Increasing Patient Comfort and Reducing Anxiety through Movie Entertainment

WHAT WAS THE CHALLENGE, OPPORTUNITY OR ISSUE FACED?

Arnold Palmer Hospital for Children, a pediatric hospital in Orlando Health with over 25 years of exceptional service, is dedicated to providing the best patient experience and resources to comfort patients and their families during hospital stays. As a top hospital in Florida ranked in eight specialties, staff wanted an additional, cost-effective option to add to their existing patient entertainment programs. Since entertainment and relaxation content play a key role in the patient experience, Arnold Palmer Hospital began exploring new options to further engage with their patients and families.

The staff at Arnold Palmer felt that it was imperative that the hospital’s waiting rooms and lobbies had programming that was appropriate for patients of all ages. This content could then also keep patients and families comforted, especially in the emergency room. Staff was also focused on exploring new ways to relieve patient stress and encourage better sleep quality once admitted. Any solution considered would have to be easy for the Guests Services Team to manage, provide technology that could scale entire hospital and feature the latest and greatest family-friendly entertainment.

WHAT DID YOU DO TO ADDRESS IT?

Arnold Palmer worked with Swank HealthCare to implement a customized, multi-channel patient engagement content package that would broadcast throughout the hospital, both in and outside of patient rooms. After proposing three channels – one designed for children, one for teens, and one with scenic, soothing relaxation content – Swank and hospital organizers met with the Parent & Family Advisory Council to discuss the suggested solution. The group immediately recognized its value as a tool for parents, a resource for clinical staff and an overall dynamic solution to improve both patient and family experience.

Implementing these custom channels allowed Arnold Palmer to play edited versions of the latest movies, which created more appropriate content options for all demographics within the hospital. The solution also provided staff with the ability to share hospital messaging with patients and visitors in between the movies as custom commercials. Swank provided both the content and technology to deliver these channels, creating a turn-key solution for both clinical and IT staff.

Swank HealthCare’s patient engagement program also included complimentary promotional materials to advertise the three new channels. The hospital decorated their staff break room using the provided movie posters, which listed the new channel numbers, and placed Weekly Movie Program Guides in patients’ rooms to communicate the current and upcoming movie line-up. Arnold Palmer’s Guest Relations Team helped hospital staff promote the program by creating a “Popcorn Kick-Off” in which decorative bags of popcorn, with labels listing the movie channels, were delivered to each unit of the hospital.

WHAT WERE THE OUTCOMES?

Three distinct benefits resulted from implementing this patient engagement program. These outcomes continue to increase overall patient satisfaction and contribute toward the end goal of an enhanced overall patient experience.

1. Upon entering the hospital, patients can now immediately watch high quality, family-friendly content to encourage a calm, relaxed atmosphere and distract patients and families as they wait to be helped. In addition, the movie program and relaxation content helps tune out normal hospital noises like squeaky wheels or beeping monitors, creating a more effective environment for sleep and healing.

2. Through the use of edited movie entertainment, patients can turn their focus toward characters and appropriate storylines to serve as a welcome distraction from pain and an engaging way to pass the time. This much-appreciated movie content led a Child Life Specialist at Arnold Palmer to state: “My families have been very interested in the movie channels and even more so in the evening when the other channels switch to adult programming. I personally love that we have an option that caters to school-age and younger children.”

3. The ability to add custom messaging has allowed for increased communication between hospital management, staff and patients. Because messages can be added to automatically play before or after movies, hospital management can now easily notify staff and patients of hospital events like special visitors or share information about the hospital, including details on Family Pantry, a donation-based resource supplying clothing, toiletries and food to families in need.

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After the success of implementing movie channels at Arnold Palmer, Orlando Health’s Winnie Palmer Hospital for Women & Babies added two custom movie channels to their own facility. Now, as Orlando Health’s flagship hospital Orlando Regional Medical Center approaches its 8th year of working with Swank HealthCare, the organization has tripled their patient engagement program with a combined total of seven patient entertainment channels stretched across three hospitals, with each channel tailored to the various demographics and specific needs of their diverse patients. Feedback has been overwhelmingly positive, and Orlando Health feels the program has successfully enhanced the patient experience and brand in the community.

ABOUT ARNOLD PALMER HOSPITAL FOR CHILDREN
Arnold Palmer Hospital for Children is a 158-bed pediatric hospital facility located in Orlando, Florida. As part of Orlando Health, a hospital system with more than 2,000 beds, and supported by the Arnold Palmer Medical Center Foundation, Arnold Palmer is the first facility in Central Florida to provide emergency care exclusively for pediatrics. It is recognized by US News & World Report as one of the top children’s hospital in the country, and in 2014, was nationally ranked in eight specialties, including orthopedics, cardiology and neonatology. As a sanctuary of hope and healing coupled with the most advanced technology, compassion and dedication, Arnold Palmer Hospital for Children is one of the most trusted names in children’s healthcare worldwide. Their video, The Thank You Project, featuring a mother who wanted to find the heroes that saved her son’s life ten years after a tragic car accident and thank them, recently aired on The TODAY Show and now has over 3.6 million views.

ABOUT SWANK HEALTHCARE
Swank HealthCare’s patient engagement program delivers family friendly-movies and content through custom TV channels along with the option to stream to electronic devices, including laptops, tablets and smartphones. Swank HealthCare offers movies, relaxation content, patient education and more in an effort to help improve the patient experience and raise their HCAHPS scores.

ABOUT THE BERYL INSTITUTE
The Beryl Institute is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge. We define patient experience as the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.