



# IBM Multi-Channel Self-Service Solutions for Hospitals

Increasing patient satisfaction while lowering costs

**Situation:**

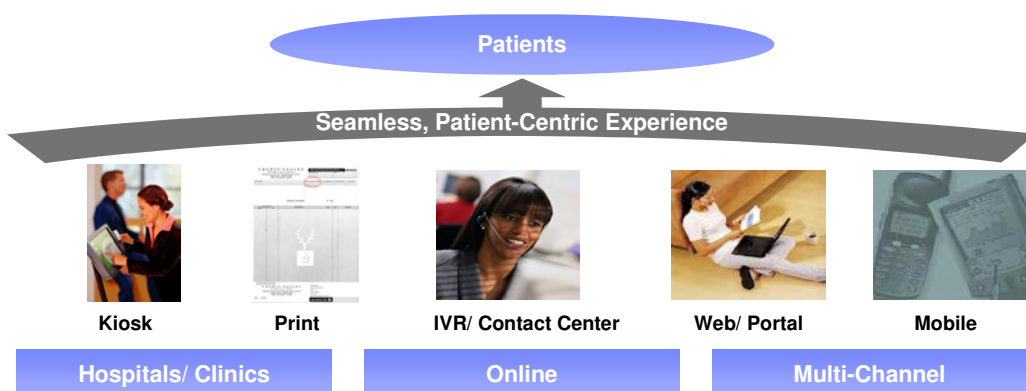
Maria is anxious about her trip to the hospital for a series of tests. Where exactly is the hospital, and how do I get there? What should I bring? A few days before her tests, Maria checks the Hospital Portal to confirm her appointment time, update her contact information, obtain directions, and review preparation instructions for tests. She is relieved the information is provided in Portuguese. She is reminded to bring her Provincial Health card but leave her valuables at home. Maria downloads a form, pre-loaded with her information, to bring to the hospital. When Maria arrives at the hospital, she steps up to the kiosk and inserts her Health card to check-in. She uses the way-finding application to locate the department of her first appointment, prints a map and directions and heads to her first visit. No line-ups and the kiosk provided information in Portuguese too!



Patients Want More Options

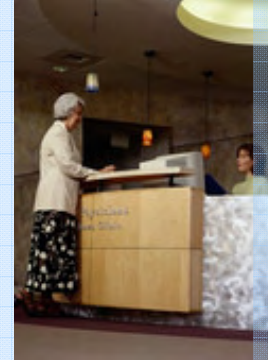
A recent healthcare<sup>1</sup> study conducted in Canada and the US clearly indicates that patients want better access to information about their care and prefer providers that offer multi-channel solutions to help them manage associated tasks:

- 62 percent of consumers are more likely to choose a healthcare provider that offers the flexibility to interact via online, mobile and kiosk self-service options versus a provider that does not.
- 53 percent of consumers expressed interest in booking or changing medical appointments online, through a mobile device or at a kiosk and receiving text message reminders of an appointment.
- 49 percent of consumers said the ability to securely receive lab results online would be convenient for them.



IBM is a leader in providing Multi-Channel Self-Service Solutions for Hospitals that provide a seamless and consistent experience for patients. Hospitals can streamline high volume processes such as patient check-in to improve the overall hospital experience through lower cost channels.

Multi-Channel Self-Service Solutions for Hospitals.....  
*Streamlining processes and lowering costs*



## Benefits to Hospitals

**Enhanced patient-doctor relationships** – through unified and direct communication channel

**Improved patient satisfaction** - through anytime 7x24 access to appointments, information, and medical records

**Increased operational efficiency** - by empowering the patient to perform transactions directly through streamlined processes

**Reduced administration** - through downloadable forms, and self-service processes

**Reduced costs** –through delivering efficient processes and optimizing content delivery

## Single Foundational Investment

**WebSphere Portal to deliver multiple portals** - start with a Hospital Portal; add profiles and capabilities for Physicians, Nurses, Patients, Staff and Volunteers

## Multi-Channel Self –Service Technologies in Healthcare

Healthcare providers have both a challenge and an opportunity to partner with healthcare consumers who have increasingly become “tech-savvy” over the past decade. Consumers have become accustomed to doing everyday tasks and getting services delivered online – from shopping and banking, to airline check-in and grocery check-out, taking classes and filing taxes – and will begin to demand a healthcare system that is capable of providing a similar experience for them, ranging from basic administration to management of their personal healthcare. The benefits in successfully doing so are many, from increased patient satisfaction to improved efficiency and reduced costs.

## Benefits to End Users

Patients and Visitors:

- Complete administrative tasks on-line both before and following healthcare services
- Obtain pre-procedure instructions and other guidelines, including directions to destinations around the hospital
- Have options for self-service check-in and online patient administrative services, streamlining patient-flow and experience
- Empowered to participate in important self-care and chronic disease management programs
- Receive up-to-date information quickly in a variety of languages and channels

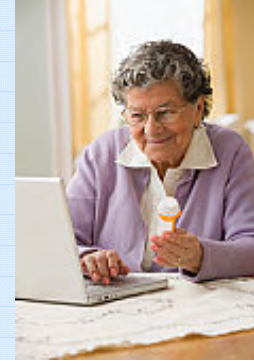
Staff and Volunteers:

- Spend less time filing and completing paperwork
- Can assist patients and visitors with finding information
- Have access to hospital intranet applications if they don't have a computer

Multi-channel self-service technologies can become an integral component of the patient and visitor experience focused on helping improve your in-hospital experience, better managing wait times, and contributing to cost reduction.

## Increases in Patient Volume

Patients in the United States made an estimated 1.1 billion visits to physician offices, hospital outpatient and emergency departments in 2006, an average of four visits per person per year, according to a study on health care statistics released by the Centers for Disease Control and Prevention. With ever increasing demands on our healthcare system, self-service technologies are being used to reduce emergency room backlog, improve patient care, increase employee efficiency, and lower costs.



## How Does It Work?



### 1 Check-in/Registration

Patients can to initiate their check-in and identify themselves with the swipe of their Provincial Health card, driver's license, credit card, hospital or other magnetic-strip card. Once the card is swiped, the patient is prompted to verify their personal information, complete any forms, confirm appointments, or answer any questions on the kiosk. The kiosk application is directly connected with the hospital or clinic patient database.



### 2 Wayfinding

Patients and visitors are able to orient themselves within the building, locate their destination and print a map and directions. Information can be provided in multiple languages. Content can be maintained as facility renovations are made and the locations of services and departments change.



### 3 Hospital Kiosks

IBM's Hospital Kiosk is based on the IBM Anyplace Kiosk with its small footprint and easily expanded options. This kiosk is an integral part of the Multi-Channel Self-Service solution. The well established IBM Consumer Device Services (CDS) middleware platform and monitoring software used by other industry solutions enable remote management and security, so important to ensuring the kiosk is operational when consumers need it.



### 4 Single Repository of Content

The portal and content management system provides a central integration and information hub that delivers the same content across multiple channels. Content delivered via the kiosk is adapted for touch screen interaction. Content can be tailored to the specific needs and roles of particular users such as patients, staff, volunteers, and visitors. This gives the right people instant access to relevant applications, content, and services that facilitate collaboration and enhance community.

IBM supports **open software platforms** and **industry standards** and has made a long-term, multimillion-dollar commitment to developing **award-winning portal and multi-channel solutions**. With healthcare provider customers worldwide, we have established **thought leadership** in advancing portal technology. Your organization can benefit from access to insights that IBM has gained through its extensive experience in implementing self-service solutions and developing best practices and processes.

### Leveraging IBM's Experience

- Usability and Accessibility
- User Experience
- Web development
- Kiosk team hardware expertise
- Healthcare portal



### Extending Self-Service Reach

- Choice provided to patients and visitors
- Consistency of information across channels
- Location specific context

### [For More Information...](#)

Please contact us to discover how IBM's Multi-Channel Self-Service Solutions for Hospitals can benefit your organization.

For further information on IBM Self-Service Solutions, please visit [www.customerfacingsolutions.com](http://www.customerfacingsolutions.com) or send an email to [eaccess@ca.ibm.com](mailto:eaccess@ca.ibm.com)

### [Why IBM?](#)

IBM has been a leader in providing self-service solutions since the early 1990s. Our kiosks and portal solutions are installed worldwide, with applications spanning every industry – from airline check-in to internet banking to movie ticket purchase to government transactions. IBM is a leader in developing healthcare portals for governments and hospitals.

With a great range of affordable self-service kiosks, outstanding WebSphere Portal software, proven applications and services, IBM is your one-stop provider. We will help you make a difference – a difference that patients, visitors and staff will notice, one that provides a welcoming experience within your hospital.

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#### References

<sup>1</sup> NCR, NCR 2009 Self-Service Consumer Survey, 2009

Multi-channel self-service for hospitals...

*Providing patients control over their interactions with providers, when and where they want*