

Enhancing Clinician-Patient Communication:
The Role of Virtual Care in Rehabilitation

Mary Free Bed Rehabilitation Hospital

Featuring

SYNZI

Overview



“Telehealth
and extend t
habilitation

Dr. Mich

Rehabilitation is defined as the restoration of an ill or injured person to self-sufficiency. The rehabilitation process is comprehensive yet compassionate, with the goal of helping people restore lost skills and be able to return to leading active, independent lives. Inpatient and outpatient rehabilitation programs are increasingly leveraging technology to provide patients with the most innovative care that can help patients return home quickly while restoring hope, freedom, achievement and success.

With a virtual care communication platform, medical staff can coordinate and deliver timely, specialized care from the ER to hospital admission, onto a rehabilitation stay, and culminating with post-acute care when the patient has returned home. Virtual care technology can help patients’ journey towards self-sufficiency by facilitating and improving access to efficient and effective care.

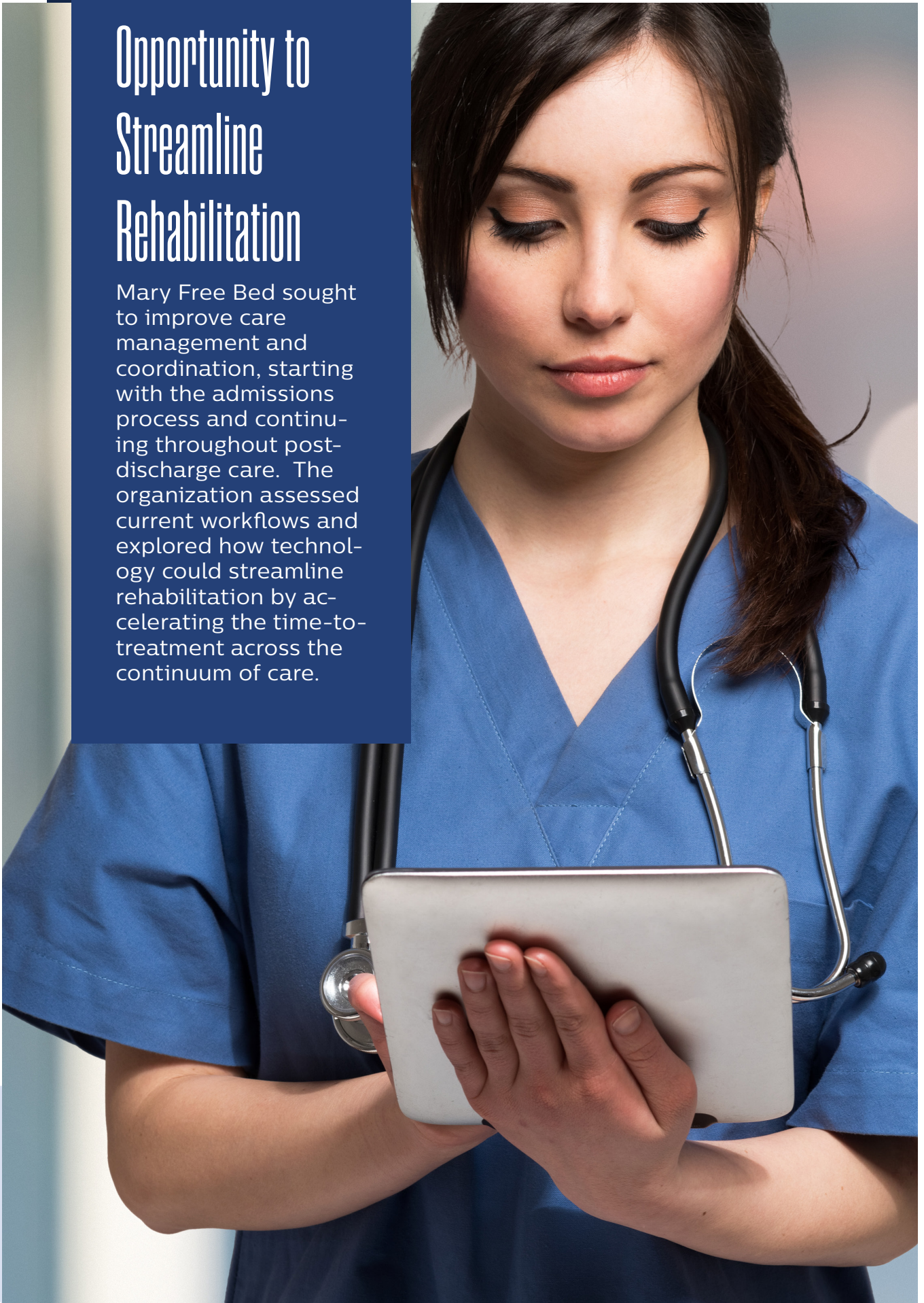


is another means that we can reach out
the expertise that is in the quaternary re-
facility and extend that reach to the rest
of the state and beyond.”
ael Jakubowski. Chief Medical Officer



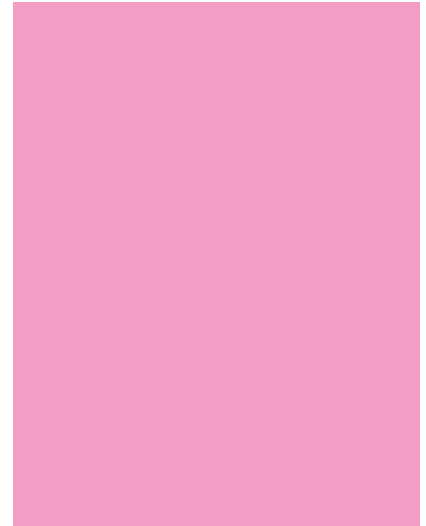
Opportunity to Streamline Rehabilitation

Mary Free Bed sought to improve care management and coordination, starting with the admissions process and continuing throughout post-discharge care. The organization assessed current workflows and explored how technology could streamline rehabilitation by accelerating the time-to-treatment across the continuum of care.



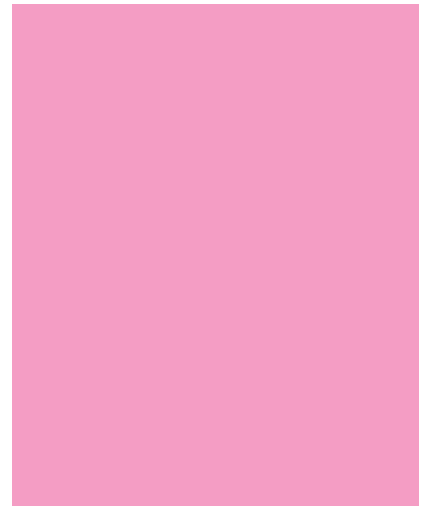
1

Mary Free Bed’s clinicians typically drove hours (each way) to various facilities, within the state of Michigan and the Midwest, in order to provide patients with needed consults. With the use of technology, Mary Free Bed’s clinicians could effectively provide virtual consults across the Network by connecting with patients via video and facilitating a virtual referral review and admission. The patient could also engage with one’s care team before the patient is even admitted to a Network hospital or transferred/admitted to the Mary Free Bed campus.



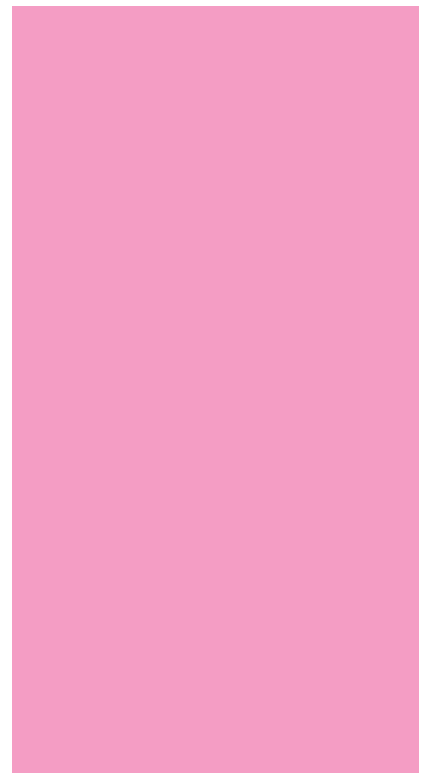
2

During a patient’s hospital stay, care coordination amongst care providers, campuses, and facilities typically resulted from in-person meetings which required clinicians and staff to travel to other floors or locations. With technology, ongoing care could be efficiently coordinated with Mary Free Bed’s specialists through the use of the platform’s video and messaging functionality. Team members could better align on next steps in treatment and transfers, driving more successful hand-offs at each transition point.



3

After being discharged from Mary Free Bed or a Network facility, patients often needed to secure transportation for their follow-up appointments. With technology, Mary Free Bed “graduates” would be able to use an app to virtually connect with their provider and conveniently participate in follow-up visits via video. Patients would also use the app to receive helpful messages about upcoming appointments and medication/therapy reminders. Patient preference for text, SMS, email, and language would be factored into the design of the post-discharge messaging for each individual patient. As a result, patients and caregivers would see a dramatic reduction in travel costs and lost wages typically associated with in-person follow-up appointments and patients would become more knowledgeable about the expectations of self-care.



Mary Free Bed
Rehabilitation Hospital



Introduction to Mary Free Bed Rehabilitation Hospital

Mary Free Bed is a not-for-profit, nationally-accredited rehabilitation hospital in Grand Rapids, Michigan. Since 1891, Mary Free Bed has restored hope and freedom through rehabilitation for children and adults who have experienced amputations, brain injuries, cancer, multiple trauma, spinal cord injuries, strokes and

other diagnoses. The combination of more than 110 specialized medical and sports rehabilitation programs and an exclusive focus on rehabilitation enables specialty physicians and staff to help patients achieve outstanding clinical results.

For patients unable to be at the Grand Rapids campus, Mary Free



Patients walk out on us.

1-855-ASK-MARY

CBS

Bed provides their unique standard of care, specialty doctors, staff, specialized services, and education via the Mary Free Bed Rehabilitation Network. An innovative 30+ member alliance of hospitals and providers throughout Michigan, the Mary Free Bed Rehabilitation Network extends Mary Free Bed's expertise and specialized services, creating a

seamlessly integrated system of rehabilitative care for patients. This group of healthcare organizations works together to provide patients with coordinated, collaborative care after a serious injury or illness.

Mary Free Bed is dedicated to one simple goal: restoring hope and freedom to patients and families facing challenges both great and small.

The Role of Synzi's Virtual Care Communication Platform

“There’s a big difference between what you’d see on paper and what’s happening at the moment,” says Jason Peoples, the hospital’s Virtual Health Developer. With a virtual care connection, “physicians have a chance to lay their hands – virtually – on a patient and ask questions. It changes the way we can deliver healthcare... We’re trying to take the physical piece out of physical care. This really puts us on the path to on-demand care.”

Mary Free Bed selected Synzi's HIPAA-compliant virtual care communication platform to drive more efficient and effective clinical communication across the rehabilitation system.

Using Synzi's platform allowed Mary Free Bed's specialists to "lay their hands virtually on the patient" throughout the care continuum and across geographies and facilities. Synzi's platform enables the facilitation of timelier, more convenient care while eliminating transportation costs and burdens. With enhanced connectivity, patients are provided access to the Mary Free Bed clinician best suited to address a patient's individual needs, regardless of either party's location.

An interdisciplinary team of providers can focus on optimizing the care for the patient (as well as share best practices amongst each other) by also using HIPAA-compliant emails, text, and SMS to communicate with each other and engage the patient across all points of care. With the platform, medical staff can coordinate patient care from the ER and hospital admission onto rehabilitative care and post-discharge care-at-home. Virtual care technology can help patients return home sooner and become more self-sufficient by facilitating and improving access to efficient and effective care.

Virtual Care: Post-Acute Care

To strengthen follow-up care and drive better outcomes, Mary Free Bed is using the Synze platform to continue rehabilitation care and maintain communications with discharged patients (e.g., Mary Free Bed’s “graduates”). Post-discharge, a patient participates in the initial, in-person physical therapy session. Within 24 hours after this initial evaluation with one’s therapist, the patient will participate in a 15-minute virtual session. Mary Free Bed therapists continue to engage patient 7-10 days after discharge by sending an email, text, or SMS message after each visit and/or a medication change. By being able to use their everyday devices (e.g., smartphones, tablets and PCs) to access follow-up therapy and receive timely messages, patients are more engaged in their role in self-care during the rehabilitation process. Utilizing virtual visits can save valuable and critical time for both the patient and the busy caregiver. The platform

can also push text messages, SMS, or emails which reinforce appropriate lifestyle modifications, appointment updates, and medication reminders. The communication strategy helps patients stay in touch with their therapists and on track with their treatment program in a more convenient manner while alleviating the costs in time, transportation, and missed work which patients and caregivers typically encounter with follow-up in-person therapy sessions

Video-based virtual visits enable patients with impaired mobility (and patients who live a great distance from rehabilitation facilities and physical therapists) more convenient access to care. The virtual care communication platform facilitates care coordination between a rehabilitation hospital and its network of partner hospitals, outpatient/day clinics, home healthcare / visiting nurse associations, and provider offices. Thus far, 137 patients have been part of this program.

Conclusion

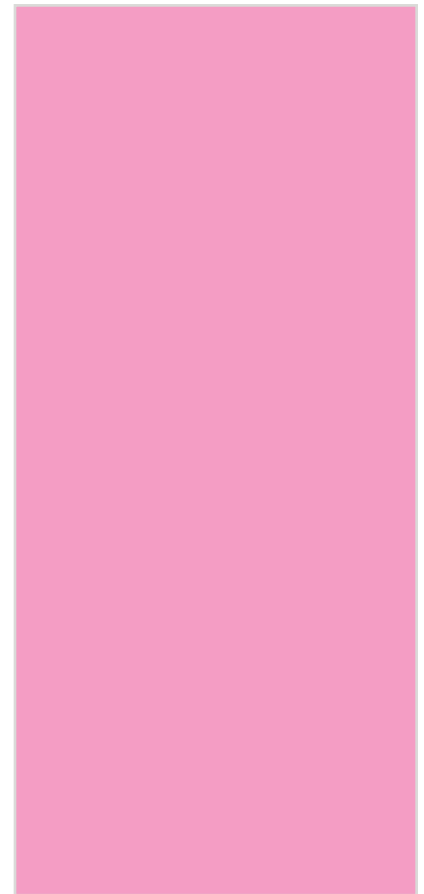
By implementing virtual care into the admissions process and ongoing treatment (whether inpatient or outpatient), Mary Free Bed is able to continue to deliver on their commitment to providing unparalleled rehabilitation care. The use of Synzi is being expanded to provide discharged patients with more convenient access to nutrition services, medication management, chronic care coordination, DME and prosthetics suppliers, and even mental health specialists. Also, Mary Free Bed seeks

to integrate the virtual care platform with its various Network member hospitals in order to provide all patients with better access to timely, specialized care.

Ultimately, Synzi helps Mary Free Bed carry out its mission of restoring hope and freedom through rehabilitation and achieving its vision of being a national leader in high-value rehabilitation and post-acute care and with an integrated system of care throughout the Midwest.



"We're excited about how this platform creates more efficient clinical communication across our rehabilitation system," said Kent Riddle, CEO of Mary Free Bed. "Enabling our staff to easily communicate with patients on their devices they use every day is another huge benefit."



Mary Free Bed[®]
Rehabilitation

SYNZI