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VOLUME FIVE

LITTLE ROCK, ARKANSAS

OFFERING FREE PATIENT GUIDES TO HOSPITALS



HIGHLIGHTED CONTENT Help for Caregivers

When a patient is hospitalized, the patient's loved ones play a crucial role in advocating for him or her. We help make the transition to that role a bit easier with "For the Caregiver." This educational content provides valuable information for family members on how to be a patient advocate, and how to communicate and work effectively with doctors, nurses, and hospital staff to make the best decisions about patient care and treatment.

Included is a review of a caregiver's responsibilities, such as knowing what condition their loved one is being treated for, understanding patient rights and Advance Directives, communicating, and more. By tying in with other HAC materials like the Medication Tracker and Speak Up pages, "For the Caregiver" provides peace of mind for friends and relatives who are feeling overwhelmed by their new caregiving responsibilities.

Once a patient is discharged, the patient and caregiver may rely on Social Workers, Case Managers, and other hospital personnel and resources to guide them. "For the Caregiver" educational materials supplement those resources and help ease caregivers' concerns by offering support and valuable information when they are on their own.

To learn more about our educational content, e-mail Angel Cuffel at angelcuffel@healthyadvice.com.

WE'RE LOCAL!

Healthy Advice Communications has 40-plus advertising sales professionals throughout the U.S.

DIGITAL GUIDE—FREE!

Ask to see a digital sample of the *Best Practices Patient Guide* today!
800-643-8037 Ext. 136

PATIENT EDUCATION

This is IT

Federal Funds for Electronic Healthcare Information

In a tough economy, hospitals must heed the call to increase efficiency, but not at the risk of lowering patient safety standards or decreasing the quality of care. The American Recovery and Reinvestment Act (ARRA) of 2009 has answered the call by allocating funds for the creation of a dynamic health care information technology infrastructure.

Hospitals can apply for the funding to cover up to 85 percent of the cost of buying and installing electronic health record systems. The doctors and hospitals must demonstrate that the system facilitates the exchange of health care information for improved patient care delivery.

Improved information technology in hospitals affords doctors the ability to coordinate care, report quality measures, and prescribe drugs.

Electronic health records are believed to offer health savings because the integration of information



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reduces the duplication of medical tests, decreases the risk of costly medical errors, and allows for efficient documentation of patient care.

An integrated approach to patient care translates into overall improved efficiencies and better communication of the patient's needs.

Hospitals on the same IT system have the ability to access and share information. This synergy of the

transfer of information translates into a seamless continuum of care which safeguards medical information.

Central to healthcare reform, the ARRA money is given as grants, loans and incentives for coordinating care through advanced IT. Nearly \$27 billion in federal stimulus money is available to subsidize the purchase and implementation of health care information systems.

OUR SERVICES

- Patient Guide** - FREE
(Advertising model pays for free Guide)
- Custom Design** - FREE
- Educational Library** - FREE
(Updated and new content added during the year)
- Digital Patient Guide** - FREE
- Quarterly Changes to your Guide** - FREE
(Cover and Interior)
- Design Services** - FREE
- Printing** - FREE
- Warehousing** - FREE
- Shipping** - FREE
- Editing Services** - FEE BASED
(Our Editor will incorporate your old Patient Guide into the *Best Practices Patient Guide* format)
- Second Language Services** - FEE BASED
- Cover Photography** - FREE or FEE BASED
(For no cost a hospital can supply their own photos or pick from our library of quality photos; fees can be applied if a photoshoot is requested)

RECIPES AVAILABLE!

Christina Pirello, MFN, CCN is the Emmy Award-winning host of the television series *Christina Cooks!*, which airs weekly on more than 150 public television stations nationwide and in 50 foreign countries on Discovery Health. Ask for Christina's recipes for your Patient Guide today!

DEAR KITTY

Any ideas on how to distribute the *Patient Guide*? —Curious in Chicago



Dear Curious: Distribution is the first step to educating your patients. It's not just about handing out the *Patient Guide* but taking the opportunity to encourage the patient to open it, point out educational content and get them to engage in conversation about their care. Here's who some hospitals are using to help educate their patients:

- Admitting & ER Admitting**—the hospital's frontline—first impression on stressing the importance of the *Guide* to the patient.
- Nursing Staff**—the ultimate educators—directly involved with the patient, has the best opportunity to use the *Guide* as a teaching tool during patient's stay.
- Patient Advocates**—the patient

liaison—they guide and encourage the patient about taking charge of their care. They can engage and direct the patient into the *Guide* for content that directly relates to their needs.

Other Options:

- Environmental Services (Housekeeping)**—regardless of whether the patient comes in through the front door or through an ED visit or diagnostic test, one will be waiting in the room.
- Volunteers**—can be used to hand directly to the patient entering the hospital.
- Marketing**—use the extra *Guides* for health fairs.

Questions? E-mail Kitty at kpierce@healthyadvice.com.