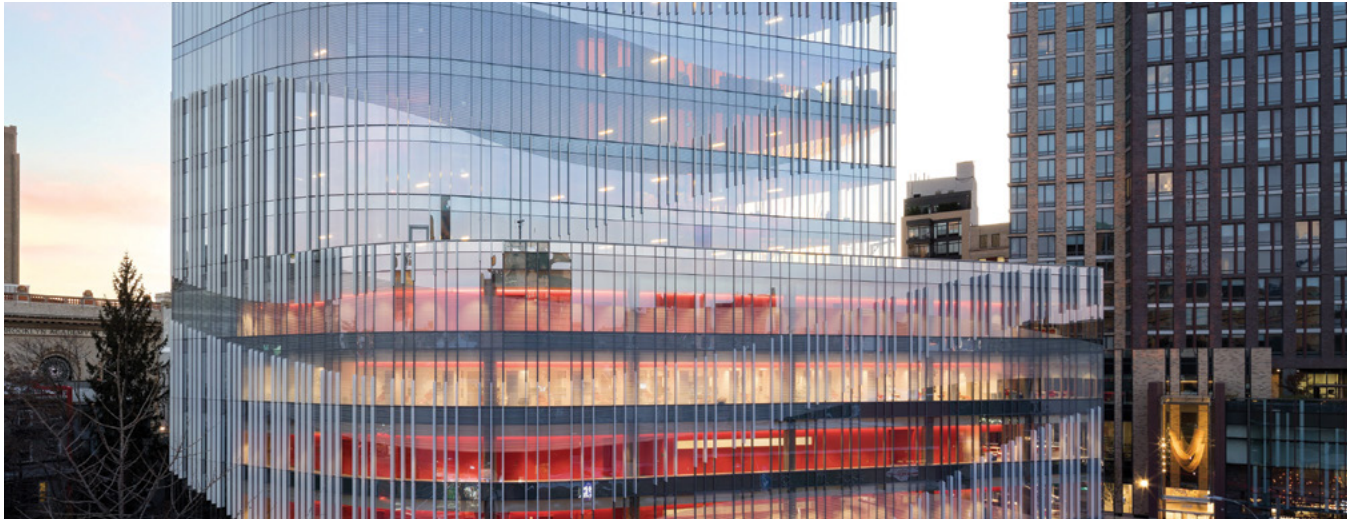


# Brooklyn Health Center



## PATIENT FLOW OPTIMIZATION CASE STUDY

For nearly 70 years, the New York Hotel Trades Council and Hotel Association of NYC, Inc. Employee Benefit Funds has operated its own health centers, and now delivers care to over 90,000 union members, dependents and retirees of the New York City hotel industry. In 2017, they opened a state-of-the-art facility that fuses innovative technology, thoughtful design and a patient-centered vision for care.

### VALUE-BASED APPROACH TO CARE LEVERAGES DESIGN, TECHNOLOGY AND CARE COLLABORATION TO TREAT MORE THAN 800 PATIENTS DAILY

"We had two major goals for this building," shares Dr. Robert Greenspan, chief executive officer. "First, we wanted to create a strong image of our health center that supports our brand and welcomes our members. Second, we insisted on a vigorous patient-centered environment with top-of-the-line care that exceeds the efficiency, comfort and quality of typical commercial healthcare. We wanted our members to enjoy an unmatched healthcare experience."

### SELF-ROOMING IS A WELCOME CHANGE FOR BUSY PATIENTS

Efficiency is a critical hallmark of care delivery at the Brooklyn Health Center. Using Midmark RTLS\* (real-time locating system) technology and a building designed to support self-rooming, Dr. Greenspan and his team are making strides to improve quality care, while reducing costs and accelerating time to service.

### INSTALLATION HIGHLIGHTS:

#### RTLS Applications

- Patient Flow Optimization

#### Integrations

- eVideon Patient Experience Platform
- Cerner EHR

#### Other Midmark Products

- Midmark Exam and Procedure Chairs

For starters, the typical crowded waiting room is no more. Instead, arriving patients are greeted at a spacious Welcome Center where Midmark RTLS technology automatically provides staff with an accurate Floorplan View of exam room availability, as well as staff and patient locations. Staff simply direct the patient to an available exam room, bypassing the need for waiting rooms. Patients experience a focused care experience from the point of arrival and are not exposed to contagions by way of group waiting spaces.

Each patient is assigned a badge that connects them to clinicians and needed equipment by providing real-time location information as they move through the facility. An interface with the Cerner EHR associates the patient's name with the badge, eliminating redundant manual entry for registration staff. Another integration is with eVideon, a patient education and relaxation tool that provides an onscreen greeting for each patient arriving at his or her exam room.

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**Dr. Robert Greenspan**  
Chief Executive Officer

### PHYSICIAN PRODUCTIVITY INCREASED BY 30% WITH RTLS-ENABLED WORKFLOWS

The real-time visibility of room status and patient location from Midmark RTLS helps Brooklyn Health Center staff to not only self-room patients, but they can also dynamically assign



physicians to available rooms. According to Greenspan, "Exam rooms are no longer tied to one provider, which increases both room and provider utilization. Physician productivity has increased by over 30%, while physician perception is that their day is more organized, and they are not working as hard to keep up."

### DESIGN REVOLUTIONIZES THE WAY MEMBERS RECEIVE CARE

The Brooklyn Health Center is three times larger than its predecessor facility, with spacious interiors that welcome members and their families. Once a patient occupies a reserved exam room, the RTLS software automatically updates room status, providing an easy way to see that a room is occupied by a patient, and the patient is ready for the care team.

Exam rooms at the Brooklyn Health Center are larger than typical, ensuring enough space for family members or friends that join the patient for the visit. Exam rooms are outfitted with Ritter 223 Barrier-Free® Exam Chairs by Midmark that easily and comfortably adjust to accommodate patients who may have difficulty accessing a typical exam table.

### COLLABORATIVE CARE ENSURES FIRST-CLASS PATIENT EXPERIENCE

Delivering an exceptional patient experience for members well-versed in the value of customer satisfaction is no easy task. "Our members work in some of the most expensive hotels in the world," says Greenspan. "I never want to hear one of them say, 'If I treated a

guest at the hotel the way you treated me, I'd be fired.'"

Patients visiting the Brooklyn Health Center don't need to move throughout the building to access the various services they need. Instead, services are co-located within care pods staffed with doctors, nurses, phlebotomists and radiology technicians. Patients can see the doctor and have ancillary tests in one area on one floor. "Each exchange we have with our members is an opportunity for us to show them that we truly care about their health and well-being," says Tamika Simmons, director of members' experience.

Midmark RTLS displays real-time data associated with each care pod on large-screen Glance-and-Go™ boards in the pod work area, including the location and status of associated patients, staff members and equipment. "Real-time cues and visibility to the locations of patients and staff help us deliver a better patient experience," adds Greenspan. "85% of our patients have their medical visit, blood drawn, make follow-up appointments, pick up their medications and leave our building within one hour."

### LEVERAGING TECHNOLOGIES TO ENHANCE THE FUTURE OF CARE

"RTLS technology is used by many innovative health centers to create a collaborative, efficient patient-centered care environment," says Greenspan. "Now that we're one of them, we're looking ahead to the next disruptive technology. Today, we're using this technology to streamline efficiencies and improve the care experience for patients and staff. And we're ready to do even more."

\*Midmark RTLS Solutions, Inc., f/k/a Versus Technology, Inc., is a wholly owned subsidiary of Midmark Corporation. In May of 2016, Midmark Corporation acquired Versus Technology, Inc.