

# How E3 Interactive Patient Experience Platform Helped Banner-Page Hospital Achieve Planetree Gold Certification

**Critical access hospital turns to E3 interactive patient experience platform to help achieve global recognition for person-centered care**

## HOW WE DID IT

Banner Health-Page Hospital aspired to be recognized for its long-held commitment to delivering person-centered healthcare. It undertook a rigorous process to achieve Planetree Gold Certification for Excellence in Person-Centered Care, the healthcare industry's highest level of evidence-based person-centered care certification.

In late 2020, this small, rural hospital was awarded Gold Certification, something only a handful of hospitals worldwide have done.

The hospital credited its strategic use of the E3 interactive patient experience platform as a critical factor in achieving Gold Certification.



Banner-Page Hospital is a 25-bed critical access hospital in Page, Arizona. Built in 1958, it provides a range of medical services including emergency services, surgery, medical imaging, obstetrics, cardiopulmonary, acute care, and rehabilitation. Banner-Page Hospital is a part of Phoenix-based Banner Health, one of the largest nonprofit healthcare systems in the country. Its facilities serve a number of rural areas, and many are the only inpatient facilities available within the community.

## THE CHALLENGE

In 2016, Banner Health-Page Hospital set out on a mission to achieve what few of even the largest hospitals worldwide have done: earn the prestigious Gold Certification for Excellence in Person-Centered Care, awarded by Planetree International.

Already a Bronze-certified Planetree facility, the 25-bed critical access hospital located along the Arizona and Utah border on the Navajo Reservation knew that progressing to the highest level of certification would entail rigorous evaluation.

The hospital would have to demonstrate excellence in all facets of a person-centered healthcare experience. That included such things as:

- The quality of patient-provider interactions
- Access to information
- Family involvement
- The physical environment of care
- How the organization supports opportunities for staff, patients, and families to have a voice in the way care is delivered.

"I had the good fortune of knowing what the Planetree Gold Certification application would ask for," says Melisa Serventi, RN, MSN, chair for Banner-Page Hospital's Planetree Steering Committee and the hospital's associate director of Med/Surg/WIS. "We had been given a gap assessment, and we sent a team to the 2016 Planetree Conference to seek out opportunities to address those gaps - patient engagement being one."

In particular, she sought a way for patients to interact with their own healthcare record, to give patients visibility into their labs and charts, and to provide a way for patients to easily give feedback on their care and care team. "Engaging patients in their health record is a tall order, as a lot of systems are just one-way," she says.

# How E3 Interactive Patient Experience Platform Helped This Hospital Achieve Planetree Gold Certification

CASE STUDY

## THE SOLUTION

That Planetree Conference trip became a lightbulb moment in the hospital's quest to find a patient engagement solution. "We heard a presentation there about the E3 platform, and I immediately could see how we could use it to do a better job of engaging patients in their care," she recalls.

The platform, developed by Allen-a Sentrics Company, gives patients 24/7 access from their patient room TV to hospital information, education, entertainment and relaxation content.

"When I saw the product demonstrated in their booth, I was immediately enamored with it. It was obvious how we could use it to improve patient access to their health information," she says.

And, unlike other technology offerings that often are beyond a small hospital's budget, she says, "We were blown away at how affordable the E3 platform was for a small rural hospital like ours, as well as the level of support at our fingertips for help."

In 2018, the hospital launched its E3 interactive patient experience platform as a key technology component in its ability to put the patient at the center of their care experience.

Serventi worked with internal IT and the E3 product team to customize menu screens and specific offerings to accommodate their vision. For example, she wanted a link to their Daisy Program through which patients could fill out

a Daisy award nomination from the room television. "We also added an option on the side menu allowing patients to access advance directive information, and have had quite a bit of success with that," she says.

Maternal-child health education was a major focus, as well. "We leveraged health videos that had been purchased years back but weren't being used, and with the Allen team, began building out a video library accessible on the TV," she says.

*“The Planetree Certification is the only award that recognizes excellence in person-centeredness across the continuum of care. Banner-Page’s Gold Certification signals to its patients and community that Page Hospital is an organization where staff partner with patients and families, and where patient and family comfort, dignity, empowerment and well-being are prioritized as key elements of providing top-quality clinical care.”*

— Susan Frampton, President of Planetree International

As part of its certification assessment, Planetree conducted focus groups with nurses, patients and other stakeholders. Even small touches that the E3 platform supported, like helping patients rest more comfortably, were noted.

As one nurse told the review team, "Some people want something calm and soothing. It makes a huge difference in trying to get through that experience. Our unit is quite small so controlling noise is important. We focus on quiet times. We close the door, and

the E3 platform's white noise and trickling stream sounds can be helpful."

In December 2020, the hospital received word of its Gold Certification, becoming the only hospital in Arizona and one of just 96 healthcare organizations worldwide to do so.

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## THE RESULTS: PARTNERING FOR PATIENT-CENTERED EXCELLENCE

“I am extremely grateful for our partnership with Allen and the E3 patient experience platform, which was a true catalyst in helping us achieve this accomplishment.”

— Melisa Serventi, Banner-Page Hospital

“The E3 platform and the company’s support over the last three years have been critical in creating person-centered care practices in our organization,” says Melisa Serventi, Banner-Page Hospital. “Their commitment to excellence has supported our continual journey to improve the patient experience. Using the E3 platform on our patient room TV has helped us improve patient access to health information dramatically and improve the patient’s ability to more fully control the physical environment while in the hospital. I am proud to share this honor with our E3 partners.”

## INTERACTIVITY THAT PUTS PATIENTS AT THE CENTER OF THEIR CARE

Rural hospitals, particularly small critical access hospitals like Banner-Page, face unique challenges when implementing innovations that improve patient care and the patient experience. In achieving a coveted Gold Certification, Banner-Page demonstrated the power of leveraging unique partnerships to bring world-class patient-centered solutions to often-underserved markets.

## HOW E3 SUPPORTS PERSON-CENTERED CARE

Through the E3 platform, patients at hospitals like Banner-Page can access TV programming, Internet, movies and games that provide a welcome diversion from the isolation of a hospital stay.

They can view lab and radiology reports from their room televisions, watch engaging health education videos, and access their medication, dietary and care plan information from the convenience of the smart TV solution.

In addition, relaxing ambient videos and soundtracks reduce noise interruption and help patients manage pain.

Using E3’s daily check-in surveys, patients can also request services and provide real-time feedback to hospital departments, enabling staff to address and resolve patient concerns quickly.

## ABOUT ALLEN TECHNOLOGIES – A Sentric Company

Allen Technologies, the pioneer of interactive patient solutions for nearly 40 years, transforms the way hospitals engage, educate and entertain patients. Allen Technologies helps hospitals impact patient outcomes, improve patient satisfaction and achieve operational efficiencies. Allen’s multiplatform interactive patient engagement system, delivered via television, tablet and bedside monitor, is a robust patient-centric portal for customized patient education, in-room comfort control, and entertainment. Allen is the leader in interactive patient engagement solutions for smart TVs. Allen’s E3 Patient Engagement Solution integrates seamlessly with electronic medical records and system platforms including HVAC, housekeeping and food service systems. Learn more at [www.engagewithallen.com](http://www.engagewithallen.com) or [www.facebook.com/allentechnologies](https://www.facebook.com/allentechnologies).