

PATIENT ENGAGEMENT

..... IN 2025:

A PLAYBOOK FOR
**HEALTHCARE
LEADERS**

..... *at Mercy*



I Introduction

Patient engagement continues to be a priority for hospitals and health systems in the U.S. When patients are engaged in their care, they experience higher satisfaction, quality, and safety, and outcomes improve. With increased adoption of [value-based care models](#), engagement and the patient experience will become even more important for hospitals looking to improve HCAHPS scores, drive reimbursement, and stay profitable.

In recent years, there have been a host of new technologies that allow patients and their families to better engage in their care. With so many options and already overburdened IT and clinical staff, however, healthcare leaders are often hesitant to add yet another solution into the mix.

As your organization looks to 2025 and beyond, having the right strategy and technology in place will be critical to improving patient engagement and delivering a transformative health experience.

In our playbook, we explore 5 must-have strategies, plus, new solutions that **Mercy** hospitals working with Swank Patient Entertainment are already finding success with. These solutions have reduced staff burden and increased efficiency, and are delivering on Mercy's mission to bring to life the healing ministry of Jesus through compassionate care and exceptional service.





PULSE CHECK

94% OF CONSUMERS

say the patient experience is significant for making personal healthcare decisions



MERCY GOALS

IMPROVE the patient experience



SWANK'S SOLUTION

On demand curated content combined with linear TV solutions

72% OF HOSPITAL EXECUTIVES

say digital health solution adoption will increase over the next 3 years

ENCOURAGE digital health adoption

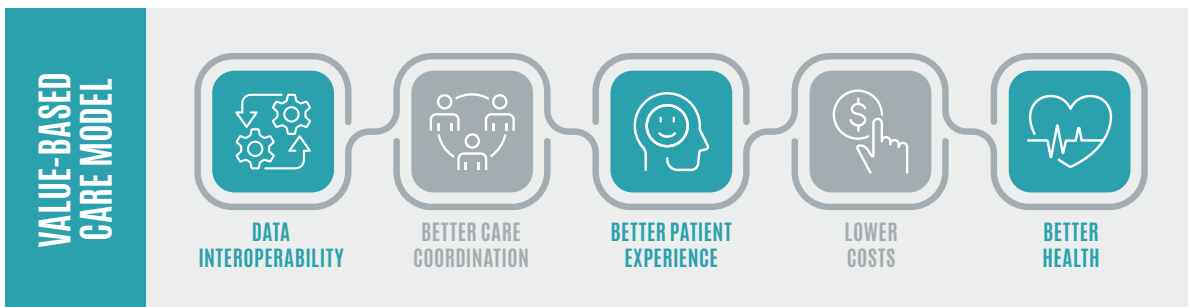
Incentivize patients and families to **connect digitally** by drawing them onto the platform with entertainment

Value-based care is expected to reach

\$43.4 BILLION BY 2031

SUPPORT a value-based care model

Improve patient satisfaction and engagement which leads to better quality and outcomes and lower costs



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 When patients are engaged in their care, they experience higher satisfaction, quality, and safety, and outcomes improve.

MERCY CASE STUDY



In 2015, when **Mercy Children's St. Louis** launched a new partnership with Swank Patient Entertainment, the hospital was looking to improve patient and family engagement. At the time, patients only had access to a limited selection of older movie titles on DVDs. Nurses were tasked with moving the DVD cart from room to room, which was cumbersome and took them away from caring for their patients. The DVD players were often in need of repair, and with DVDs that would often go missing, replacing them was becoming costly. The hospital was also concerned about infection control and the patient safety risks the cart and DVDs posed.

Once the hospital brought in Swank Patient Entertainment, they were able to offer the latest movies, TV shows, and relaxation programming. The solution allowed patients and their families to engage in their care and turned the hospital rooms into a more familiar setting with some of the comforts of home. Without the DVDs, patient safety improved and the burden on clinical staff was eliminated—allowing them to spend more time delivering patient-centered care.

A few years later, Mercy Children's St. Louis expanded its engagement to include the ED as well.

The hospital also launched Swank Streaming which provided patients and their families access to content on personal devices as well as the Child Life Specialists' iPads.

Over the years, Swank Patient Entertainment has offer patients and their families a source of distraction, reducing anxiety and stress, and giving them a sense of control of their care and the patient experience. Swank Patient Entertainment has been a trusted partner for Mercy Children's St. Louis and today, their relationship continues to evolve as they look to the future.

Strategies to Improve Patient Engagement

Strategy #1

Find creative ways to reduce patient anxiety and stress

Positive distraction during a hospital stay can reduce anxiety and stress, reduce pain, and provide a feeling of familiarity when so much is new and out of a patient's control. When patients feel more at ease, procedures and exams are often easier to perform. Patients are also less likely to use the on-call button, saving staff valuable time and energy, driving efficiency, and reducing stress and burnout.

Patient entertainment systems that provide movies, TV shows, as well as relaxation content such as guided meditation can promote comfort and relaxation, support sleep, and reduce stress and anxiety.

USE CASE:

Mercy Children's St. Louis uses Swank Patient Entertainment's on-demand streaming entertainment platform tablets to distract their patients during MRIs, blood draws, IV insertions, or exams that required them to stay still.



Strategy #2

Take a patient-centric approach

Patient-centered care is the path to quality, better outcomes, and an optimal patient experience. When patients and their families have insight into their care journeys and receive care that’s personalized, they feel valued rather than just another number. Patients are demanding the same experiences that they have in their homes in the hospital setting.

One way many hospitals are trying to improve quality and take a patient-centered approach is by encouraging participation in care through the EHR.



Patient entertainment systems that are integrated with the EHR provide custom content that educates patients, guides them to engage with their care plans, access test results, manage billing, and more – at the right time from the bedside.

This type of integration improves shared decision-making and gives patients a sense of control which makes for a better experience and allows hospitals to achieve their EHR utilization goals.



USE CASE:

A 250-bed hospital in St. Petersburg, Florida used pre-roll video about MyChart before streaming movies started to educate and engage patients in their care plans.

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Strategy #3

Improve patient satisfaction

Long ED wait times and hospital stays—regardless of the length of time—can be difficult. As patients and their families wait, their worry about tests, diagnoses, and procedures, and fear of the unknown only grows.

Clear communication, patient education, and minimizing noise are some of the ways hospitals can improve patient satisfaction, HCAHPS scores, and achieve excellence. Some patient engagement platforms can provide patients with information and

updates about their care plans. These platforms also offer movies and TV shows to combat boredom and pass the time, and other types of media such as white noise or nature sounds to block out noise, reduce stress, and provide an escape—all of which can lead to high patient satisfaction scores. Some hospitals also use these platforms to provide custom content with key messages that emphasize positive aspects of the hospital stay, adherence to care plans, and a preview of HCAHPS questions that support better survey results.



USE CASE:

When a mother and daughter were growing impatient and asking the nurses at Mercy Children's St. Louis to estimate their wait times, the staff directed them to streaming content on a tablet. They watched *Barbie: Life in the Dreamhouse* episodes which helped them feel less stressed and have a bonding moment, and helped overburdened staff to focus on higher-acuity patients.



PULSE CHECK

80% OF PATIENTS

say receiving education would make them more satisfied with their care

ONLY 45% OF PATIENTS

say the area around their hospital room was quiet at night



MERCY GOALS

IMPROVE
patient education and satisfaction

PROVIDE
a quieter and more comfortable home-like environment



SWANK'S SOLUTION

Custom content features on the platform promote educational resources to patients and families

Patients can customize their experience, feel less stressed and more relaxed, and sleep better with white noise, natural sounds, and relaxation content



Strategy #4

Promote health equity



Equitable care plays an important role in patient engagement and the patient experience. When patients feel that factors such as age, sex, race, ethnicity, language, and socioeconomic status are being accounted for, they're more likely to report a positive experience which leads to better outcomes and lower costs.

A streaming service that doesn't require a subscription or a log-in is one way to break down economic barriers and provide equitable access to entertainment and patient education during a hospital stay. Platforms that are ADA-compliant, have subtitles and captions, are available in multiple languages, and have curated content for specific patient populations align with the mission and values of a health system and demonstrate to patients that they are seen, heard, and understood.

\$2.8 TRILLION

could be added to the U.S. gross domestic product by 2040 by **addressing health equity gaps.**

- Deloitte Center for Health Solutions



USE CASE:

At Mercy Children's St. Louis, families watched top Hollywood movies together in their native languages, bringing comfort and a sense of relief, and connecting them to something familiar in an otherwise unfamiliar setting.

Strategy #5

Build community and connection

Improving patient engagement and delivering an optimal patient experience requires opening the lines of communication and giving patients and their families a voice. A platform that allows hospitals to provide

custom surveys, gather valuable patient feedback, and bring everyone together is one way to foster a sense of community and belonging.

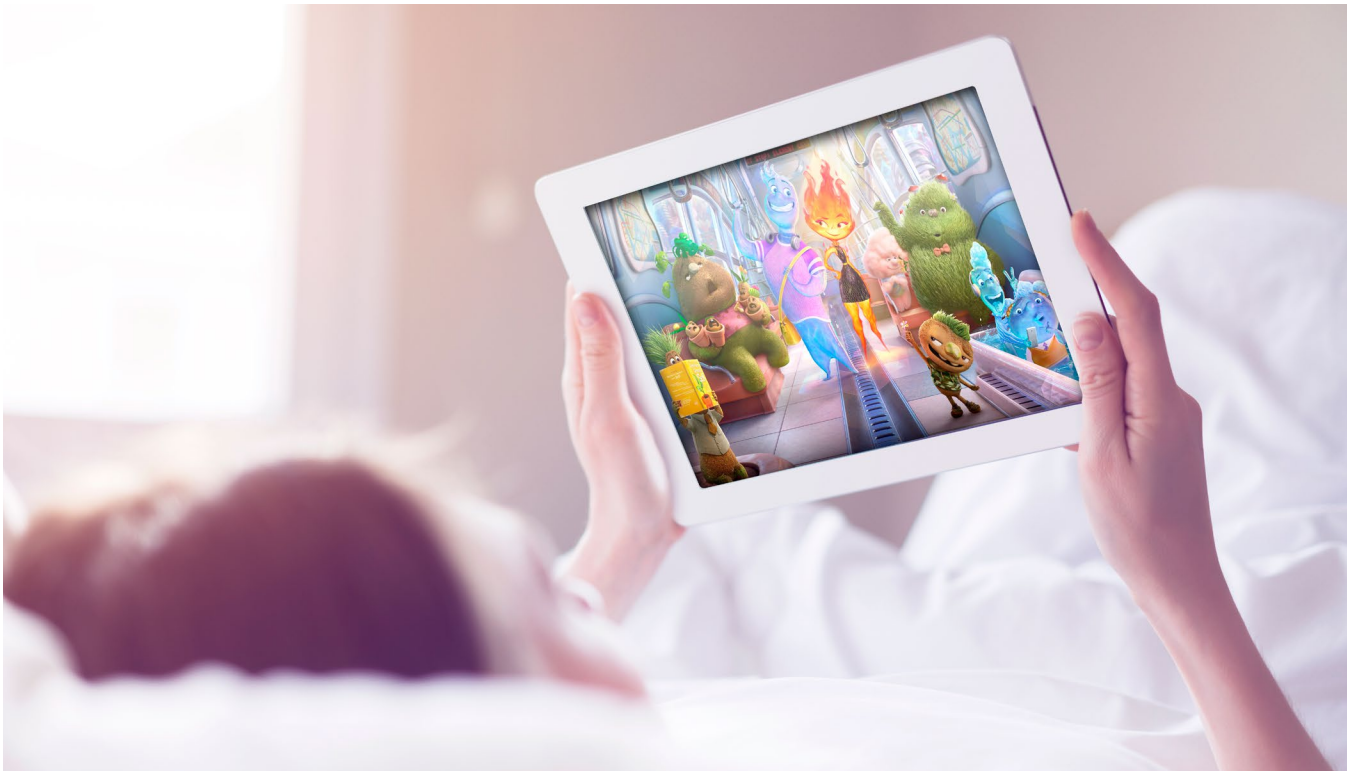


USE CASE:

At a children's hospital in Orlando, Florida, patients received a poll to vote for the daily feature movie which allowed them to have a say, foster a sense of community, and give them something positive to look forward to.



Improving Patient Engagement in 2025



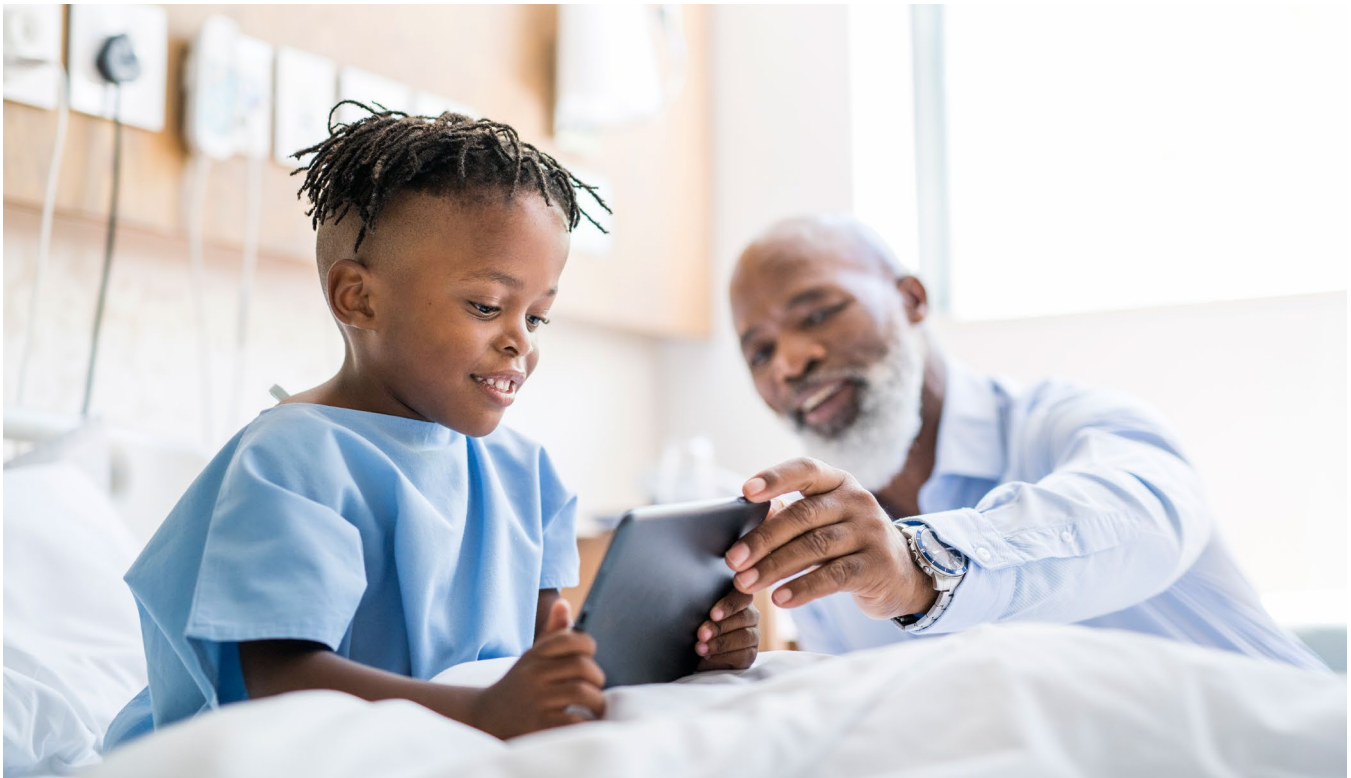
This year, hospitals and health systems will continue to look for ways to improve patient engagement. New technologies that bring personalized, curated content and experiences to patients and their families at multiple touchpoints throughout the journey—in waiting rooms, hospital rooms, MRI machines, personal devices, and more are the next generation of patient engagement and adoption will only continue to grow.

With the move to value-based care, and the myriad of challenges hospitals are up against, now is the time to identify the right solution and the right partner. Vendors that provide cloud-based patient entertainment systems should work in partnership with hospitals to use existing systems but also plan for the future and offer other ways to deliver experiences via integrations and apps.

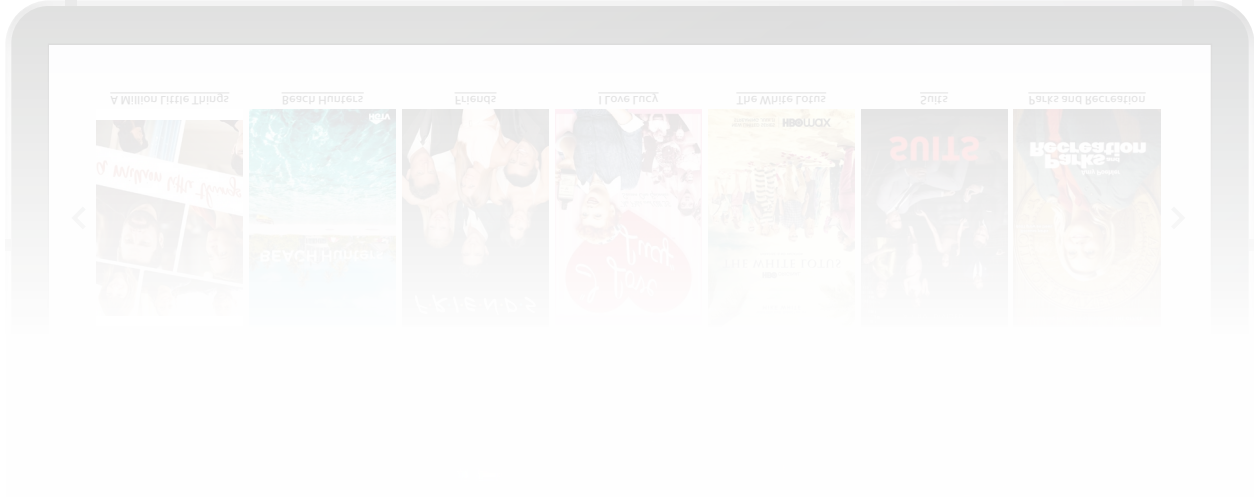
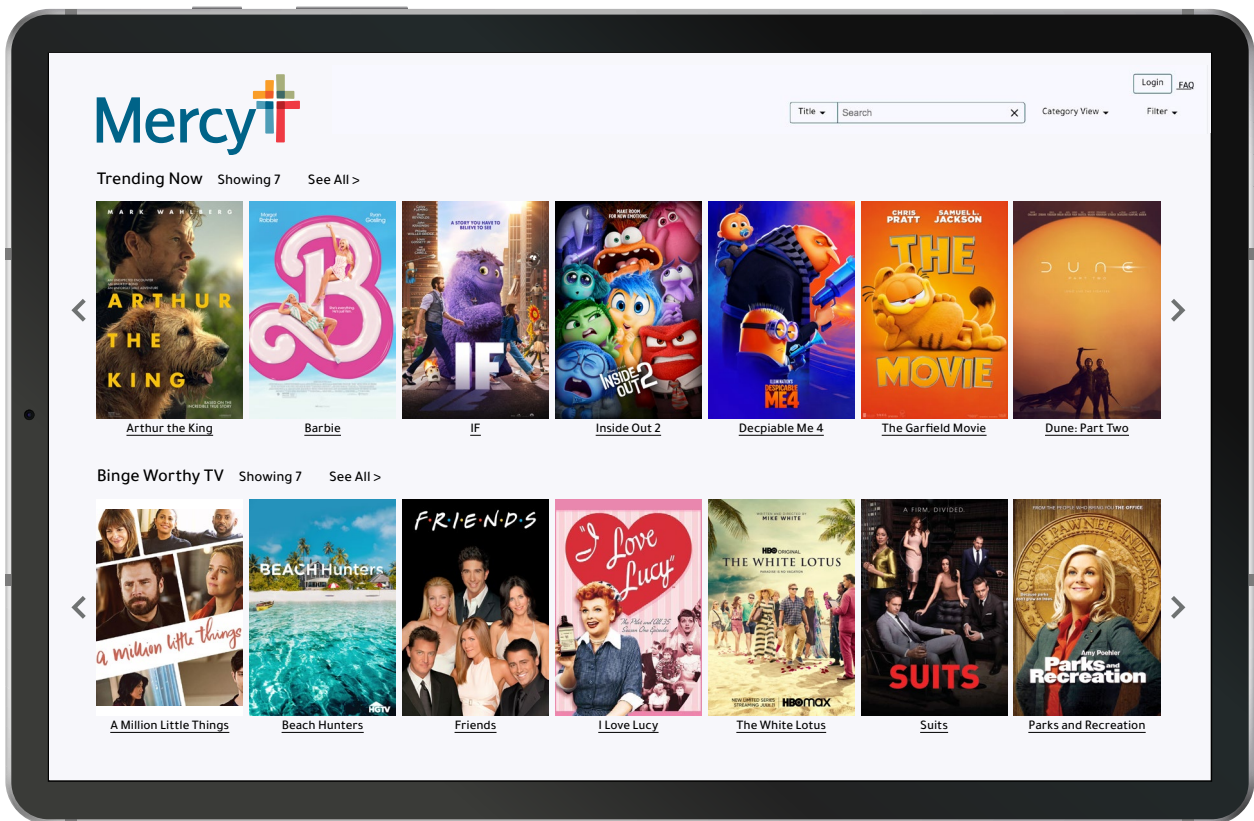
Swank Patient Entertainment: Proven Success *at Mercy*

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.

Our solutions are proven to improve satisfaction, deliver an optimal patient experience, and improve outcomes. More than 80% of our customers are at or above their state average for patient satisfaction scores. With no log in required, our ease of accessibility combined with the security of the platform reduces IT burden and safeguards patient privacy. Our solutions are available in 100,000 beds nationwide, including Mercy Children's St. Louis.



To learn how Swank Patient Entertainment is enhancing the patient experience at hospitals within your network and can do the same for your hospital, [schedule a demo](#) today.



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