

Post-Op Status Check Case Study

Heartland Surgery Center



ABOUT HEARTLAND

Heartland Surgery Center is one of the largest multispecialty ambulatory surgery center in the state of Nebraska. With **six operating rooms** loaded with state of the art technology, they pride themselves on being innovators. The OR expansion in 2021 now allows them to serve nearly **6,000 patients per year** across a variety of procedures including orthopedics, general surgery, ENT, and more.

THE CHALLENGE

No healthcare setting has avoided the current staffing shortage, especially when it comes to nurses. Rural surgery centers and

medical centers have been particularly impacted. This makes protecting nurse time even more critical to ensure they can continue to provide the best possible care for their patients. Heartland's RNs were spending about **12.5 hours every week per 100 patients calling for their post-op status checks**. The vast majority of these calls went directly to voicemail. These were precious hours wasted playing phone tag with patients who don't answer their phone, and were taking the nurses away from serving the patients in front of them.

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THE SOLUTION

As an innovator, Heartland was confident there was a **better way to leverage their nurses' time**, especially given the current nurse staffing challenges. They sought a way to shift the time nurses were spending away from calling patients who didn't answer to connecting nurses with patients who had questions that required their expertise. In addition to shifting nurse time, they wanted **better visibility into the overall patient experience** as their surveys are anonymous and provide no opportunity for service recovery.



It is a time saver for the post op nurses and so much more convenient for the patients to receive a text and respond at their convenience rather than be interrupted with a call... Implementing Kipsu has probably been one of the easiest implementations I have ever been involved in and am looking forward to other areas we will be able to use Kipsu in.

-Tracy Hoeft-Hoffman, Administrator

To accomplish both of these objectives, Heartland needed a solution that would be a seamless experience for both their staff and their patients. Too much friction in the process would result in little to no engagement from patients. This ruled out portal messages that required patients to download an app or remember login info to view/respond to messages, it also eliminated one-way texting that doesn't provide a channel for patients to respond.

Heartland selected Kipsu as a partner to tackle these challenges based on their willingness to adapt to the unique needs of their center, as well as Kipsu's expertise around engagement built on over a decade's worth of work serving guests of the largest hotel brands like Hilton, Marriott, Ritz-Carlton, etc. Kipsu provided Heartland with a seamless messaging solution where patients would receive a text to the native messaging app on their phone - no download or login required. **Patients could then respond back to Heartland like they text friends and family.** These responses are triaged by Heartland's scheduler and either responded to directly or escalated to a nurse to contact the patient.

Kipsu is an excellent tool to utilize technology to better serve our patients.

-Melody Taylor, RN, BSN

Kipsu has really relieved pressure from our post op nurses and given them the opportunity to focus on patient care, rather than being interrupted with post op calls throughout the day.

-Trisa Schroll, Surgery Scheduling Coordinator



THE RESULTS

The first iteration of the post-op status check message generated a 15-20% response rate from patients, and **reduced wasted nurse time calling patients by 10 hours per week**. This was a positive first step, but the teams knew they could improve the engagement rate while maintaining the time savings for nursing staff. Heartland and Kipsu's messaging team ideated on changes to the post-op text leveraging Kipsu's knowledge and expertise from the hospitality industry. After the second iteration was put into place, the **response rate jumped to 80-85% of patients replying** to the message!

Heartland is not only maintaining **saving nurses 10 hours per week per 100 cases**, but they are also **getting direct feedback from 80-85% of their patients on their experience**. The shift from post-op status check phone calls to text messages has been an overwhelming success for both staff and patients.

Business office staff have noticed a dramatic reduction in post op patients returning calls after nurses attempted to reach them. Nursing staff can focus on the patients in front of them and the patients that need their help, and patients have a frictionless channel to access their care team when any questions arise.



MESSAGES FROM PATIENTS

Rough night but better this morning...Very satisfied with everything and everyone!! 😊❤️🇺🇸

Thank you everything is good so far... thank you again for the excellent care.



Doing great. No issues at all. Thanks for the text!



I appreciate the text. All is going well so far! Have a great day! Thank you.

I am ok... tired from the long day yesterday. But not too bad. Thank you for checking on me. Thank you for the book and the card. Your facility is amazing. I am very impressed with your clinic.

Thank you so much!! I appreciate the follow up text this morning.