

Channels of Wisdom for Point of Care

Where TV and POC Meet

How television screens and hospitals are changing behavior

● **The term Point of Care** is most commonly associated with healthcare practitioner offices — waiting rooms, or examination rooms where patients are on their own devices. Consider that POC also takes place in a hospital, where thousands of patient experience extended stays every year, replete with televisions in their rooms capable of relaying vital information specific to their situation.

IN-HOSPITAL TV CRED

It turns out, these TVs are powerful clinical tools at the point of care. A new, third-party research study conducted by Predict Health that reviewed patients and caregivers who required an overnight hospital stay showed that nearly 80% of viewers watched a median of three to four hours of hospital TV during their stay. And not only that, 78% of people watching hospital TV reported being able to recall health-related ads. From a patient's perspective, health education solutions recommended by their clinician and provided by their hospital command full credibility, motivating the patient to pay attention and trust in the information.

The Wellness Network offers five clinically focused closed-circuit television channels that play in hospital patient rooms across the country. Drawing from a content library rich in 26 disease-specific therapeutic areas, these in-hospital TV channels offer guideline-compliant, evidence-based patient education in

engaging formats. Similar to regular cable television channels, The Wellness Network's channels offer insightful, byte-sized videos that cover topics from condition management and treatment, to lifestyle change, to interviews with patients at various points in their journey.

"There is no more stressful time than when you're in the hospital, searching for answers and more motivated than ever to manage your own health," says Stephanie Winans, president of point of care and consumer health at The Wellness Network. "Having content recommended to you by your provider is a relief—it allows you to learn and participate in shared-decision making with confidence, removing the worry and work it takes to find trusted resources."

MEETING COMPLIANCE AND IMPROVING WORKFLOW

TWN's solutions don't just provide technology in exchange for advertising, hospitals subscribe to satisfy core compliance measures and drive positive health outcomes. What once took hours out of a busy

staff member's day is now simplified as clinicians can recommend content, viewable at the patient's leisure via their TV. In today's value-based care landscape pushing accountability for health outcomes concurrently with staff shortages, time is the most important commodity we have. Unlike

traditional POC in doctor's offices and on TVs in waiting rooms, these are workflow integrated solutions, invaluable tools for clinical teams to use as a core part of their patient education strategy.

"These tools are invaluable for brands, too. Aligning messaging with trusted in-hospital education adds credibility," says Nancy Greenwald, president of sponsorship sales at The Wellness Network. According to the survey, 78% of people watching hospital TV reported being able to recall health-related ads and 68% reported they were more interested in talking to their doctor about a medication they saw advertised in hospitals. To that end, patients viewing The Wellness Network's channels were two times more likely to fulfill prescriptions at the hospital's pharmacy, proving the influence of in-hospital TV on patients' actions. All told, 91% of patients and caregivers reported taking active steps to improve their health as a result of watching hospital TV.



EDUCATION ACROSS THE CONTINUUM OF CARE

While a TV channel is a powerful tool for educating patients in-hospital, what happens once a patient is discharged? By offering multimedia solutions against the entire patient journey continuum — pre-, during and post-stay — continuous reinforcement expands messaging beyond the hospital stay itself.

The Wellness Network’s integrated programming approach essentially follows the patient home by knitting together their hospital TV viewing with deeper dives in their printed discharge materials that point to even more in-depth material online. This workflow leverages the in-patient room TV’s educational opportunities to give patients the agency to collaborate on treatment, get on the medications they want as soon as possible and continue to educate themselves back home, in order to achieve the best outcome possible.

“Once upon a time, hospitals were only responsible for what happened to a patient when they were within the hospital walls; with value-based care, it is no longer just about the hospital stay itself — hospitals need to follow the patient home,” says Nicole Stratford, VP of point of care and consumer health at The Wellness Network. “Beyond the TV, we offer multimedia solutions that support our hospitals’ need to continue to educate patients post-discharge.”

PRINT IS ALIVE

While digital solutions are core to the post-discharge strategy, so is print. People like to quip that “print is dead,” and with all the focus on screens you wouldn’t be remiss if you thought so too, but in this study 70% of patients recalled receiving printed content, of which the TV channel guides were heavily used. TWN’s channel guides offer an integrated opportunity to help patients navigate the sensory overload of being in a hospital, guiding patients toward the information they need, most.



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STEPHANIE WINANS
President of point of care and consumer health at The Wellness Network



CHANGING BEHAVIOR

“In the end, we create engaging content solutions that change behavior,” says Jon VanZile, content director at The Wellness Network. “Whether that means getting someone to fill a prescription at the hospital pharmacy, take their meds, schedule a follow-up appointment or do some form of chronic disease care management, we’re always trying to link what we do back to successful behavior modification.”

With all the new tech on the market, who would have thought good ol’ TV could be so influential? By educating patients when and where they’re searching for information they need the most, hospital TVs can support both patient outcomes and marketing initiatives.

Tapping into health content on hospital TVs makes a patient’s stay at a hospital an influenceable moment. ●

WHAT PATIENTS AND CAREGIVERS WHO HAD OVERNIGHT STAYS IN A HOSPITAL HAD TO SAY ABOUT THEIR TV CONTENT

NEARLY **64%** WATCHED CONTENT SPECIFICALLY ABOUT THEIR HEALTH CONDITION



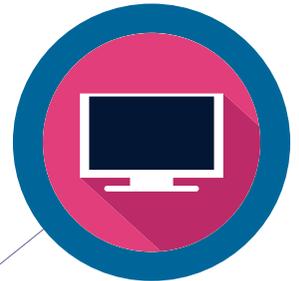
NEARLY **75%** OF RESPONDENTS TRUSTED THE HEALTH CONTENT VIEWED ON HOSPITAL TV



88% LEARNED ABOUT THEIR HEALTH FROM TV PROGRAMS



78% RECALLED HEALTH-RELATED ADS



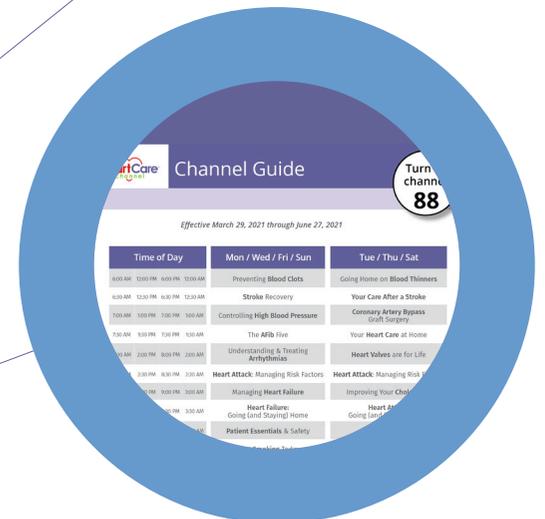
84% OF CAREGIVERS FOUND VALUE IN THE HEALTH CONTENT THEY VIEWED



FOR NEARLY **60%** PATIENTS, TV HEALTH CONTENT IMPROVED THEIR OPINION OF THE HOSPITAL



59% HEAVILY USED TV CHANNEL GUIDES



AS A RESULT OF WATCHING HOSPITAL TV, **91%** TOOK ACTIVE STEPS TO IMPROVE THEIR HEALTH

GETTING GRANULAR ABOUT SCRIPT CONVERSATIONS

Provider and nurse responses to what influences their script-writing in hospitals



● **What influences providers most** when suggesting scripts to patients? This question is top-of-mind for pharma. In a brand-new, third-party survey of 151 cardiology and oncology providers and nurses, four key factors stood out.

A PATIENT'S DEMONSTRATED KNOWLEDGE ABOUT THEIR CONDITION AND THE DRUG/MEDICATION IN PHYSICIAN INTERACTIONS INFLUENCES THE PHYSICIAN'S SCRIPT-WRITING

A patient's awareness and knowledge of their condition is the primary non-clinical and non-coverage influencer for cardiologists when writing a script. In fact, it is three times more influential than pharma marketing.

If a patient understands their condition, is educated and asks questions about options regarding drugs and medications (meaning they understand what their treatment options are), it is more likely to result in that drug getting prescribed. Factors increasing the likelihood of giving a patient the medically appropriate prescription they asked for was 67% influenced by the patient's understanding of the drug and its side effects.

COLLABORATIVE DECISION-MAKING INFLUENCES THE PATIENT'S ADHERENCE TO MEDICATION

Educating patients not only gives them agency to participate in their therapy, but affects the scripts their provider writes. Cardiologists believe that invested patients leads to increased medication adherence throughout the treatment process. That this type of alliance results in greater patient compliance and adherence should come as no surprise — being included in the decision-making process will make anyone more committed to the results.

PROVIDERS BELIEVE THEY HAVE A PRIMARY ROLE AND RESPONSIBILITY TO INFORM THEIR PATIENTS ABOUT THEIR CONDITION, TREATMENT AND MEDICATION

In order of who is primarily responsible for ensuring the patient is informed and knowledgeable about their condition and care, physicians rank themselves No. 1, patients No. 2, nurses No. 3, the patient's family No. 4 and the hospital No. 5. This means that physicians consider themselves the responsible party, personally tied to the education they're delivering.

CARDIOLOGISTS TAKE THEIR ROLE AS EDUCATORS SERIOUSLY

Almost all cardiologists surveyed say they are open to receiving information about medications and treatments that benefit their patients. In reviewing the type of educational content and channels provided to patients and caregivers, 62% of cardiologists prescribe printouts, brochures and articles, with 45% suggesting websites and other online resources.

So, the answer to the burning question "What influences providers most when suggesting scripts to patients?" is education and conversation. And while hospitals are not often front and center in the POC conversation, they are a critical place to reach patients and providers. Being part of the conversation at the inflection point of a patient's journey means being part of the driving force behind creating better health outcomes. ●

— WE ARE — HOSPITAL POINT OF CARE



**2,000
HOSPITALS**



**12 MILLION
PATIENTS**



**500K
HCPs**



**45 YEARS OF
EXPERIENCE**

CONNECT WITH OUR PATIENTS AND PROFESSIONALS THROUGH



TV



PRINT



DIGITAL



The Wellness Network