



“Brief clinician counseling is effective in helping people quit using tobacco; however, fewer than 20 percent of current tobacco users report receiving tobacco cessation counseling during their most recent office visit with a clinician.”¹

¹ Medicare Hospital Readmissions: Issues, Policy Options and PPACA
Julie Stone, Specialist in Health Care Financing
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SOLUTION BRIEF

Prevention and Wellness

Collaborative video delivering better care coordination, medical education and avoiding unnecessary readmissions.

We are faced with many challenges in healthcare today. Too many people are suffering with chronic disease, too many barriers to care exist whether financial- or distance-related, and we are tasked with tackling a new model of care to address the issues.

The new model involves bringing care to the community level, working on the cause of disease, and collectively trying to bring our resources to bear, with focus on preventive care today to prevent complications tomorrow. This model includes local hospitals, clinics, long term care, health departments, community health centers, community colleges, and facilities such as rehab centers and skilled nursing facilities all providing community based services that contribute to the health and wellness of their members. Collaboration is key and when it is enabled through a standards-based open scalable video platform, all community members can access care and participate in educational sessions independent of their location.

The National Prevention Strategy: America's Plan for Better Health and Wellness lists seven priorities designed to improve health and wellness for the entire U.S. population,

- Tobacco free living
- Preventing drug abuse and excessive alcohol use
- Healthy eating
- Active living
- Injury and violence free living
- Reproductive and sexual health
- Mental and emotional well-being

Not only do we need to address the seven priorities, but it is critical that we work to support our elderly with chronic illness and break the cycle of unnecessary readmissions by introducing better collaboration across the entire care team. Collaborative video can enable better case management, better patient education upon leaving the hospital, and more timely intervention. By utilizing Polycom collaborative video solutions for healthcare with access from mobile devices such as smartphones and tablets, the healthcare team can better follow up and have positive impact on a patients well being.

From programs that support case management, dental hygiene, to smoking cessation programs and others such as those that support mental and emotional well-being, communication is key. Enabling the patient and the healthcare team to freely communicate through live collaborative video whenever needed is vital in keeping the community connected and well.

“We know that preventing disease before it starts is critical to helping people live longer, healthier lives and keeping healthcare costs down. Poor diet, physical inactivity, tobacco use, and alcohol misuse are just some of the challenges we face.”²

Regina M. Benjamin, MD,
Former Surgeon General
Chair of the National Prevention, Health Promotion, and Public Health

Let's look at a few examples of how collaborative video enables and supports community-based health and wellness.

Preventing unnecessary readmissions

Enabled By: Polycom Video and Content Management Solutions
Description: Video enabled care coordination and patient education

“Payment Advisory Commission (MedPAC) reported that in 2005, 17.6% of hospital admissions resulted in readmissions within 30 days of discharge, 11.3% within 15 days, and 6.2% within 7 days.”¹

Some factors which affect readmissions are:¹

1. An inadequate relay of information by hospital discharge planners to patients, caregivers, and post-acute care providers
2. Poor patient compliance with care instructions
3. Inadequate follow-up care from post-acute and long-term care providers
4. Variation in hospital bed supply
5. Insufficient reliance on family caregivers
6. The deterioration of a patient's clinical condition
7. Medical errors

Now Imagine the impact that enhanced communication and collaboration can have on the above factors. With Polycom collaborative video solutions, you can support better relay of information from the discharge planners to the patients and post-acute care providers through live video multipoint sessions, with support information available on a customized web portal from Polycom. You can fill the portal with videos that have instructions for patients to help them be more compliant, educational material for post-acute and long term care providers... all the information that will support a smooth transition of care. You can bring the family caregivers into the equations by offering them live video chats with the discharge planners from their tablets or smartphones, or pre-recorded video reminders of best practices for transitioning into the home, and video reminders of how to recognize deterioration of the patient's condition. With Polycom Video Content

Management products, you can record, store, archive, and access video sessions and video information needed to support patient wellness, and care team coordination which can help reduce unnecessary readmissions.

Smoking cessation programs

Enabled By: Polycom Video and Content Management Solutions
Description: Community-based collaborative video from Polycom

Patients can connect over live video from all over the community—from clinics, public health centers, libraries, community colleges, hospitals, or homes—to participate in educational sessions about the challenges and recommendations associated with smoking cessation. They will be able to not only hear from the experts in the field, but also listen to what their doctor and nurses have to say, as well as their peers across the community. They can share their own experiences, positive results, and have the oversight of their healthcare provider to ensure quality information and guidance. Finally, with the aid of Polycom® RealPresence® Media Manager solutions, they can access a recording of the session from the Web at a later time to brush up on tips, or for viewing later if they missed the original session. It is also possible to use the RealPresence Media Manager solution to track who attends the educational sessions in order to help track data needed for accountable care. This is all possible using solutions from Polycom that support mobility-, cloud- and standards-based video conferencing.

Let's look at another example.

Preventing drug abuse and excessive alcohol use

Enabled By: Polycom Collaborative Video Solutions
Description: Working groups brought together over video (no matter where they are located) to discuss daily challenges and participate in discussions on success strategies

Participants can meet others in the community struggling with similar problems and share ways to support and help one another. Mental health providers, primary care physicians, and nutritionists can connect from anywhere using collaborative video to bring care and support to their patients. Rehab centers or local health departments—indeed, all members of the community—can be brought together over collaborative video

to share and support recovery and its many facets. Further, success stories and community programs can be video-recorded (from anywhere), and then stored for community access utilizing RealPresence Media Manager solutions.

For each of the seven priorities, you will find a Polycom collaborative video solution to bring the community together and help them work toward the common goal of wellness and prevention.

Not only can collaborative video support community health education and disease prevention, but with applications like telemedicine, the patient can connect with his or her practitioner even though separated geographically. This means that whether patients are visiting their local health department for vaccinations or having follow-up visits to see if they tested positive for TB, they can stay connected and receive healthcare in a convenient, cost effective way.

Polycom enables collaboration and community-based care. Please visit us at Polycom.com/healthcare for more information.

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Polycom helps organizations unleash the power of human collaboration. More than 400,000 companies and institutions worldwide defy distance with video, voice and content solutions from Polycom. Polycom and its global partner ecosystem provide flexible collaboration solutions for any environment that deliver the best user experience and unmatched investment protection.

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