



Underpinning patient engagement with touchscreen solutions

Rapid changes in the healthcare industry are creating challenges for health professionals worldwide. Patients everywhere expect greater safety and more operational excellence, in particular for frontline workers, raising the bar for all healthcare providers. To stay ahead, healthcare organizations need to adopt technological innovations that improve the patient's experience at all points of the care journey.

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Today's patients expect more than just receiving treatment. In preparation for their [Connected Healthcare Consumer global report](#), Salesforce Research surveyed consumers across four healthcare and life sciences sectors. In the study, 69% of respondents reported that if they had an exceptional experience at one company, this would up their expectations for other companies, and 82% stated they would change to another provider because of a bad experience.

Increased wellbeing and health benefits

Patients have become healthcare consumers seeking to receive the same service and convenience from their healthcare providers as they would get from any other consumer brand like Amazon. But the importance of patient engagement goes beyond simple convenience. According to [The Office of the National Coordinator for Health Information Technology](#) (ONC), patient engagement:

- Positively impacts patient retention.
- Improves the quality of life of chronic disease patients.
- Enables patients to find access to the right care when necessary.
- Encourages patients to adhere to medication and participate in preventive care measures.

Critical patient-engagement touchpoints

To increase patient engagement, it's important to connect with patients at key touchpoints prior to their arrival and at the healthcare facility. On the provider's side, it's important to implement technology that supports a delivery of care that exceeds customer expectations. From patient registration and nurse stations to medical devices and telehealth, touchscreen solutions streamline administration and enhance the patient experience. Moreover, a Harvard Business Review study shows a 7 second reduction in average service time, which has been linked to an increase in market share of up to 3%.



Healthcare organizations that connect with patients via interactive touchscreens at critical patient-engagement touchpoints see:

- Patients more deeply engaged in their treatment and recovery.
- Higher patient satisfaction and a decrease in wait times.
- Greater efficiency in progressing patients through their receipt of care.
- Reduction of the patient care cost.



Making it happen

When implementing touchscreen solutions, healthcare organizations should focus on three domains as part of a successful patient-engagement strategy:

- 01 **Implement self-service touchscreen solutions**
- 02 **Integrate touchscreens for smoother workflows**
- 03 **Step into the world of telehealth**

01

Implement self-service touchscreen solutions

From their retail experiences, patients are looking for the “Amazon experience,” with a focus on connectivity and digitalization. For healthcare organizations, this means streamlining the patient check-in process with an engaging, user-friendly and cost-effective self-service touchscreen platform. Touchscreens exist in a wide range of sizes and styles, fit into a variety of environments and can support multiple applications, including payment functionalities. Patients can easily identify themselves, provide key demographics and insurance information, and complete consent and health status forms.

Improved operational excellence

Research shows that patients positively respond to self-service solutions, but also help healthcare organizations to maximize efficiencies. According to a 2018 survey from KLAS Research, a healthcare IT data and insights company, patient intake management solutions increased efficiencies and led to more focus on the patient’s experience for nearly 60% of healthcare organizations. Patient intake solutions reduced overhead associated with processing patient questionnaires.

The cost-effective touchscreen solutions are easy to integrate, versatile and flexible. When running on a unified tech platform, touchscreen solutions offer IT scale. And thanks to peripherals, they have the power to adapt as the needs of the organization change over time and new functionalities are required.

More safety and wellbeing

Self-service touchscreens can also engage patients at the initial point of triage. Coupled with technologies like thermal sensing, the touchscreens can help healthcare providers quickly identify and separate infectious patients from others. Whether during a global pandemic or in the midst of a typical flu season, the [easy-to-clean](#) touchscreens increase the safety of both staff and patients.

Achieving customer adoption

Lessons learned from Elo’s deployment in the retail and hospitality sectors

- Install screens mounted in portrait. They will remind people of smartphones and encourage interaction.
- Ensure that your software systems are of the highest quality and tested thoroughly.
- Install kiosks in a convenient location for the end-user in the path to traditional check-in or payment points.
- Have “kiosk ambassadors” located by the kiosks encouraging use and helping to train the customer base.



02

Integrate touchscreens for smoother workflows

Touchscreens significantly enhance both the healthcare professional's and patient's experience. Integrating mobile-device-like touchscreen technology into their daily workflows frees healthcare staff from a keyboard and mouse in favor of a more intuitive and dynamic display. This allows healthcare workers to more quickly and easily access medical records, view medical images, prescribe medication and document care. A [study by Mitsubishi Electric Research Laboratories](#) revealed that touchscreen users have a 20% faster response time in comparison to more traditional input methods.

Speed and ease of use

Fully capable of being cleaned using common infection control wipes like Super Sani or CaviWipes, touchscreen medical monitors bring ease and efficiency to operating rooms, patient rooms and laboratories, and can be customized for almost any medical device, including anesthesia machines, diagnostic monitors and medication dispensers.

At nurse stations, touchscreen monitors help nurses manage patient requests, streamline the updating of medical records, and improve the accuracy of nursing handovers. They also enable medical professionals to collaborate around a patient's record, including lab results, medication orders and radiological exams.

In the hospital's pharmacy, touchscreen monitors ensure accuracy, essential to patient safety, allowing pharmacists to more easily receive, fill and double-check orders before medications are dispensed. This improves pharmacy operations, enhances patient care and lessens the burden on staff.



Clinicians really want the EMR to make their work easier. Current EMRs take up too much of their time and pull them away from face-to-face time with patients and care teams.

Peter Greene, MD, CMIO
Johns Hopkins

Improved capacity management

With interactive technologies supporting capacity management, healthcare organizations can streamline staffing and better plan for patient admissions, discharges and transfers, ensuring future business requirements are met in a cost-effective manner.

03

Step into the world of telehealth

The Internet has not only transformed modern life, it's also breaking down barriers between hospitals, health professionals and patients around the globe. Thanks to the use of digital information and communication technologies, care is delivered to a patient, regardless of location and time. In addition, doctors can exchange outcomes from surgical innovations, medication trials and other treatment plans.

Exchanging knowledge and best practices

Think about telemedicine carts with integrated cameras, touch displays and network access. These carts enhance collaboration among care teams across disparate geographies and bring physicians right to

the side of the patient. Doctors can get advice from specialists via virtual consultations during patient exams and share both test results and imaging live via a telemedicine cart. This will cut wait times, reduce costs and avoid unnecessary travel, while improving the overall patient experience. In the operating room, telehealth solutions with a [large-format display](#) offer a surgeon the opportunity to consult with another surgeon across the hospital, city or country.

Telehealth improves the quality, speed and accessibility of health care, increases efficiency and knowledge exchange, and enhances overall healthcare management. This way, these solutions speed up treatments by improving the patient's care process and treatment recommendations.



Patient engagement through touchscreens

From anywhere healthcare is provided, touchscreen solutions hold the power to enhance patient care and exceed patient expectations. These solutions can be integrated effortlessly and support various applications. Interactive touchscreens help maximize efficiencies, create exceptional patient experiences and are therefore part of any modern patient engagement strategy.



About Elo touchscreen solutions

As a leading global supplier of interactive solutions, Elo touchscreen solutions can be found everywhere, all over the world and in a variety of vertical markets and applications. To date, Elo Touch Solutions has deployed more than 25 million installations in over 80 countries. A new Elo touchscreen is installed every 21 seconds, on average, somewhere in the world. Built on a unified architecture, Elo's broad portfolio allows our customers to easily choose, configure, connect and control to create a unique experience.

Choose from all-in-one systems, [open frame monitors](#) and [touchscreen monitors](#) ranging from 7 to 65 inches. Configure with our unique Elo Edge Connect [peripherals](#) that allow use-specific solutions. Connect & Control with [EloView®](#), a secure, cloud-based

platform for Android-powered devices. EloView enables secure deployment and management of a large network of interactive systems designed to reduce operating costs while increasing up-time and security.

Based on almost 50 years of experience in the touchscreen industry, Elo touchscreen solutions are built for touch and designed to last in commercial and public environments. Elo's focus vertical markets are retail, hospitality, [healthcare](#), industrial and corporate. Elo touchscreens can be found in a broad range of applications; [self-service kiosks](#), point-of-sale terminals, interactive signage, gaming machines, hospitality systems, point-of-care displays and transportation applications—to name a few.

Learn more at Elotouch.eu

Tel +32 (0)16 70 45 00

EMEA.Sales@elotouch.com

