



CASE STUDY



PANAMA CITY
SURGERY CENTER

PANAMA CITY SURGERY CENTER SIMPLIFIES COMMUNICATION WITH PATIENTS & FAMILIES

PRODUCT USED
JellyfishACCESS

OR and Procedure Rooms
6

EMPLOYEES
82

ANNUAL REVENUE
\$ 12,000,000

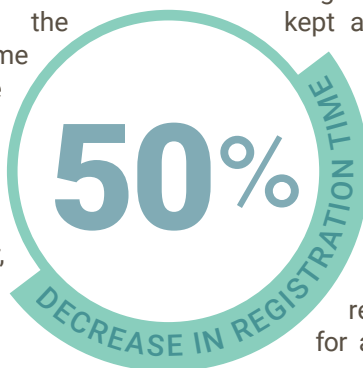
Introduction

As one of Florida's top surgery centers in patient volume, there's rarely a lull at Panama City Surgery Center. Yet no matter how full the premises get, the surgery center is committed to valuing the time of patients and their family members. "We wanted to simplify communication, make the intake process more efficient and just keep people informed. That's what patients and their family members really want - to stay informed," said Mike Madewell, Administrator, Panama City Surgery Center.

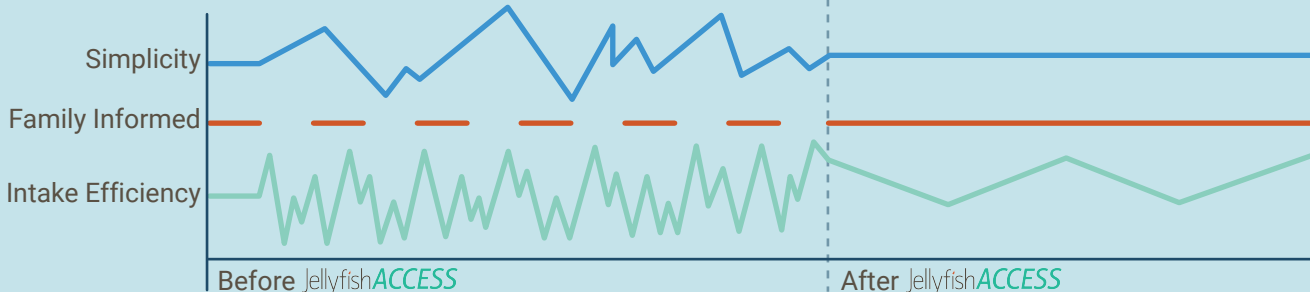
Objective

Seeking a better patient registration experience.

To manage registration, Panama City Surgery Center kept a receptionist in the lobby at all times to greet patients, intake their names and once they were taken back to surgery, relay updates to waiting family members. Because the surgery center's hours ran between 10 and 12 hours daily, this required two full time employees to handle reception duties. Then Panama City Surgery Center hit upon a strategy that cut registration time by 50 percent—and the need for any lobby receptionists at all.



Before and After



“NO LONG WAITS!”

Everyone [was] kind and professional.

Solution

A positive encounter promotes satisfaction and faster healing.

Panama City Surgery Center ultimately streamlined patient registration and communication without adding more staff, via the Jellyfish Health “Access” platform.

This single solution allows patients and their family members to take back control of their time, with capabilities that include:



Check-in, self-schedule, appointment confirmation, patient satisfaction surveys and more, from any mobile device.



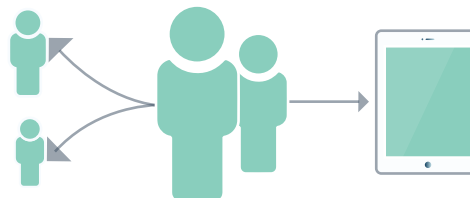
View wait times on a mobile device or LCD display screen in the provider’s lobby.



For facilities, see patient volume in real time to cost-effectively allocate staff and other resources where they’re needed most.

Implementation

Giving patients and their family members a positive first impression.



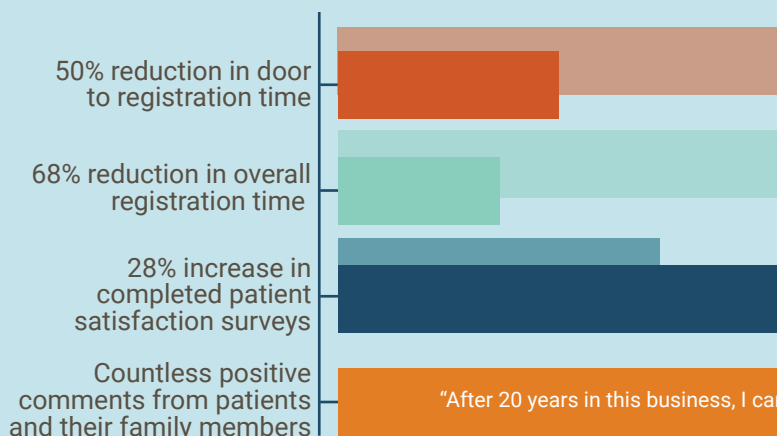
The Jellyfish solution reallocated two full-time receptionists with a self-service check-in station that completely eliminates registration wait times. After the patient is taken to surgery, family members can check the patient’s progress in real time on one of two screens in the lobby—or get updates on their mobile device.



Family members can even leave the premises and stay updated on the patient’s progress from their mobile phone; a unanimously welcomed new freedom.

To circumvent privacy issues, Jellyfish has personalized the solution so that patients can pick a fun and memorable handle that identifies them on the lobby screens.

Results



“This new transparency has made an impressive impact, especially on family members—the eyes and ears of patients who are otherwise under sedation or anesthesia. When they wake up, they’re hearing from family members who are thrilled at how well we communicated with them throughout the visit.” Madewell said.

“After 20 years in this business, I can tell you, that happy patients heal faster.” -Madewell