Case Study

NYU Langone Health 'MyWall'

Oneview

Unifying the care experience.

A new hospital – the Helen L. and Martin S. Kimmel Pavilion - was the opportunity for NYU Langone Health to reimagine the care experience for patients, families and care teams.

The NYU Langone Health team took a strategic approach to digital engagement. In this case study, we explore their approach, and the role of Oneview's Care Experience Platform in powering the 'MyWall' digital patient hub.

NYU Langone Health – one of the nation's premier academic medical centers – had the unique opportunity to design a new hospital from the ground up. A multidisciplinary team was assembled to take a holistic approach to researching and creating a differentiated patient experience for patients and families. It quickly became clear that any truly innovative patient experience strategy also had to address the experience and workflow needs of the care team as well.

With a variety of touchpoints across the organization including hospital settings, outpatient clinics, and even dental offices – the new system needed to deliver a unified care experience for patients and families across many care settings, interoperating with existing systems, most importantly their Epic Electronic Health Record (EHR).

"With the Kimmel Pavilion launch in 2018, we really had an opportunity to innovate and rethink our digital experience and our technology footprint to create and design a new experience based on the needs of all of our users, not just patients, but also their families and the care teams that really partner together in the care journey," noted Dr. Paul Testa, Chief Medical Information Officer at NYU Langone Health.

Combining patient and staff input with 360-degree analysis of workflows and technologies, the team worked – with strong vendor partnership – to design a system that would significantly improve:

• The way patients and families communicate

• How clinical teams engage patients virtually

• How patients are educated and entertained

• How video interpretation services are provided

• How patients access other NYU Langone Health services and systems.

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The Challenge

In addition to the primary goal of creating a differentiated inpatient experience for patients, families, and care teams, other business goals included:

• Personalize the patient experience

• Establish a consistent branded experience for patients across all types of facilities

• Redirect manual tasks away from the care team and staff, enabling a focus on patient care

• Integrate with existing clinical and non-clinical systems

• Ability to expand functionality and scale across the enterprise

• Establish a foundation for digital innovation in the inpatient room.

User goals for the patient and care teams included:

• Empower greater patient engagement in the care journey

• Facilitate and prompt open communications with patient and family about care plans

• Replace whiteboards, eliminate education handouts and provide personalized information and education

• Provide patients with control over their experience, with self-service capabilities like meal ordering and room controls

• Enable access to other patient-facing digital tools including Epic MyChartBedside.

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The Solution

The health system partnered with Oneview Healthcare to implement their Care Experience Platform (CXP) as the foundation for the health system's white-labelled MyWall digital patient hub.

The solution was chosen both for its current and planned capabilities but also for the organization's partnership model enabling customer input.

NYU Langone Health's initial implementation in 2018 was the Oneview solution deployed on-premise in NYU Langone's data center. With deep integration to the health system's Epic EHR, CXP Enterprise digitalizes the traditional patient whiteboard displaying care team information and expected discharge date, as well as enabling patient education assigned by the care team. The system even switches automatically to the patient's preferred language from Epic.

Patients can also use Oneview and third-party apps and content on MyWall including video interpretation services, clinician communications, family video visitations, on-demand entertainment and relaxation programming, and meal ordering. With state-of-the-art "smart hospital" IoT technology, patients can control the temperature, lighting, and automated blinds from their bed.

The easy-to-use touchscreen dashboard is accessed at the bedside on Samsung tablets mounted on patient engagement tables, custom-made to NYU Langone's specifications. At the Kimmel Pavilion, the team elected to deploy the tablets together with a 75-inch Samsung Smart TV mounted on the patient's footwall. The tablet and footwall big screen can be used by family or the care team independent of the tablet, or in conjunction with the bedside tablet. The devices are managed remotely to reduce impact on patient rooms and are automatically "digitally wiped" when a patient is transferred or discharged to remove all data and protect patient privacy.

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Results

Opened in June 2018, as a part of NYU Langone Health's expansion project, the 374-bed Kimmel Pavilion and 118 beds in Hassenfeld's Children's Hospital on 34th Street showcased their MyWall. Since then, over 800 beds across multiple facilities have been enhanced with bedside patient experience capabilities. For locations where patients don't require the full functionality of the MyWall system, the project team created a MyWall Lite configuration which provides basic entertainment and content capabilities in the same branded user interface on touchscreen devices.

As the project was aligned with NYU Langone Health's digital engagement strategy, the project team tracks system engagement by patients, families, and the care team. Utilization of the system is high:

Over 15,000 pieces of education assigned to patients each month, automatically accessible through the Oneview system reducing nursing time spent on providing educational content

Over 12,000 meals ordered a month, reducing the volume of calls to the services call center

Many thousands of video calls to interpreters, clinicians and remote family members including up to 1,000 calls per day at the peak of the COVID-19 response.

Data trends are used to improve training, deepen engagement, and inform care team workflows.

The goal of creating a differentiated, consistent brand experience across multiple touchpoints has also been met with the health system deploying the NYU Langone-branded MyWall and MyWall Lite product across hospital settings, outpatient clinics, and even dental offices. Further locations are planned in 2021 and 2022, to bring MyWall to every point of care.

One of the factors to their success was the collaboration between Oneview and NYU Langone. "We also had an opportunity with Oneview to really build their roadmap together and partner with them to innovate, which enabled us to be able to scale this product across our hospital system," noted Ruchi Patel, NYU Langone's Product Manager.

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Wrap-Up

Through diligent research, thoughtful design, and flexible deployment, NYU Langone Health is transforming the care experience for patients, their families, and the dedicated care teams who care for them.

While the value of the system to help address the pandemic is clear, its long-term impact on preparing the health system for value-based care will continue to pay dividends.

For more information, a one-hour webinar was recorded by NYU Langone Health leadership discussing their project and is available by visiting **oneviewhealthcare.com**

The COVID-19 Response

While NYU Langone Health always planned to expand their branded MyWall solution to all its facilities, the COVID-19 outbreak in New York City in Spring of 2020 forced the system to adapt to the rapidly changing conditions to keep patients, families, and care teams connected. "We needed something turnkey, fast, that was a hardware software solution, worked on our Wi-Fi, was managed, simple and provided that force magnification," said Dr. Testa.

NYU Langone and Oneview's team worked together to deliver and deploy a cloud version of the CXP that allowed rapid implementation of over 320 tablets in a matter of a few weeks.

"Oneview collaborated with our team to identify and scale a solution that enabled us to deploy our enterprise video solution to the patients' bedside quickly and easily" remarked Michael Mainiero, Senior Director of Digital Strategy and Innovation.

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2019 - 2020
Branching Out:
Launch MyWall in 53 beds across 1 inpatient hospital unit and 5 ambulatory care practices

2020
COVID-19

2021
Planning for Scale:
Expand MyWall across an additional inpatient location and 2 ambulatory care practices.

Begin planning for scaling rapidly across hospital system.

June 2018
Seizing an opportunity:
Kimmel Pavillion Launch

Apr 2020 - Nov 2020
Response to COVID-19 Pandemic:
Deploy 500+ tablets across Manhattan, Brooklyn and Long Island

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For healthcare systems who lead on exemplary care, Oneview Healthcare provides digital tools for patients, families, and caregivers to improve the care experience. Unifying a facility's systems, content and services into one digital platform with dedicated devices at the point of care, Oneview helps deliver more control for patients and families, more time for care teams, and less complexity for executives and IT teams. Oneview is proud to partner with leading healthcare systems in the US, Australia, the Middle East and Asia.

For more information, please visit **oneviewhealthcare.com**

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