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*On-Demand  
Health Education  
Media*



*Available exclusively by*



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*Patient Engagement &  
Interactive Healthcare Media  
Cloud Delivery Solutions*

### On-Demand Interactive Media Delivery System

#### ON-DEMAND MEDIA DELIVERY

The PatientLogix™ On-Demand Media Delivery System provides a cost-effective means of delivering important Health Educational media to patients through a telephone controlled on-demand television system. This system is designed with low-cost hardware and software components that easily attach to the existing coaxial and telephone system, providing video on-demand, questionnaires, surveys and a wide range of patient education applications.



#### TECHNOLOGY

The PatientLogix™ On-Demand Media Delivery System is a Cloud-based solution, where data is stored in a SQL database that can be easily accessed by authorized personnel for reporting purposes. The system although cost-effective, provides features typically found in more complex and costly solutions. At no time is patient privacy or confidential medical records at risk of being compromised.

#### HOW IT WORKS (Telephone)

The patient accesses the system by dialling a 3 or 4 digit code on the in-room telephone. After dialling an extension, the patient is prompted to enter their room number (for tracking purposes), after which an automated message asks the patient to choose from one of the following options:



1. To view a video Press #1
2. To reply to a Comprehension Questionnaire about the video Press #2
3. To reply to a Patient Satisfaction Survey (JCAHO compliance) Press #3

When the patient chooses to watch a video, Videos may include follow-up questions to further engage patients and assess comprehension of the content.

**Option 1:** The patient can choose a video from a scrolling On-Demand Health Education guide on the in-room TV screen, or select a number that has been chosen by the nurse educator from a broader list, specifically for that patient. The patient is then voice-prompted from the telephone to tune to a specific TV channel where the video begins after the patient has keyed in a "1" on the telephone. The media is then instantly delivered and begins to play on the assigned TV channel; the patient then hangs up the telephone and watches the video.

**Option 2:** Following the video, the patient is prompted to call back the On-Demand system to take a Comprehension Questionnaire on the video that they just viewed from a screen on the in-room TV. Whereupon choosing option 2, the patient will be presented with one or more questions about how the video has helped them to better understand their medical condition or medical procedure. The patient answers the questions using the telephone, the results are then stored in a SQL database for general reporting purposes, and an email and or text message notification is sent to a nurse educator on shift in the event the patient scores unsatisfactorily on the Comprehension Questionnaire so a further review of the Health Education video can take place with the patient and the nurse educator prior to the patient's discharge.

**Option 3:** At the end of the hospital stay, the patient is asked by staff to dial into the On-Demand system and to select option 3 to respond to a Patient Satisfaction Survey; the results being stored as in the same manner as the Comprehension Questionnaire.

#### HOW IT WORKS (Touch Screen Media Station)

The On-Demand Media Delivery System works in a similar fashion with the Touch Screen TV terminal. The patient accesses the system by touching the Health Education icon located in the Main Menu or the TV control panel shortcut on the bottom of the TV screen. For tracking and reporting purposes the MAC address of the terminal is associated to the specific room and bed number from which the patient is located and is later correlated to the hospital ADT system to associate the patient's results of the health education video follow-up questionnaire.

- Once on the Education Menu the patient:
1. Touches the On-Demand education icon to access the On-Demand Health Education Guide
  2. Chooses a video on the scrolling guide by touching the video thumbnail or title, or entering in a keyword in the search box
  3. Views the video and answers a follow-up questionnaire about the video to further engage the patient and assess patient's comprehension of the content

#### BENEFITS

Since PatientLogix™ is a Cloud based system, the patient can continue their education once discharged from the hospital utilizing a PatientLogix™ ID number. The Patient ID number can be printed out by the clinician and given to the patient in a credit card format to be referenced and conveniently used for future visits to the hospital, clinic or doctor's office, and could also be made available to the patient in their home for them to access the same health education content viewed previously from the PatientLogix™ patient portal website. . This feature is subject to acquired PatientLogix™ Home Media Delivery subscription rights.

The access to Health Education from the home for patients will likely decrease the influx of a substantial portion of them flowing back into the healthcare system by helping to reduce the "preventable re-admissions" and the enormous costs associated with them.

The PatientLogix™ Media Studio Cloud-based platform also eliminates the cost of keeping storage devices and expensive servers in the hospital or clinics premises. As well, when content providers request PatientLogix™ add, update or make changes to their video content, or when the PatientLogix™ software is updated with new features, they all immediately become available to PatientLogix™ subscribers without the need to call IT human resources to perform the updates as would be required in a typical in-hospital local solution.

#### NURSE EDUCATORS AND STAFF

After the initial PatientLogix™ Media Studio system setup is handled by a Patientel™ Networks authorized reseller, the hospital personnel and nurse educators are trained on the PatientLogix™ Authoring Tool that provides them with full control and management over the entire system.

**1. Account Manager** - The Administrator can create different users, user groups, user profiles, their shift schedules, and security settings

**2. Facility Manager** - Manages one or multiple facilities and the features available to them. This is also where rooms, new media players, or features can either be added or removed from the service

**3. User Manager** - Allows the user to make changes to their own profile and password settings

**4. Media Manager** - This is an extensive section providing for the management of the following tasks:

- a. Creating different video Groups (can be by supplier, subject, department, etc.).
- b. Uploading files to the PatientLogix™ Cloud for their use only, or, if desired, to share with other hospitals.
- c. Creating and editing the Video Guide.
- d. Making changes to the Hospital Information Channel (requires a channel-dedicated media player).

e. Scripting and ordering the voice prompts that the patient hears over the telephone.

f. Scheduling videos on one or more channels if desired, this is done with a simple drag and drop into a time sheet. Provision is also built-in for special day schedules.

g. Building the question(s) to test a patient that the video was understood. This section also gives a brief grand view of the overall results.

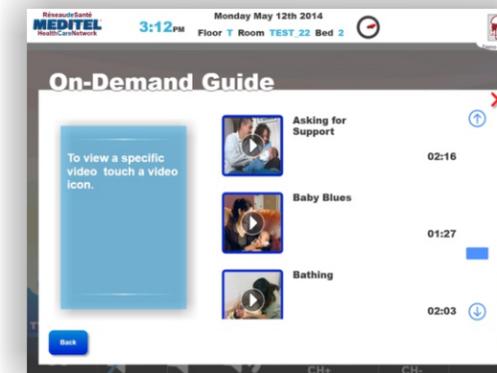
h. Building the questions for the satisfaction survey, this section also gives a brief grand view of the overall results.

**5. Report Manager** - Where a user chooses the criteria for various reports, saves them, and schedules delivery to a defined distribution list.

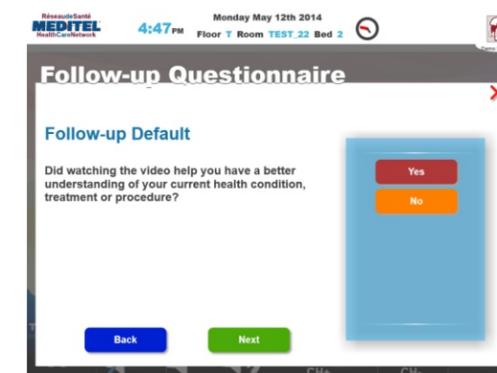
**6. Notification Manager** - Defines the criteria that trigger a notification by messaging or emailing to a defined distribution list, where certain staff members need to be notified of poor comprehension, or poor performance in the Patient Satisfaction Survey. This feature allows a hospital to be proactive in making sure the patients have the information they need, and improving the level of service they receive.

#### EQUIPMENT

The system consists of a small rack within the hospital that contains media players as well as some basic equipment that communicates with the PatientLogix™ Cloud where the content is stored.



PatientLogix™ provides for time savings, streamed workflow, improved compliance and quality of care.



PatientLogix™ gives your patients meaningful Health Education support for better outcomes.

