

## **The Value of Innovative Patient Education**

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We've all been there. With unexpected free time, you find yourself watching a daytime TV show you haven't watched since you were home sick in grade school. You fidget in the chair and pull your phone out to check the time. It's been 15 minutes since you arrived at the doctor's office, and you're still in the waiting room.

As a matter of fact, the average wait across the waiting room and exam room is climbing up beyond 30 minutes. But what if this wait time was repurposed to educate your patients about dermatology?

As Pamela Matheny explained in last month's newsletter, educating patients about skin protection is at the forefront of responsibilities for dermatologists. Still, according to the Journal of the American Academy of Dermatology, most Americans are still not using sunscreen, despite the conversations they're having with their physicians. How can we help close that gap between conversation and adherence? The answer may be point-of-care education.

Imagine a TV network that delivers programming about the immediate benefits of sunscreen, or a tablet where the patient had access to programming about the impact of ultraviolet rays at their fingertips.

Instead of flipping through a magazine or watching a game show, patients now can have access to a growing number of innovative digital patient education tools in waiting and exam rooms.

For patients, a trip to the doctor is when their health is top of mind, when they have a conversation about their condition and make choices about treatment. Point-of-care digital education gives patients contextual information during the moments right before patients meet with their physicians to help them make more informed decisions about their health.

For healthcare providers, the impact of these innovations has been immediate and impressive. An independent study commissioned by ContextMedia found that more than half of patients discussed educational content they viewed in the waiting room.

In La Quinta, California, Dr. Bhagwan Moorjani uses waiting room TVs and exam room tablets to educate his patients. "They felt they had a better understanding," he said, finding that patients were prepared with better questions after interacting with the content in the waiting room. Impressively, these tools are available at no cost to physicians.

ContextMedia uses this technology to quantify the impact of the education on patient-physician interactions, and has gathered remarkable user engagement data. From data collected from the exam room tablets, 80.7% of all member office patients interact with the tablets, and patients are spending an average of 9.2 minutes engaging with the tablets per session. To increase the impact of the education, dermatology administrators

can monitor exactly what types of content patients are engaging with, and tailor the media based on those results.

So far the proof is in the numbers. According to data collected by Nielsen, 90% of patients who interacted with point-of-care patient education tools have found them to be helpful. Over time, increased innovation at point-of-care will lead to better quality of education for patients, and continued on next page ultimately, improved health outcomes. For now, the future looks bright.

ContextMedia is currently building products that integrate with the recent improvements in electronic health records to give patients a fully personalized, curated experience from before they enter the office until long after they leave. Patients will no longer leave with paper appointment summaries or have to worry about gaps in care as they will have digital tools to help them manage their health around visits to the physician.

For dermatology administrators and other healthcare providers, we are building resources that will incorporate electronic health records into their interactions with patients so they can provide the highest quality of care possible.

In addition to the immediate impact on patient engagement, these point-of-care tools can be tailored by dermatology administrators to address the practice's needs. As you know, dermatology offices can vary in design, with some resembling the traditional waiting room and others resembling the spa at a four-star resort, but dermatology administrators can tailor content to represent the brand of the practice.

Do you have an incredible skin care product your patients need to use or summer ultraviolet tips specific to your geographic location? Do you want to display the effects of proper skin care by showing off beautiful headshots of your doctors? Whatever your goals, point-of-care media can be customized to develop an emotional connection between your office and your patients to develop loyalty.

Dermatology administrators know all too well that dermatology conditions are often preventable if proper care is taken. While gaps in patient compliance can be frustrating, we can take enormous strides in the right direction as long as we remain committed to finding better ways to educate and engage patients before we meet with them. As digital point-of-care education grows in popularity within dermatology, we are honored to take lead in finding innovative solutions to help your patients live healthier lives.

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