



Memorial Hermann Healthcare System

www.memorialhermann.org

Industry

Healthcare

Challenges

- Reduce costs and time constraints of monthly computer network meetings
- Provide live and on-demand training for newly introduced applications

Solution

- Adobe Connect for eLearning
- Adobe Connect for Web Meetings

Memorial Hermann Healthcare System is using Adobe Connect to enable specialists to participate in ongoing, cost-effective meetings and trainings aimed at continually improving medical information and records management.

Results

- Accelerated new system implementation by reducing completion of order set review process from six months to six weeks
- Improved collaboration between committee members
- Saved thousands of dollars over a 12-month period by reducing cost of monthly medical informatics committee meetings
- Improved collaboration and decision-making for medical and computer system review
- Accommodated physicians' disparate shifts and schedules

Systems at a glance

- Adobe Connect (hosted and on-premise versions)
- Adobe Captivate®

Memorial Hermann Healthcare System

Leading Texas healthcare network uses Adobe® Connect™ to streamline training and design of electronic medical records applications

Adopting electronic medical records

For the nearly 20,000 employees of the Memorial Hermann Healthcare System, access to critical medical reference information and patient histories can be the difference between life and death. The largest healthcare network in Texas was an early adopter of the migration to electronic medical records from traditional paper files, and with newly adopted technologies, protocols, and applications comes new challenges such as managing information and training staff.

Memorial Hermann has an extensive process for handling medical and computer system updates and employee training. The System Medical Informatics Committee consists of a team of 35 physicians engaged in the development and maintenance of the electronic medical record (EMR) used by all 11 hospitals in the Memorial Hermann network. Along with this committee, there are multiple sub-committees consisting of specialists, such as cardiology or obstetrics, which also meet on a regular schedule to compose and develop new content to be used within the EMR. These groups host highly dynamic, time-sensitive sessions to develop the order sets that are used within an EMR. An order set is the agreed upon protocol for treating a patient in order to provide standardized, consistent, high-quality care throughout the network. It provides a way to share and standardize best practices across the hospital.

Previously, the groups held monthly in-person meetings at a central location to act on their respective agenda items. The meetings were often challenging and costly to coordinate due to the expensive accommodations used to entice participants to brave Houston's notorious rush-hour traffic. However, if these meetings were not consistently held, project delays could impact the quality of care the hospitals could deliver.

"It was expensive and time-consuming to get everyone to a single location each month," says Dr. Robert Murphy, chief medical informatics officer at Memorial Hermann. "We needed a quicker, more cost-effective way to hold our meetings, build the necessary content, and train people on using new applications and systems."

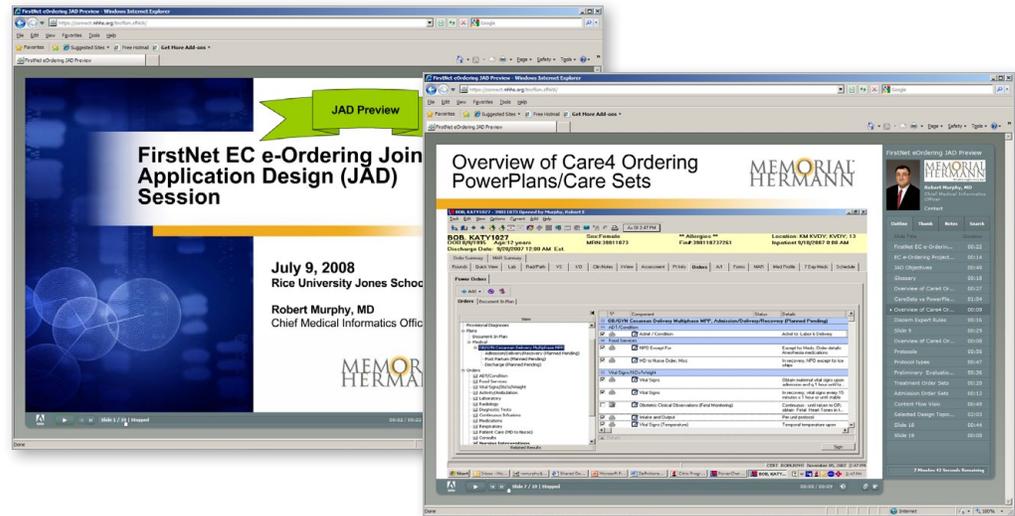
Memorial Hermann selected Adobe Connect to host meetings and provide a collaborative environment for the review and governance of medical systems associated with electronic medical records.

Convenient, efficient, and effective collaboration

For the System Medical Informatics Committee, gathering to discuss information management strategies was challenging. Meetings often extended late into the night, creating stressful situations for committee members both at home and at work. With Adobe Connect, committee members can now participate in meetings from the convenience of their office or home using only their Internet-connected computer with the free Adobe Flash® Player to instantly access live meetings that feature engaging presentations, live chats, integrated video, and other interactive features.

The Adobe solution has changed many committee members' attitudes and perceptions of the meetings, and has even affected the meeting schedule. The committee now uses Adobe Connect to host the meetings, reducing in-person meetings by 50%. The remote meetings allow physicians to attend immediately following their required rounds, enabling them to end their work day at a reasonable hour, an achievement that has been universally well-received.

With Adobe Connect, dispersed teams of healthcare professionals can collaborate easily and reliably to devise the systems that help ensure top-quality patient services at Memorial Hermann.



"Adobe Connect does a wonderful job replicating a face-to-face meeting experience for our staff. Participants can see exactly the same content at the same time, so they feel fully engaged in the conversation. This helps accelerate consensus building and decision making."

Dr. Robert Murphy
Chief medical informatics officer,
Memorial Hermann Healthcare System

"Meetings using Adobe Connect are crisper, more fluid, and accomplish more since presenters are better prepared and attendees are more attentive," Dr. Murphy says. "With the Adobe solution, we know that we can quickly and efficiently get our work done."

Streamlined data management

While the System Medical Informatics Committee meets to discuss computer systems management, a select group of expert physicians, nurses, and staff gathers to build, modify, and deploy new order sets and enhancements to the medical records application. The group, comprised of several teams of four to eight members from various Memorial Hermann facilities, is responsible for integrating online medical reference content into the physician order entry system to deliver the latest medical evidence at the moment of care.

Though much of the group's work has traditionally been accomplished via e-mail and various internal network resources, the process for creating new order sets or revising old ones could take up to six months. With Adobe Connect, the group can streamline the order set creation process by 75% to four-to-six weeks with on-demand remote collaboration.

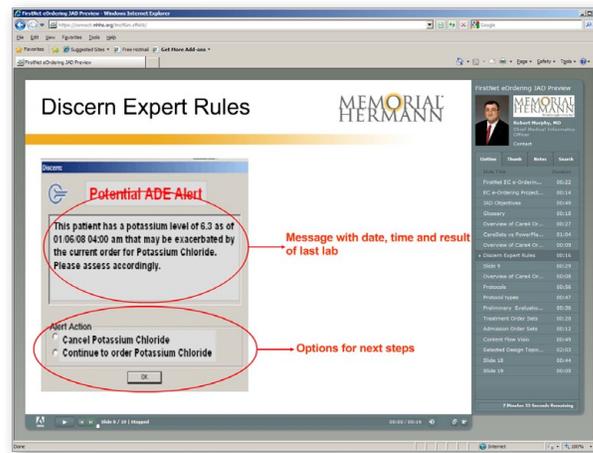
The group's participants can come together easily, across all regions. The network can leverage the expertise within different specialties regardless of the location.

Using the Adobe solution, the group can easily establish an agenda and level set the conversation for more efficient work. Using Adobe Presenter, Dr. Murphy creates a pre-meeting session covering the agenda, a preview of the application, and an overview of terminology and goals for the meeting. This has improved meeting effectiveness because all participants have a clear understanding of what needs to be accomplished.

With a variety of dynamic, rich features such as screen sharing, live chat, real-time polling, and whiteboard collaboration, the group uses Adobe Connect to engage in lively discussions about an application's look, feel, and ease of use. "Adobe Connect does a wonderful job replicating a face-to-face meeting experience for our staff," says Dr. Murphy. "Participants can see exactly the same content at the same time, so they feel fully engaged in the conversation. This helps accelerate consensus building and decision making."

By adopting Adobe Connect, the order set development group has dramatically improved its processes, reducing the timeline from months to weeks for many projects. "Of the hundreds of order sets we develop each year, many could take up to six months to complete," Dr. Murphy says. "With Adobe Connect, we've been able to shorten the timeline for many order sets from six months to six weeks."

Rapid access to training and information using Adobe Connect enables busy healthcare professionals at Memorial Hermann to stay up to date on the latest system enhancements aimed at continually improving patient care.



"The savings in time and financial resources have been incredible. With Adobe Connect, we spend less time working on computer systems and more time where it counts—caring for our patients."

Dr. Robert Murphy
Chief medical informatics officer,
Memorial Hermann Healthcare System

Rapid training enables superior care

Determining strategies and creating data order sets are critical elements of Memorial Hermann's efforts to improve medical staff's access to vital medical references and patient information. But once the behind-the-scenes work has been completed, the newly created content must be deployed quickly, which requires training the front-line staff at all the healthcare system's locations on how to use the new systems.

Because Memorial Hermann's medical care providers have hectic schedules, it can be difficult to arrange formal training time. With Adobe Connect and Adobe Captivate, the hospital can deliver powerful, interactive system demonstrations through its learning management system for any of the organization's hundreds of projects. In addition, 60-second tutorials offering tips and tricks on how best to use enterprise applications are also available on-demand to hospital personnel. "Printing instructions and posting them on a bulletin board was an ineffective way to train staff how to use new health information services," says Dr. Murphy. "With Adobe Connect, our physicians can instantly access short, interactive demonstrations for learning. Now all 3,000 doctors in our system can get the training they need without blocking out long periods of time in their already busy schedules."

For Memorial Hermann, Adobe Connect has been instrumental in managing and streamlining access to important electronic medical data. With the Adobe solution, the hospital network can more efficiently determine its technological needs, develop effective processes, and train staff.

"The savings in time and financial resources have been incredible," says Dr. Murphy. "With Adobe Connect, we spend less time working on computer systems and more time where it counts—caring for our patients."

For more information
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