

CASE STUDY

Camden-Clark Memorial Hospital

Access to Intuitive, Mobile Patient Data Drives Up Physician Satisfaction and Market Share

Camden-Clark is a busy 325-bed, non-profit, community hospital in Parkersburg, WV, a town with a surrounding population of about 125,000. Because it does not own any affiliated physician practices, Camden-Clark must compete for physicians and admissions with a for-profit hospital located just one mile away.

After physicians and other clinicians working at Camden-Clark experienced delays caused by the limited number of computer terminals available at the hospital to access clinical data, the Information Technology staff took a closer look at the problem. They knew that in such a competitive market it was more important than ever to maintain high physician satisfaction.

Camden-Clark's IT staff confirmed what they suspected – that the user interface on the hospital's MEDITECH HCIS was a large part of the problem. It required many keystrokes to access patient data and was not intuitive enough for the physicians, who often became so frustrated that they enlisted the help of nurses to get data rather than using the system themselves.

"When we ran the numbers for the MData implementation, we determined that if we could get just 15 additional admissions during the year of implementation, the project would pay for itself. We were confident that if we could position the technology as something that simplified data management and helped physicians promote patient safety, while not interrupting their workflow, they would prefer working at our hospital and would bring us that extra business. And we were right."

--Josh Woods, Director of IT

"As we searched for ways to improve and expand access to patient data at Camden-Clark, our thought process was, 'How can we leverage this investment to differentiate ourselves from the competition and increase market share?'" explained Josh Woods, Director of IT at Camden-Clark Memorial Hospital. "First and foremost we needed to offer physicians an extremely intuitive way to access patient data that was readily available when and where the physicians needed it. Enabling mobile data access was a key requirement."



Company:

Camden-Clark Memorial Hospital

Profile:

Founded in 1898, Camden-Clark is a 325-bed, non-profit, community hospital located in Parkersburg, WV. Camden-Clark's 1,450 employees and 200 medical staff provide a variety of services including oncology, cardiology, acute care, obstetrics, perioperative, and emergency services.

Hospital Information System:

Medical Information Technology Inc. in Westwood, Mass. (MEDITECH)

Director of IT:

Josh Woods

Situation:

Due to limited workstations and a poor user interface, Camden-Clark's system for accessing patient data was hurting physician satisfaction and efficiency and negatively affecting the hospital's ability to compete in its crowded market.

Solution:

Camden-Clark implemented MercuryMD's MData® Enterprise System, which combined an intuitive user interface with mobile access to patient data from a Palm® OS or Pocket PC handheld device. Physicians at Camden-Clark can access demographics, medication lists, radiology results, pathology reports, laboratory results, consults and other transcribed reports directly from their handheld devices. The software enables Camden-Clark to mobilize about 90% of patient data from its MEDITECH hospital information system.

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Implementing MData and 802.11b wireless access throughout the hospital took just six weeks and integrating the system into Camden-Clark's MEDITECH HCIS environment was seamless. Rather than requiring doctors to use MData, Camden-Clark offered it to them as a technology that could make them more efficient by providing them with mobile access to patient data on their handhelds. Their strategy worked. Within three months of deployment, nearly 60% of Camden-Clark's physician population was using the system to access patient data from their handhelds.

Today, physicians at Camden-Clark can access demographics, medication lists, radiology results, pathology reports, laboratory results, consults and other transcribed reports directly from their handheld devices. The software enables Camden-Clark to mobilize patient data from its MEDITECH HCIS.

"From the first time they see our system running on their handheld, it takes a physician a total of 20 minutes with our IT staff to use it full force. You can immediately tell that MData was designed by physicians who know what a physician's needs are, what data is most important, and how that data fits into their clinical workflow. MercuryMD's familiarity with the specific needs of our physician user base has made all the difference in how quickly this technology has been adopted."

--Josh Woods, Director of IT

Many physicians also report that they are able to see twice as many patients during their rounds at Camden-Clark compared to what they can see at the other local hospital where a traditional terminal-based system is used.

Nurses at Camden-Clark are also happier now that more of their time is free to spend with patients instead of at terminals looking up information for physicians. In addition, Camden-Clark's IT staff feel certain that mobile access to patient data has positively impacted patient safety.

Mobility Brings Competitive Advantage:

Physicians practicing at Camden-Clark are excited about the freedom and efficiency they now get with mobile access to patient data. They are realizing between 45 minutes to 1.5 hours of time saved in their normal rounding routine.

The greatest evidence that the MercuryMD MData Enterprise System has improved physician satisfaction and the hospital's ability to compete for physicians and admissions can be found in Camden-Clark's increasing market share. "We now have a 65% market share over our nearest competitor," Woods said. "We have been able to garner some of that additional market share because we go out of our way to implement advanced technology that makes Camden-Clark a physician-friendly environment."

About MercuryMD:

MercuryMD is a private, healthcare-focused software company committed to improving hospitals' clinical workflow and operational efficiencies with mobile technology solutions. MercuryMD's MData® Enterprise System integrates hospital data and delivers patient information directly to clinicians' handheld devices enabling doctors, pharmacists, nurses and other healthcare professionals to have anytime access to current and comprehensive clinical data. This data can include up-to-date patient census lists, demographics, laboratory results, diagnostic reports, medication lists, and transcribed reports. MData enables hospitals to enhance patient care, decrease medical errors and shorten length of stay by improving clinical workflow and efficiency. MData supports both Palm® OS and Pocket PC devices.

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