

It's about Time

Making productive use of the dreaded patient wait

For decades, physicians have struggled to come up with a way to better connect with their patients. In recent years, advanced technology like EMR has enabled doctors to spend less time doing paperwork and more time practicing medicine. But still, patients and their families spend countless hours in waiting and exam rooms reading outdated magazine issues and impatiently checking their watches. All of this begs the question: In this age of technology and information, is there something out there that can make better use of this valuable time?

The answer, as the Academy recently discovered, is a resounding “yes.” As a part of its continued commitment to helping member physicians improve communication with their patients, the Academy partnered with Mediplay in March of this year to launch the AAO-HNS Patient Education Network.

The network is designed for member otolaryngologists and surgeons to proactively and effortlessly educate their patients with answers to common questions and prepare them to take a bigger role in their medical care. The success of the network is based on its implementation at the point of care: it provides relevant and educational messages to patients while they wait. So what was previously idle downtime in the waiting room has become productive time for the whole practice.

“This productivity via digital communication at the point of care improves the patient experience for physician groups of all sizes and demographics,” says Tim Boyd, President and Chief Operating Officer of Mediplay. “Practices across the country are seeing significant revenue growth by using our point-of-care network as a way to provide more thoughtful communications,” said Boyd. “They benefit because the content is designed specifically for patients: It speaks to them at a time when they need the information most.”



The AAO-HNS Patient Education Network offers simple installation and instant deployment. Displayed in high definition in the practice waiting room, it is impossible to miss. Helpful and relevant information integrated into a dynamic visual presentation keeps patients engaged and encourages a more productive dialogue in the exam room.


The network is available as a digital subscription service, so it's easy to install and even easier to run. And it gives member physicians exclusive access to the Academy's extensive library of otolaryngology-specific, peer-reviewed educational information. It also provides a simple way to communicate practice-specific and administrative messages to patients. The result is a cost-effective patient education platform that enhances the patient experience while saving doctors and staff valuable time.

“This partnership with Mediplay aligns with our goal of introducing valuable content to our members so they can run a more effective and patient-centered practice,” said David R. Nielsen, MD, AAO-HNS Executive Vice President and CEO.

Visit the Mediplay booth at the upcoming OTO-EXPO to learn more about this revolutionary partnership. Representatives will be on hand for demonstrations and to offer details about the network, available exclusively for AAO-HNS members.

Based in Raleigh, NC, Mediplay has been providing effective and successful digital communication solutions for healthcare professionals, with a focus on the specialty of otolaryngology, since 2004. More information on the AAO-HNS Patient Education Network can be found by visiting www.aao-hns.org/mediplay.com. **B**

Mediplay is proud to be a premier partner of the Academy Advantage program, sharing the vision and mission of the American Academy of Otolaryngology—Head and Neck Surgery.

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