

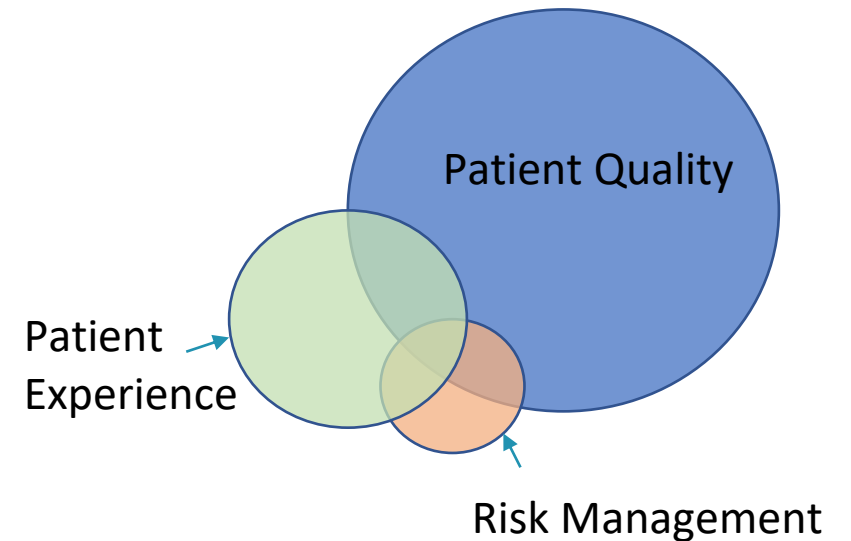


CareSight Email and VM scripts

Target Customer Profile:

- The initial target customer profile is the Director of Patient Quality and other titles that are responsible for patient safety and the quality of the customer experience

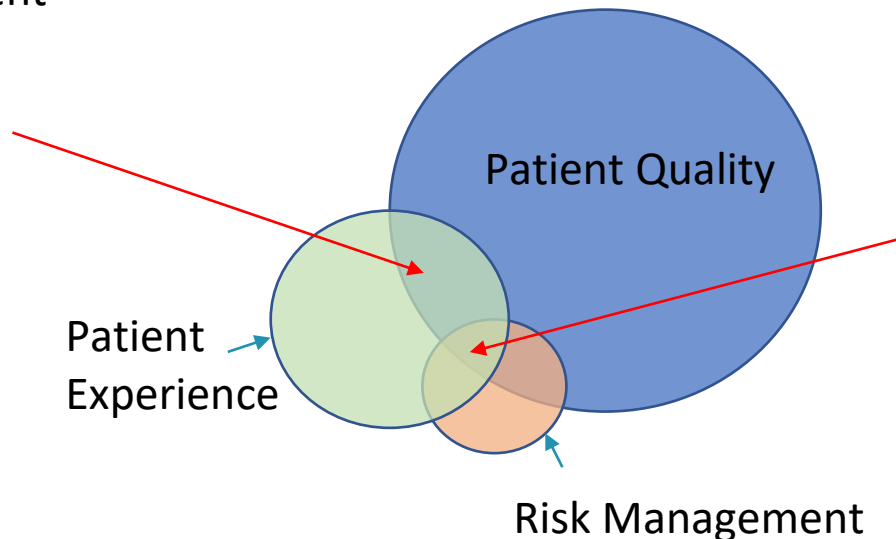
CareSight, and the general benefits of alarm-alert analytics, offer the greatest benefit, and have the most overlap with the job description of Senior Management in the Hospital Quality organization



Comparing Patient Quality with Patient Experience – key job roles

Patient Experience

- Patient Experience
- Continuous Improvement
- Staff Performance
- Nursing Morale
- Patient Engagement



Patient Quality

- Alarm Fatigue (impacts of...)
- Data for Continuous Improvement Programs
- Safety – Fall Risk, etc.
- Reducing Harm
- HCAHPS
- Workplace Stressors
- Data for Forensic Research

Notes on the Sequence of touch points

If your organization is doing a full awareness campaign, it may take as many as 5 touch points to get someone to take action towards learning more about CareSight.

The recommended sequence is as follows:

Call

Alert the customer that an email is coming that will be of value to their position

Mail

Send something of educational value. At CareSight.academy is a portal that houses information specific to their position.

Call

Call – leave VM that a link was sent to their email address, and to look for something titled “Beat Alarm Fatigue” as an example.

Mail

Send email with stronger, more compelling message. May revolve around “you’re missing out...” messaging

Mail

Send another informational email, with an educational slant to reinforce that you want to support their success

Benefits to Director of Patient Quality by Category

DPQ JOB RELATED

Enterprise-wide vision for Quality Impr.Programs (KPIs)

Confidence - data driven decisions

ID Latent Issues yet unmanifested

ID "low-hanging fruit"
Easy, high-impact changes

Reduce Fall Risk

Decision Support Data
For alarm Committees

Information without resource drain

Support forensic investigations

A tool to enable Patient Centricity (experience)

Multiple resources for the price of one FTE -

NURSING MANAGEMENT

Operational data for Nursing Management

Reduce workplace stressors

ID potential staff or process issues

Improve staff response times

Improve Rounding efficiency

NOISE RELATED

Manage Alarm Fatigue

Reduce Distraction

Reduction in false alarm notifications

Reduction broadcasted codes

Reduction in RN escalations

PATIENT RELATED

Improve Patient Experience

Improve Nurse-Patient Engagement - quality time

Reduce Patient experience of noise and chaos

Lower Complaints

Improved Safety

CORPORATE BENEFITS

Attract Patients

Improve climate for reimbursements

Improved Clinical Outcomes

Avoid HACs and Readmissions

VM #1 script – Alarm Fatigue

- Now that the big waves of the Pandemic have passed, many hospitals are looking at ways to help heal the healers
- To that end, we've sent you an email with the subject line "Beat Alarm Fatigue"
- It links to a portal of information on how Patient Care Alarm Analytics can quickly expose the changes you can make to turn down the noise.
- Also, you might get a call or email from one of our partners - TPC Systems
- We hope this finds you well and you find the information helpful.

Email 1 intro: Alarm Fatigue

Subj: Beat Alarm Fatigue

The great majority of alarms, alerts and escalations can be avoided using best practices for alarm management.

But, to confidently make these changes, your organization needs the right data at hand.

This resource portal offers information on how Patient Care Alarm Analytics helps hospitals to reduce alarm quantity, drive Continuous Improvement Programs, and improve patient safety.

We've created a portal for Management in the Hospital Quality field. You may also be contacted by one of our elite partners - TPC Systems.

Take a look and let us know how we can help.

www.caresight.academy

Vmail 1 follow-up: Alarm Fatigue

The volume of alarms and alerts is at the top of the list of workplace stressors. It also directly affects the morale and quality of care delivered by the nursing team

We sent you an email last week with a link to an information portal. The subject line was “Beat Alarm Fatigue”,

I just wanted to make sure you knew it was a few days deep in your inbox.

Thanks for all you do to keep patients safe and happy. 25 sec.

VM Script #2 – Decision Support

- Hi Jim,
- Quality Improvement Programs are a lot faster to implement when you have the right data to make decisions.
- We've sent you a link to a portal, specific to Directors of Patient Quality (or Patient Quality people) with information on how Patient Care Alarm Analytics can make your job easier. The subject line was "Decision Support Data"
- Take a look and let us know if we can be of service
- Also, be on the lookout for a call from one of our elite partners - TPC systems.
- Thanks – have a great day

26 sec.

Email #2: Decision Support Data

- Subject line: Decision Support Data
- Whether you're running an Alarm Committee, or driving towards today's common initiatives, like:
 - Quiet at Night programs
 - Alarm Response – Staff Performance Improvement
 - Fall Prevention
 - Nuisance Alarm Reduction – Alarm Fatigue Elimination
- Or, any number of tactical programs to improve Patient Quality, having the right data at hand enables safer, faster, and more confident decisions.
- At www.caresight.academy contains information specifically for Patient Quality professionals, on how Patient Care Alarm Analytics can make your job easier

VM #2 follow up – Decision Support Data

- Hi Jim,
- Just to follow up – we sent you an email last week titled “Decision Support Data” It had a link to a portal for Directors of Patient Quality.
- The objective is to show you how you can drive quality initiatives and improve nursing morale through Patient Care Alarm Analytics.
- Take a look and let us know how we can be of service.
- Have a great day!

Director of Quality

Voice Mail Script for second touch

Jim,

Just checking back on the email I sent you last week specifically for quality officers

We take the 99% of your data that's not used by the EMR system – data from patient monitors and other sources and turn it into actionable information

I just talked to someone this week that is preparing for a Joint Commission visit. With CareSight, they'd be ready at any time without having to scramble.

I'll resend the link so you don't have to go hunting.

Have a great day – and thanks for improving the quality of life for nurses and patients.

Director of Quality

Email Script for second touch

Subject: Bring back sanity and safety

Subject: Managing impact from Excessive Alarms

Jim,

Here's the link to the website with information for quality officers on reducing alarm fatigue and over-notification issues.

www.caresight.academy

With CareSight, your alarm committee can confidently make changes to improve noise reduction, quiet-at-night, alarm response, or whatever programs are underway. They can always be ready for a Joint Commission visit.

Compared to vendor-specific offerings, CareSight offers an omniscient view – collecting data from all sources as well as being able to overlay data from external feeds.

We also bring the expertise to correlate various sources so you can identify opportunities for improvement that can't be seen otherwise.

Nursing Director VM Script 2

Hi Nancy

This is Kathy with CareSight

Just checking back on the email I sent you last week, specifically for Nursing management

CareSight is an alarm analytics service. We help to reduce the volume of alerts, sometimes by nearly 90%

If you get a second, take a look at the portal we built for nursing management at caresight.academy

Thanks for doing what you do, and have a great day.

Nursing Director email Script 2

Subject: Let's make it more safe and sane

Subject: Reduce alarm noise

Dear Nancy,

Depending on the source, a nurse can get between 700 and 1300 alerts and notifications on an average shift. It's no wonder hospitals are looking for ways to turn down the noise and reduce alarm fatigue

CareSight provides a view of the entire alarm environment, so you can make data-based decisions.

We've reduced nuisance alarms and over-notifications by 90% at other hospitals.

Here's a link to an information portal on how to beat alarm fatigue: www.caresight.academy

Let us know if you're interested in learning more. We'd be happy to help.

T2 CareSight

Link to Portal

<https://www.caresight.academy>

This is a link to the Customer Resource Portal

Too much noise!
An average nurse can experience over 1,000 alert notifications per shift!
75% - 90% of notifications are false or unnecessary.
All of this "noise" affects patient safety and the quality of patient care.

Too little knowledge.
Leveraging the information from Patient Monitoring and Alarm sources enables organizations to eliminate 90% of the noise.
It also helps Nursing Management to improve staff performance, and provides decision support for Quality Initiatives.

Defined: The practice of transforming raw data from medical devices into actionable intelligence.

Eliminate Alarm Fatigue
Dramatically reduce false alarms, unnecessary escalations, broadcast noise, and overall alarm quantity.

All alarms are not the same.
Alarm fatigue blends alarms into noise, demoralizing staff and amplifying risk.

Decision Support for Alarm Committees
With the right data, sorted and presented the right way, Alarm Committees can quickly make an impact.

There's hidden power in your data. 1% is used by the EMR system. 99% is clinically significant but discarded.
Unused data can be collected, normalized and presented to provide critical insight to support decisions and verify assumptions.

Managing Patient's Perceptions
A quieter, less hectic environment improves pain control, functional status, emotional health, and symptom reduction.

Improving Nursing Environment
When alarms/alerts are minimized and routed properly, nursing morale and quality time with patients improves.

The use of Alarm Analytics offers benefits in these main categories:

- Improved Safety**
For patient safety, events from every critical alarm that quickly provide these alerts.
- Regulatory Compliance**
Time of critical events can be tracked and reported to support regulatory compliance.
- Patient Experience**
Turning down the noise gives nursing staff more quality time with patients and less time managing unnecessary alerts.

Building your brand in the community depends on delivering a quality patient experience. Ninety percent of the decisions made by patients are based on reputation.

Having the right information at hand improves speed and success when driving improvements.

Schedule a joint discovery meeting. In thirty minutes or so, we'll see if we can help, and if it makes sense. Worst case, you'll get more informed on Patient Care Analytics.