

# WORTH WATCHING

How Streaming Entertainment Solutions  
**Improve the Patient Experience**

# I Introduction

Hospitals and health systems in the U.S. continue to face a myriad of challenges. Although margins [have returned to normal](#), emergency department (ED) visits have increased and reached pre-2020 levels – putting pressure on overburdened organizations. At the same time, staffing shortages, high levels of burnout, rising costs, reduced reimbursement and other financial [issues persist](#).

Challenging market dynamics combined with an imperative to stay ahead – and stand out from the competition – have led hospitals and health systems to explore new ways to deliver quality care, drive engagement and provide an exceptional patient experience that boosts HCAHPS scores, reviews, and ratings.

Innovative technologies, such as patient entertainment systems that offer movies, TV shows and other patient-focused content, are one rapidly emerging area that organizations are adopting.

Whether it's a new children's animated film, the latest blockbuster or a romantic comedy, there's an undeniable magic about movies.

The medium has the ability to provide an escape from the here and now, transport patients to another place and time, and make a stressful, anxiety-provoking experience a little easier. Movies are the great equalizer that allows everyone to take a deep breath and feel at ease.



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In this ebook, we explore why the patient experience will continue to be important for long-term financial profitability, how patient entertainment systems are addressing the most pressing challenges hospitals and health systems are up against, plus, key considerations for evaluating potential solutions.

# The Patient Experience: An Area of Opportunity

## VALUE-BASED CARE MODEL



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- Harvard Business Review*

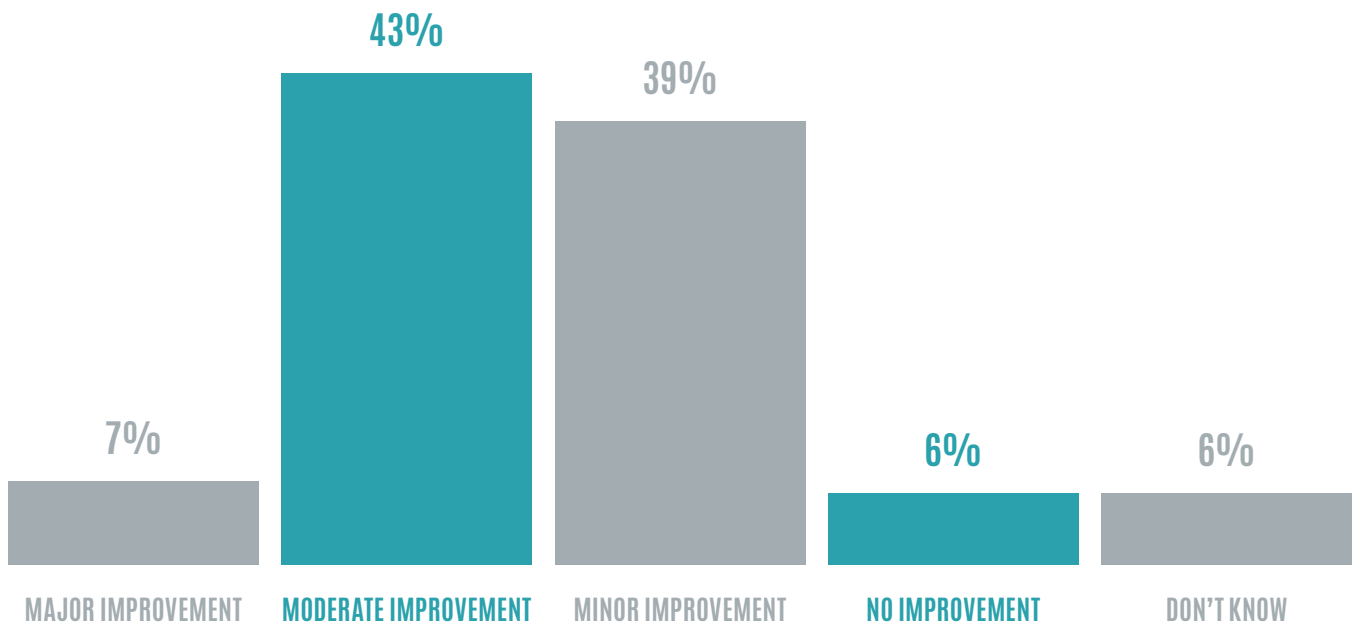
When patients are sick, in pain, or undergoing a procedure, heading to the ED or staying overnight in the hospital can be marked by plenty of uncertainty, stress, and anxiety for them and their families. A positive patient experience and efforts to ensure patient satisfaction are an integral part of Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey scores.

As healthcare moves from fee-for-service to value-based care models, and providers are evaluated on quality and outcomes,

HCAHPS will play a more significant role in reimbursement and profit. In fact, a five-point increase in hospital rating is associated with a 1 percent increase in profit margin, according to a [Harvard Business Review](#) analysis.

For a majority of hospitals, however, HCAHPS has been challenging. One [survey](#) found that only 36 percent of healthcare leaders rated patient satisfaction as a “very strong” area in their organization.

## HCAHPS scores only saw moderate improvement in 2023



2023 HEALTHLEADERS SURVEY

With the continued shift to healthcare consumerism, patients are becoming more informed and discerning about the care they choose, and prioritizing hospitals that offer higher quality of care, more value and a better experience. Organizations that make efforts to prioritize the patient experience, including digital adoption, could see higher profitability through increased acquisition, retention, and share of engagement, reduced administrative costs and improved [HCAHPS scores](#).

In 2024, only **13%**  
of hospitals earned CMS 5-star ratings

# The Benefits of Streaming Patient Entertainment Systems

Streaming solutions for hospitals can enable better outcomes, improve the patient experience and address the operational and financial challenges facing hospitals and health systems.

## 1 Eases overburdened staff and improves efficiency

Nursing shortages are one of the top challenges plaguing healthcare today and they show no signs of slowing down. [Thirty-one percent](#) of nurses say they might leave their current direct patient care roles in the next year. Plus, by 2030, the number of nurses needed is estimated to [rise by 28.4 percent](#).

As a result of staffing shortages, coupled with long hours, changing shifts, and the demands of the job, it's no surprise that [56 percent of nurses](#) are experiencing burnout and emotional exhaustion.



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By putting patients at ease and occupying their time, patient entertainment systems reduce the amount of nurse call button requests, increase efficiency and productivity, and reduce tension between nurses and patients. These systems can also be particularly helpful for hospitals that have capacity issues and often rely on hallway beds by reducing the amount of time nurses are pulled away. Because movies and TV shows are a common thread that anyone can relate to, they can also be an easy way for nurses to quickly forge a connection with patients, family and caregivers.

## 2 Improves patient satisfaction and the patient experience



The amount of time patients spend in the ED nationwide is increasing. The latest research shows patients spend a median of [162 minutes](#), with some areas of the country reaching five or more hours.



*When patients are engaged in a movie or TV show, however, they're less focused on waiting, wondering when they'll be seen by a provider, and worrying about tests, diagnoses, procedures, and what to expect.*

All of this time spent waiting negatively impacts the patient experience. In fact, [one study](#) found that prolonged ED waiting times were significantly associated with a worse patient experience among patients who were discharged and those who had short LOS. Another [study](#) found that longer ED time is significantly associated with worse patient experience scores.

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### 3 Provides positive distraction

The “theory of supportive design” developed by Roger Ulrich, Ph.D., EDAC states three areas contribute to stress reduction in healthcare: providing opportunities for environmental control, social support and positive distraction. An [analysis](#) that tested the theory found that more favorable design features, such as televisions that patients can control and music, are linked to lower patient stress.

Patient entertainment systems deliver positive distraction and comfort and foster familiarity in a new, unknown environment that can reduce the negative factors of an inpatient stay. With on-demand content, patients also have a sense of control in a setting where there inherently aren’t a lot of choices.



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#### 4 Reduces stress and anxiety

Research shows entertainment can have a positive impact on patients' health and well-being. Among patients who viewed in-hospital movies, [98 percent said it improved their hospital experience](#), with a majority saying they felt less isolated, stressed and anxious.

These systems can help patients relax during IV administration, an MRI, or another test or exam, reducing the need for medications for pain or help patients – and their family members – relax. Patient entertainment services can also serve as a de-escalation resource in behavioral health and psychiatric units.

#### 5 Promotes relaxation and sleep

Some patient entertainment systems have more than movies and TV shows and offer relaxation programming, such as guided meditation, breathing techniques, nature sounds, soft music, and white noise. This type of content can reduce intrusive noise levels, promote sleep and relaxation and reduce stress. In fact, a [2023 meta-analysis](#) found that music improved sleep quality among hospitalized patients.

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## 6 Encourages Better Outcomes



An estimated 76 percent of hospital readmissions are potentially avoidable and associated with [\\$12 billion in Medicare expenditures](#). Patients who have a poor experience have a higher risk [for readmissions](#). [Research also shows](#) higher levels of psychological stress in the hospital are associated with worse patient outcomes.

When patients are educated and engaged in their care, they're better able to manage their conditions at home and have a better experience. [One survey found](#) that 80 percent of patients said receiving education would make them more satisfied with their care.

Those who have access to entertainment and education tools in the hospital also experience less stress. In fact, [research shows](#) that hotel-like hospital rooms and services enhance patients' perceived well-being.

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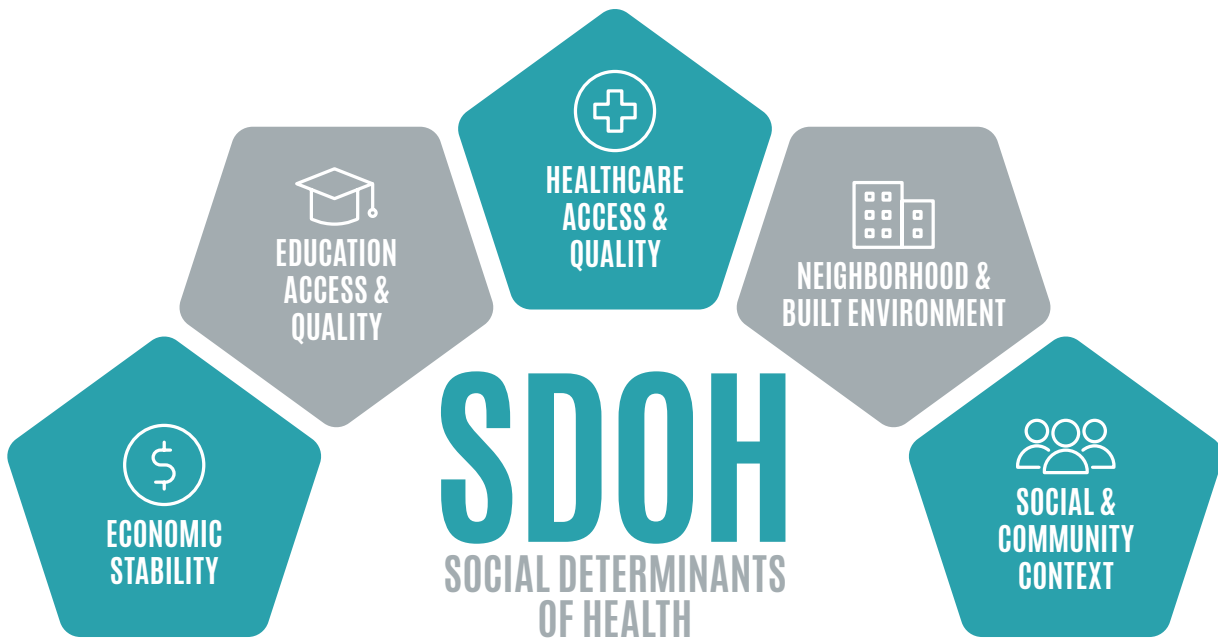
## 7 Breaks down SDoH barriers

Prices for the 10 largest consumer streaming services have increased 20 percent over the last two years, so what used to be considered affordable is now too expensive for some patients. Patient entertainment services offer equitable access to all patients,

whether or not they subscribe to a streaming service. Plus, for limited English proficiency (LEP) populations, multiple language options, subtitles and captions can ensure everyone can access the content.



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## 8 Supports patient education and engagement

Patient entertainment services that are integrated with the EHR patient portal provide patients with information about their care team, doctor's rounds for the day and

lab results, for example, allowing patients and families to [make more informed decisions and have a sense of control](#). This integration might also help patients spot [medication errors](#).



## 9 Improves patient retention and loyalty

Patient reviews and ratings, word-of-mouth referrals and loyalty are more important than ever as hospitals are vying to stay competitive and profitable. The patient experience is also five times more likely to drive [consumer loyalty](#) than marketing.

The hospital environment and efforts to improve comfort and well-being are [important to patients](#) and streaming solutions can play a critical role.

# How to Evaluate a Patient Entertainment Services Partner

While there are various types of solutions on the market, not all are created equal. When exploring the options, here are key considerations.



## Designed for the hospital environment

Look for solutions that are specifically developed with hospitals in mind. These have an intuitive design, are easy to navigate, are accessible on any device and do not require an app, login or password. Patients and their families should be able to access the content on any hospital or personal device and scan a QR code to quickly and easily gain access.



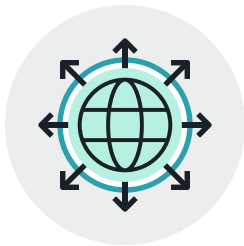
## Curated content

The solution should have an expansive library of movies and TV shows covering a wide range of genres, including the latest blockbuster hits, classics and family favorites. Look for those that also offer relaxation programming, such as scenic views set to tranquil music, guided meditation and nature sounds. Your organization should also have the ability to curate content based on the demographics and preferences of the populations it serves and exclude certain types of content, such as political news, which can intensify patient and staff stress and anxiety.



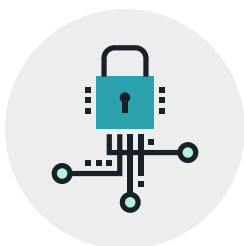
## Custom content

Patient entertainment services should have built-in capabilities that allow your organization to add custom content, including pre-roll, bumpers and videos about handwashing, vaccines, chronic conditions, the inpatient pharmacy, and the map of the cafeteria, to name a few.



## Language options

For LEP patients and families, the platform should include subtitles and captions so anyone, regardless of their language, can access the content.



## Safe, secure and innovative technology

Solutions shouldn't create more work for IT staff or an additional burden for nurses. Look for those that do not require expensive or extensive hardware, offer a physical, virtual, or cloud-based server and can be implemented in less than a week. Also, choose solutions that do not collect or store data to ensure patient privacy.

# I Conclusion

As hospitals continue to grapple with a multitude of challenges and make the shift to value-based care, the patient experience will become even more important for long-term profitability. Streaming entertainment solutions can be the all-in-one solution that addresses operational and financial issues,

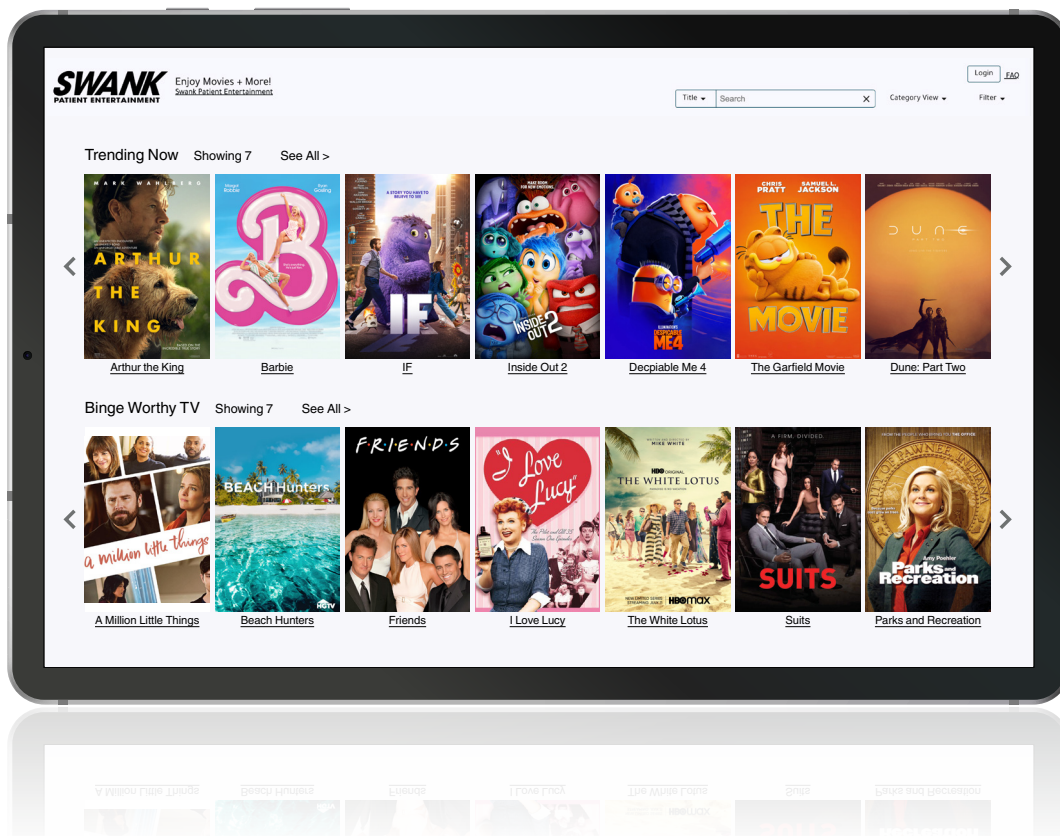
improves outcomes and boosts patient satisfaction. As something anyone, from any walk of life can get behind, movies and TV can put the human back in healthcare and deliver care in a way that demonstrates an organization's commitment to putting patients and families first.



# About Swank Patient Entertainment

Founded in 1937, [Swank Motion Pictures, Inc.](#)<sup>®</sup> is the world's largest non-theatrical distributor of motion pictures for public performance and the acknowledged leader in the field. [Swank Patient Entertainment](#) shows up throughout the continuum of care, meeting patients where they are and where they're used to receiving content. Designed specifically for the hospital environment, the cloud-based solution can be implemented in days and is easy to navigate, completely customizable and accessible on

any device – making it the top choice for simple, secure, informative, and equitable content for patients, families and caregivers. Available in 100,000 beds nationwide, more than 80 percent of customers are at or above their state average for patient satisfaction scores. To learn how Swank Patient Entertainment can enhance the patient experience at your location, [schedule a demo](#) today.





# **SWANK**

**PATIENT ENTERTAINMENT**



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