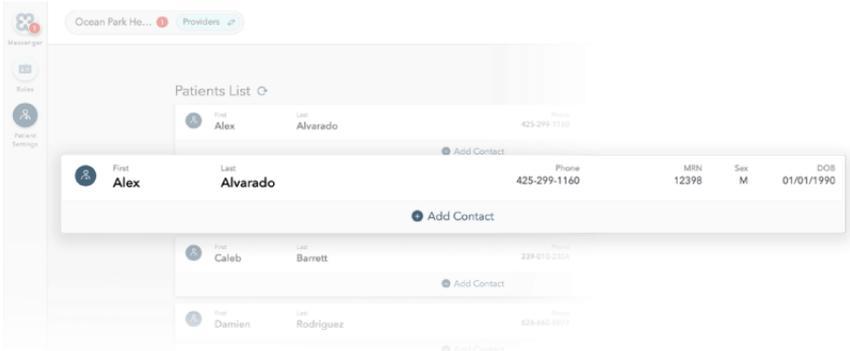


Patient receives SMS, taps encrypted link, launching a secure web-browsing screen.



Patient texts back with questions about expected arrival time in OR/PACU. OR unit secretary confirms 8 a.m.

# Outcome



## Easily manage patients

Automate patient lists from the EHR or upload them directly as .csv files. TigerConnect intelligently notifies care team members by name or by role when a new patient is assigned.



### Benefit: Better-prepared, more-informed patients

- Higher patient satisfaction – patients know what to expect before and after surgery
- Fewer problems following surgery with better outcomes
- Fewer rescheduled procedures

## Use Case

# Intraoperative Family Communication



Patient goes into surgery, family receives an SMS to initiate conversation.



Nurse liaison texts family about a minor complication and reassures them that it's being addressed.

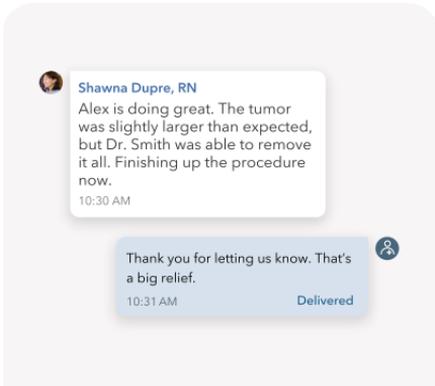


Patient is out of surgery. Family is notified that they can visit their loved one and speak with surgeon.



Family replies, thanking nurse, thus reducing inquiries with other staff.

## Outcome



## Keep families informed during surgery

Surgeries can be nerve-wracking for a patient's family. Keeping them informed and engaged with OR staff throughout a procedure can deliver peace of mind under stressful circumstances.



### Benefit: Higher patient satisfaction

- Keep families and concerned persons up to date during high-stress experiences
- Reduce number of verbal inquiries to the registration desk staff

## Use Case

# Hospital Discharge



Surgical patient is cleared for discharge. Discharge planning team is notified.



Case manager texts family with follow-up care plan and includes the PCP to coordinate an appointment.



Pharmacy confirms medication has been delivered to the patient.



PCP coordinator texts the patient's family to schedule a follow-up.



Transporter receives automated text and arrives at room to take patient to the lobby.

## Outcome



## Streamline discharges for both staff and families

After a hospital stay, patients and families just want to go home. Having access to both patients and staff in one app speeds up the discharge process so patients can begin healing at home faster.



### Benefit: Faster patient discharges

- Exceed expectations by avoiding a prolonged discharge process
- Ensure patients leave the hospital prepared, with important questions answered, and a digital copy of care instructions

## Use Case

# Physician Office Coordination



Coordinator from a physician's office texts the patient an appointment reminder with specific pre-visit instructions.



Patient texts the medical billing specialist photos of her ID and insurance card.

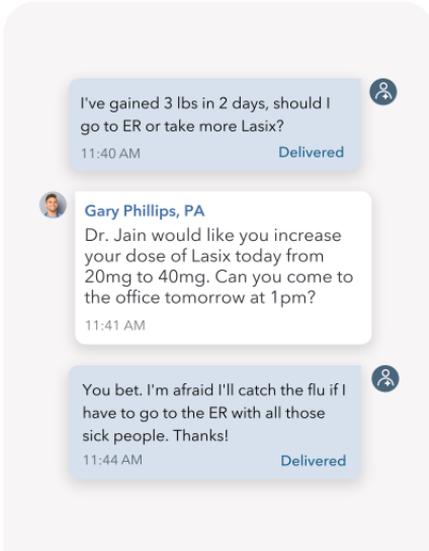


Patient texts physician's assistant with a medication question.



Medical assistant texts patient a map to the office with parking instructions.

## Outcome



## Coordinate office visits with patients by text

Put patients on the best path to recovery with frequent, easy, text-based follow-ups. Address issues early before they escalate to ensure proper healing and to prevent readmissions.



### Benefit: Lower readmission rates

- Engage patients quickly and often to identify issues early and proactively manage care
- Improve patient satisfaction with frequent check-ins
- Eliminate rounds of phone tag

## Use Case

# Home Health Nurse Activities



Home health liaison texts patient to coordinate arrival time with home health nurse at patient's house after hospital discharge.



Physical therapist texts an update to the care team to share the patient's progress.

Patient texts the team with a question about recovery.



Nurse observes a decline in patient's energy level and texts the PCP's office.



Home health nurse's aide texts patient's family across the state to provide an update on patient's condition.

## Outcome

**John Weber, MD**  
Jo, for patient Alex Smith's mild abdominal discomfort, I'll place an order to reduce his Metformin dose to 500mg.  
11:41 AM

**Jo Sherron, RN - Practice Manager**  
Alex, Dr. Weber said to reduce your Metformin dose to 500mg. I've sent a new prescription to your pharmacy. Can you pick up the new dose today?  
11:43 AM

Yes, my wife can pick it up, thank you for helping me.  
11:48 AM **Delivered**

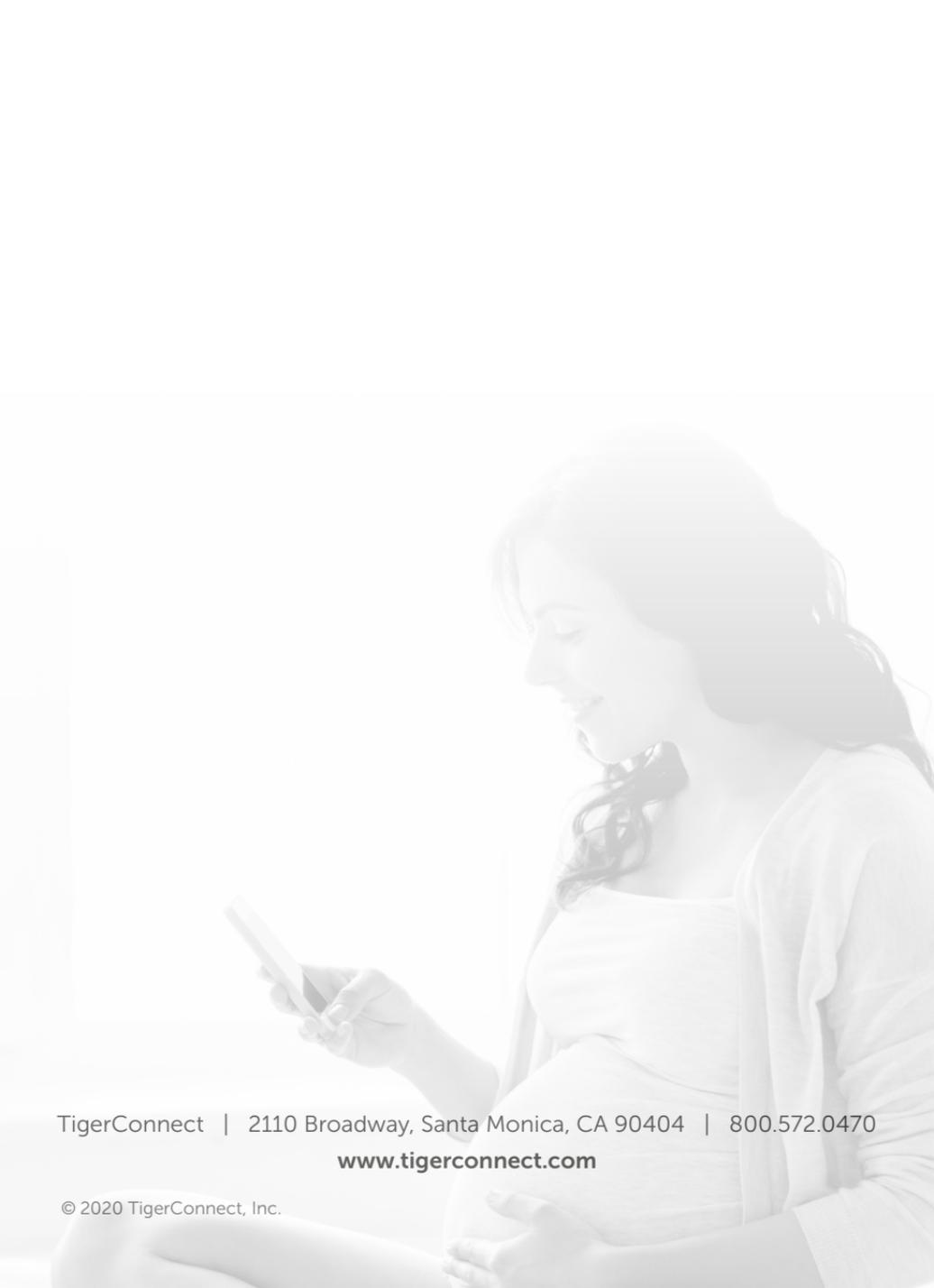
## Stay closely aligned with home health staff

Put patients on the best path to recovery with highly coordinated in-home care. Connect home health nurses and aides with hospital staff to identify conditions before they escalate, quickly resolve issues, and ensure care plans are followed.



### Benefit: Faster recovery for patients

- Significantly reduce the risk of readmission
- Maintain coordinated care between home health staff and hospital case managers
- Provide patients with higher quality care



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