tigertext

Mary Washington
+ TigerText

Mary Washington Healthcare improved physician collaboration, workflow efficiency, and care quality by switching from inefficient, antiquated pagers and landline phones to a unified, mobile clinical communication solution.

Mary Washington Healthcare

Consolidated physician communication tools

Faster consult request and question response times

Faster clinical decisions/ fewer care delays

Streamlined, physician-wide information sharing

Eliminated pager rental fees

"After several months of using Tiger Text, having gone through the implementation and looking at every secure messaging product on the market, I'm now convinced more than ever that Tiger Text was the right decision for us."

--David Yi, M.D., chief medical information officer, Mary Washington Healthcare

Challenge

Mary Washington Healthcare is a not-for-profit regional health system with two hospitals, 28 facilities and approximately 1,000 physicians in Fredericksburg, Virginia. Spread over numerous locations, physicians' communication was largely driven by in-hospital overhead announcement systems and antiquated handheld pagers. Pages would be delivered through a unit clerk intermediary who would need to identify the correct physician, look up their contact information and then communicate the message—without the ability to share the necessary patient context. The requesting physician would then be uncertain if the page had been received by the other physician, and he or she would have to wait for a return phone call. This cumbersome communication process led to slow responses, patient care delays, wasted time, and ultimately inconvenient and inefficient workflows.

Solution

With more physicians using their personal smartphones for clinical communication, Mary Washington Healthcare transitioned its physicians from pagers to TigerText's mobile clinical communication platform. The health system vetted several vendors, but quickly realized that TigerText delivered the security, integration, scalability and advanced features that could drive more efficient and effective clinical communications.

Physicians now communicate with each other directly and engage in secure, one-on-one and group text messages to collaborate and ask questions regarding consults, EHR documentation, patient discharge and so on. With TigerText's Roles feature, physicians can look up physician contact information on their own, eliminating the need for unit-clerk involvement.

Results

Although pager-use was ingrained in physician workflows, TigerText was rapidly adopted and message volume has continued to climb since implementation—metrics Mary Washington Healthcare has been able to track through TigerText's reporting and analytics capabilities. Clarity and promptness of communication has improved thanks to physicians being able to contact each other directly and communicate in real time, enhancing collaboration and the delivery speed of patient care.

Apart from communicating about patient information, hospital clinical leaders and executives are also leveraging the tool to share updates about new evidence-based protocols and to create an open dialogue around new areas of opportunity. Historically, this information was delivered through meetings or email. Meetings, however, became unrealistic due to physicians' increasingly busy schedules, while emails were often overlooked due to volume. Physicians now receive new clinical guidelines as well as other vital information through TigerText, which also automatically confirms and tracks who has read each message. Executives can also maintain ongoing conversations with physicians and other members in the hospital to collaborate on future integrations and additional workflow improvement areas.

Due to the success with physicians, Mary Washington Healthcare is planning to integrate TigerText with its electronic health record (EHR) system and expand the clinical communications platform to include nurses and other clinical staff for larger care team-based group collaborations.

About TigerText

As healthcare's largest provider of clinical communication solutions, TigerText helps physicians, nurses, and other staff communicate and collaborate more effectively, accelerating productivity, reducing costs, and improving patient outcomes. With 6,000 facilities, 99.99% uptime, and over ten million messages processed each day, TigerText continually delivers advanced product innovations and integrates with critical hospital systems such as the EHR, nurse call, and scheduling solutions.

Website
www.tigertext.com

Sales & Product Demos
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