

A master-class in rapid innovation

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CREATED AN EFFECTIVE WORKFLOW TRIAGE PRACTICE



TURNED CAUTIOUS CUSTOMERS INTO TELEHEALTH CONVERTS



DELIVERED A SMOOTH, COMPREHENSIVE TELEHEALTH EXPERIENCE

SUMMARY

When COVID-19 struck, OrthoNebraska suddenly faced an urgent need for telehealth services. To deliver, however, the leadership team had to make difficult decisions about usability, experience design, and patient recruitment—all in a matter of weeks.

With the help of NRC Health's solutions, OrthoNebraska's leaders were able to confidently develop, deploy, and test their telehealth approach.

"When we rolled out the telehealth feature, that immediate feedback was very helpful. There weren't too many negative reactions from patients, but anything that was negative, we could address very quickly."

—Eric Smoyer, Clinical Informaticist, OrthoNebraska

OPPORTUNITY

For health systems around the country, COVID-19 transformed telehealth from a back-burner issue into an urgent need almost overnight. The situation was no exception at OrthoNebraska, an orthopedic specialty hospital in Omaha, Nebraska. While the standard practices of orthopedic care make it unusually dependent on in-person appointments, the oncoming era of social distancing would make it difficult for any orthopedic specialty hospital to thrive.

Without a solution for remote care delivery, OrthoNebraska faced the prospect of missed appointments, severed relationships with patients, and, most seriously, potential adverse outcomes arising from care delays.

SOLUTION

NRC Health's Human Understanding Program proved pivotal for OrthoNebraska's telehealth rollout. The first, A component of NRC Health's experience solution includes an automated survey solution that reaches 100% of patients within 48 hours of their care episodes, to give leaders immediate insights into their customers' perceptions. Another functionality collects that data and publishes it on provider websites in the form of star ratings and reviews, which gave OrthoNebraska a verified portrait of the consumer experience and earned the trust of potential customers.

RESULTS

OrthoNebraska's telehealth development was an extraordinary exercise in creativity under pressure. With supporting data from NRC Health, the organization's leaders were able to design a comprehensive telehealth practice in just a few week, and:

- 1. WON CLINICAL STAFF BUY-IN WITH EFFECTIVE TRIAGE AND OPTIMAL WORKFLOWS**
- 2. GAINED APPROVAL FROM PATIENTS WITH POSITIVE EXPERIENCES AND A SMOOTH ROLLOUT**
- 3. IMPLEMENTED A DATA-DRIVEN APPROACH USING REAL-TIME TO TRACK RESULTS**

LEARN MORE

For more on NRC Health solutions, call 800.388.4264 or visit nrchealth.com/demo.