



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**Status:**

Laureate

**Year:**

2013

**Organization Name:**

Moffitt Cancer Center

**Organization URL:**

<http://moffitt.org/>

**Project Name:**

Telemedicine / Telepresence Technologies Ease the Patients' Experience and Increase Physician Productivity.

**Please select the category in which you are submitting your entry:**

Health

**Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)**

The Moffitt IT team was tasked with expanding videoconferencing services into telemedicine applications to provide an increased level of care to patients within the main hospital and satellite outpatient centers. The pilot program addressed two specific needs: interpreting services and remote patient consults and exams. The project addressed staffing levels, physician productivity, and patient satisfaction. With the expansion of the Center it became increasingly less feasible to provide in-person interpreting services to the main campus and its remote locations. The introduction of Cisco Jabber through desktops, laptops, and tablets allowed for an interpreter to be with the patient in a matter of seconds regardless of the physical location of the patient. This use of technology reduces staffing levels, and through the use of third party vendors provides interpreting for a broad range of languages including American Sign Language, all of which in turn improves the patients experience and overall satisfaction. The use of

telemedicine is second only to having an interpreter physically in the room. Coordinating of caregivers across multiple campuses resulted in increased travel and delayed or rescheduled appointments affecting both the patient and physician. In an effort to enhance the patient experience, Moffitt deployed Cisco TelePresence MX200's to its consult rooms in remote outpatient centers to allow patients to meet with their physicians at the patients' preferred time and location. The use of Telemedicine consults is preferred by the patients opposed to the previous alternative. This saves time for all parties and provides continuity for the patient as they develop a relationship with their physician, and provides a better experience, reducing stress and increases compliance. The technology allows bringing in specialists to consult during the visit eliminating the need to follow up appointments and additional co-pays.

**When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)**

The Telemedicine to enhance the patient experience pilot project was started in May of 2011. It began by leveraging the implementation of the Cisco Jabber for TelePresence desktop clients and the Cisco C-series TelePresence codecs. Updates occurred in November 2011 with the deployment of Cisco TelePresence MX200's to outpatient centers, and December 2012 with the addition of Apple iPad's using Cisco Jabber for TelePresence for iPad app for patients requiring bedside interpreting services. Currently, telemedicine carts are being considered for deployment in exam rooms and operating rooms in May 2013.

**Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)**

No. Telemedicine technologies are in place and used daily by Moffitt physicians, staff, and patients throughout the organization. The next phase is comprised of the continued adoption of the technology by the organization and the addition of telemedicine collaboration between the operating rooms (OR) and pathology via Cisco TelePresence VX Clinical Assistant carts and Cisco TelePresence C-series codecs. This addition will allow for surgeons to collaborate with specialists in real time while operating on the patient. Providing Cisco Telepresence VX Clinical Assistants to the ORs for communication with the gross pathology lab will reduce the amount of time the patient remains on the table as the use of this technology replaces the need for the surgeon to leave the OR for a period of time to meet with the pathologist and directly view the specimen. The time savings for the surgeon will account for roughly an hour a day, allowing for more physician productivity, but more importantly it will lead to less time that the patient remains under anesthesia and remains open on the table in the operating room.

**Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)**

Dr. Sarah Hoffe splits her time between the main campus and one of the satellite locations. She utilizes telemedicine technology on a daily basis. In this example her



patient was rescheduled to a time that she was at a different campus. The patient was very nervous awaiting results, which needed to be delivered face to face. Rather than rescheduling the patient and increasing their stress of not finding out the results, Dr. Hoffe was able to perform a remote consult easing the patient's burden and maintaining the scheduled surgery that was pending upon the results being discussed. Dr. Hoffe stated "the patient was thrilled that their appointment was not canceled and that they were able to see her and she was able to share all of their various scans and discuss additional treatment options." Prado Antolino, manager of Language Services, has found the use of telemedicine to be a great asset to the organization. Specifically in a climate where staffing budgets are tight, the ability to stretch the staff in a manner that best utilizes their time and meets the needs of the patients is extraordinary. A patient commented to Mrs. Antolino during an interpreter session stating: "It is so wonderful that you guys are using technology to broaden your interpreter services. It really makes things so much easier for the patients."

**Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)**

Leveraging the use of video technology is a best practice that can be easily adopted by other organizations. Telepresence has been used by governments and corporations for many years. Taking full advantage of the technology in a healthcare setting can increase patient satisfaction and overall compliance, which in turn should lead to better outcomes. The use of telemedicine can allow patients to interact with specialists the world over that they would otherwise not have access to because of geographical, temporal, financial, or health reasons. Hopefully the adoption of this technology will lead not only to higher patient satisfaction, but to an increased level of care, lower costs, and successful outcomes.