

THE PATIENT POD™ VALUE PROPOSITION
AVERAGE HOSPITAL **WITH A PATIENT POD™**

Patient's welcome upon admission	Basin, water pitcher, plastic bag for personal possessions	Personal, customized, portable organizer for all patient's items, pad, pen and messaging system.
Patient's risk of getting Hospital-Acquired Infection (HAI)	1 in 15 ¹ . Patient 6 times more likely to die ² Going forward hospitals will pick up \$15-30,000 per infection. ³ Hand hygiene compliance (best way to avoid HAI ⁴) around 40 % ⁵ . Hand sanitizer rarely provided for patient because there's no place to put it.	Hand sanitizer provided for patient and kept at hand. A point-of-contact hand hygiene reminder for caregivers. Germ-laden remote control covered by protective barrier. Wipes provided to clean high-touch surfaces. Pod limits who handles patient's items - less likelihood of cross-contamination. Less costs. Patients informed how to modify risk behaviors via tips inserted in Pod.
Patient calls for help because s/he can't reach/find cell phone, eyeglasses, etc.	Caregiver steps spent on low-level tasks. Patients helpless and frustrated.	No need to call. Patient's stuff is right at hand.
Typical event – patient's dentures/hearing aids become lost in hospital	Hospital denies it's responsible, or reimburses if patient screams loud enough. Poor experience impacts patient satisfaction.	Dentures and hearing aids remain in protected compartments and at hand when needed. Go home with patient.
Interaction with patient	Variable. Patient may be referred to by case type: "The hip replacement in 617".	Patient's name is Nancy. The photo displayed in her Patient Pod helps Nancy become "known". Fosters empathy from caregivers, shown to improve patient satisfaction (HCAHPS) scores. ⁶
Typical event – patient has special need or concern, e.g. is hard of hearing	Transitions in caregiver team lead to lapses in communicating key information. Erodes patient experience/ outcome.	Special need is printed and prominently displayed for caregivers; provides standardized communication solution.
Readmission rate @ 30 days	19.6 % ⁷ (one in 5). No system to contain/manage discharge materials.	Medications and discharge information stored in Pod; containment and management may help reduce.
Marketing outreach	Billboards, advertising	Captive audience in bed may be more likely to respond to/retain marketing; branded items go home w/patient.
Thank you upon discharge	Basin, pitcher, plastic bag for personal possessions.	A personalized organizer with all patient's items in one place.
Message	"We just do care"	"We care who you are"

¹ Risk estimated at 5-10%, NE Journal of Medicine

² PHC4 (Pennsylvania Health Care Cost Containment Council)

³ New England Journal of Medicine <http://www.healthcure.biz/theproblem.html>

⁴ Centers for Disease Control)

⁵ Centers for Disease Control (CDC)

⁶ Of the 12 top correlations to "Recommend this hospital", 10 relate to emotional needs of patient and empathy of caregivers (Press Ganey).

⁷ New England Journal of Medicine, 2009