



# CipherHealth Self-Service Rounding



## Empower Patients to Become Active in Managing Their Own Care and Reduce Staff Burden

With the current economic headwinds, inflationary pressures and persistent staff shortages, health systems are struggling to do more with less while maintaining exemplary levels of care delivery. The remaining workforce is burned out and unable to take on additional tasks especially if its value is not clearly articulated or meaningful rounding is not a strategic goal within the organization.

As consumers of healthcare, patients are demanding a better experience, one that allows them to manage their own care at their own convenience and take control of their own health. **Self-Service Rounding** is an offering that allows patients to self-report feedback in real time—while still in care with the provider—so issues can be addressed quicker, before they impact satisfaction.

Patients access a set of questions either through QR codes placed in their rooms or common areas, such as the ED waiting room, or through receiving a text message to their personal mobile device upon hospital admission. Patients can respond to questions personalized to their unique circumstances, posed in a conversational manner, so it doesn't seem like yet another survey or form to complete. If the responses need a follow up or escalation, relevant staff would be alerted for faster service recovery, and nurse rounding list can be prioritized based on patients' responses.

### Self-Service Rounding Allows Health Systems To:

- Provide flexible entry points with a QR code or SMS accessed from patient's personal devices
- Engage patients with personalized questions in a conversational manner
- Alert care providers about issues and complaints for faster service recovery
- Prioritize rounding list based on self-rounding insights
- Gather feedback from non-English speaking patients in a communication modality they are comfortable with to minimize hesitancy

### Current Barriers to Rounding



#### Staffing Shortages

Not having time to round on all patients frequently enough



#### Staff Burnout

Rounding being perceived as a "negative task"



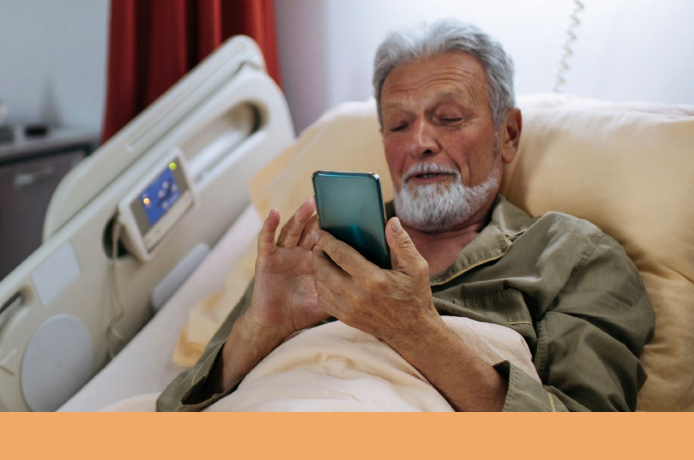
#### Access to Care

Inability to connect with non-English speaking patients

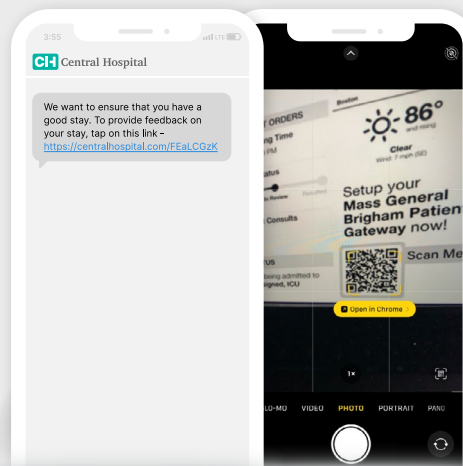


#### Lack of Personalization

Uniform set of questions for every patient at every round



## Entry Points



Identifying the appropriate entry points for Self-Service Rounding is key to not only using the application, but also to making it easy and convenient for the patient.

Examples include: SMS, patient board poster, flyers displayed in common areas, TV media, and cards/documentation distributed to patients

### Prioritize Staff Wellbeing

- Engage patients at key moments while reducing **staff hours by offloading manual tasks**
- Have more time to **connect with individual patients**, instead of rushing through rounds
- **Motivate staff** with positive feedback and recognition directly from the patient

### Increase Trust Through Personalized Engagement

- Provide patients the opportunity to give feedback **at their own time**, instead of waiting for a round or post-discharge
- Ask questions relevant to the **patient's unique background** and touch points in their journey

### Understand the "Why" Behind Your Scores

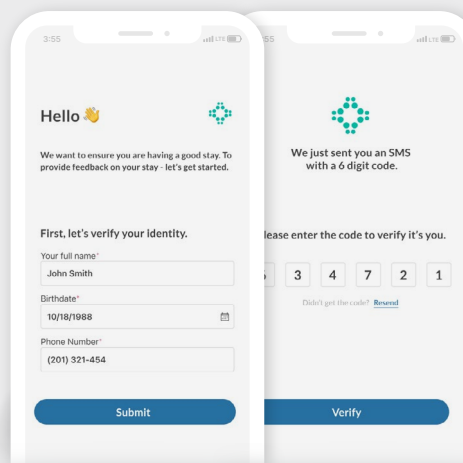
- Have **better visibility** into what's working and what to improve to retain patients
- **Quickly modify questions** through self-service when organizational goals change
- Reach a **broader patient population**

### Utilize Data-Driven Decision Making

- Act on **real-time data** instead of waiting for months' old survey data
- **Prioritize rounding efforts** based on self-round responses
- **Pair insights** from in-person and self-rounding to have a holistic view of patient experience

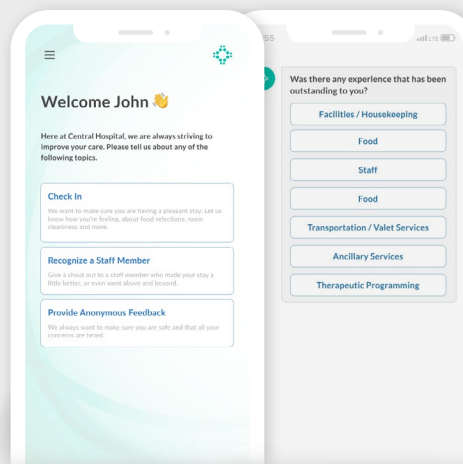
**Get started today.**

## Verification



Ensuring the correct patients are being engaged and reinforcing the mental model of information security regarding confidential patient information.

## Context and Conversation



Choosing the right context matters. Beyond the data being captured, how we engage the patient will encourage them to share their experience with us. We can gather feedback using a standard surveying approach or engage the patients with a conversational UI.