CASE STUDY

Children's Wisconsin Uses Wayfinding to Provide Concierge Patient Service

- Established in 1894
- Academic Partner with the Medical College of Wisconsin
- Provides comprehensive pediatric specialties and subspecialties to children and young adults up to age 21
- EHR: Epic
- Number of providers: 885

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Courtney Miles
Program Manager, Digital Health and Experience

Artera partners with wayfinding technology to create an innovative solution that required no integration, uses Epic department ID numbers, and is relatively low-maintenance.

Located in Milwaukee and Neenah, Children's Wisconsin is the region's only independent healthcare system dedicated solely to the health and well-being of children. They have a complex campus housing multiple hospital systems and a medical college. Due to ongoing construction work, Children's Wisconsin realized that their patient families needed detailed directions to their appointments. Although Children's Wisconsin has welcome desks that offer directions and large signage throughout the hospital, the health system wanted a solution that would guide their patients and families all the way to the clinic door. Therefore, Children's Wisconsin brought their wayfinding technology and Artera™ together to create a "Google Maps" of their hospital in Milwaukee.

Artera brings wayfinding directions to patients via text

In an effort to expedite offering the wayfinding technology to their patients and families, Children's Wisconsin wanted to avoid a traditionally time-intensive integration between the two systems. Artera partnered with the wayfinding vendor to come up with a reliable, low-maintenance solution of matching up department ID numbers through Epic. "First, we had to get everybody to understand what each needed and what each could provide, but once we had that straightened out, this kind of integration went very smoothly," said Courtney Miles, Program Manager, Digital Health and Experience.

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Children's Compass



The Children's Wisconsin team identified the Epic ID at every location that they wanted to map. Those Epic IDs were then associated with the appropriate maps within the wayfinding solution. When an appointment is scheduled, Artera receives the Epic ID for the appointment location via a real-time scheduling integration. Prior to a patient's appointment, Artera sends them an automated message that contains logistical information along with a link to the appropriate map for the appointment's location.

Positive feedback from staff and patients

The wayfinding feature was successfully implemented in a soft launch at the Milwaukee hospital between October 2020 and January 2021 in over 100 departments. When a new building opened in January 2021, Children's Wisconsin promoted the feature in a big marketing campaign with elevator signs and window clings so that families would know they had a tool to help them navigate the new building.

The response has been very positive. Now, when families arrive at the welcome desk to check in, they already have information at their fingertips that they didn't previously have. For those who must spend the whole day at the hospital, wayfinding also provides directions to parking lots, dining areas, and other hospital amenities. The welcome desk staff also appreciate wayfinding since they now spend less time on giving out directions.

Wayfinding technology provides added value and reduces family anxiety

Children's Wisconsin's goal was not to replace human interaction but to provide choices for their patients. For those who want the ability to talk to someone, Children's Wisconsin still has staff placed throughout the hospital and for patients who prefer to use technology, there is the wayfinding tool. Ginger Dzick, Manager, Child and Family Experience explains, "Offering the electronic tool as an alternative

> ***"We want to make it very easy for families to communicate with us and we know that bidirectional texting is important to them. I think as we start rolling this all out, that's how our families are going to really want to communicate with us."***
>
> **Christopher Neuharth**
> Executive Director, Digital Health Experience

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to human interaction supports patient and family preference and adds value to our organization."

Since Children's Wisconsin is amid multiple renovations which require closing off entrances that patients have been accustomed to using, wayfinding has been helpful to families who have to learn new locations. Navigating a huge hospital system can be intimidating for families especially when dealing with a sick child, so the wayfinding technology has helped to alleviate some of that anxiety.

Christopher Neuharth, Executive Director, Digital Health Experience said, "Wayfinding highlights a very high-touch concierge service for our families. That's rare in any industry but is even more critical in healthcare."

Using Artera to continue providing concierge services Children's Wisconsin is currently evaluating other Artera platform features to help improve patient and family experiences. One goal is to improve the number of families who electronically check in before arriving for an appointment. This helps to reduce the time families need to spend in a waiting room and confirm basic information, while also decreasing needed staff time to check patients into appointments. Children's Wisconsin is also implementing Artera's bidirectional texting, increasing the ways families can communicate with their clinics directly.

Beyond improving a patient family's experience, Children's Wisconsin wants to use digital tools to improve health outcomes. The team is starting to explore dynamic videos and other educational content that will be delivered by text messages. This content will be easier for families to access and in a format that is easier for families to understand regardless of their health literacy. Children's Wisconsin is also exploring how to use Artera ChatAssistAI to share lab results, such as negative COVID tests. ChatAssistAI uses Natural Language Understanding (NLU) to automate common patient communications and interpret unstructured patient responses. This feature would deliver results faster to families, while also decreasing the number of calls that are currently being made by Emergency Department nurses.

Using the Artera™ platform to deliver wayfinding messages and all their patient communications also adds to the "white-glove" service that Children's Wisconsin aspires to provide to all their patients and families. All hospital communications will seem to come from one sender instead of multiple vendors, making it less confusing for their patients. Neuharth said, "We want to make it very easy for families to communicate with us and we know that bidirectional texting is important to them. I think as we start rolling this all out, that's how our families are going to really want to communicate with us."

> ***"Offering the electronic tool as an alternative to human interaction supports patient and family preference and adds value to our organization."***
>
> **Ginger Dzick**
> Manager, Patient Experience & Patient Relations

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