

## Case Study: The Road to Exceptional Healthcare

### The Challenge

In an effort to improve quality of care, reduce operating costs and more fully support its mission to provide exceptional healthcare, SSM Healthcare embarked on an initiative to integrate its information technology applications. SSM worked closely with all of its stakeholders to design and integrate the IT system, but to be successful, everyone across the health system had to commit to using it. The biggest challenge was getting the system's physicians to make the needed changes in their practices to accommodate the new system. They would need to be convinced of the benefits of the integrated system before they would support it.

### The Audience

SSM physicians and their office staff

### The Solution

In order to get the physicians on board, SSM planned a Physician Connectivity promotional campaign. Carroll & Company was contracted to write a promotional video and an online training supporting the campaign.

### The Treatment



The video treatment centered on three concepts:

- **Vision-** The viewer is invited to see beyond the capabilities the Portal offers individual users today to what it will mean to the health system now and in the future.
- **Commitment-** The viewer is called to make a commitment, along with colleagues across the system, to making the integrated system a success
- **Resources-** Backing commitments with the necessary staffing resources is the promise SSM Health makes to its staff.

The visual treatment is based on a road theme incorporating the concept of road maps to success and the information highway. (cont.)

## The Treatment



### *“Physician Portal”* Online Training:

To maximize flexibility and quick access to information, the training included 32 modules each less than 1 minute in length. The modules explained each of the screens in the Physician Portal and demonstrated how the information could be used, integrated or manipulated depending on the physician’s need. The visual treatment was consistent with the campaign theme and included screen shots of the Portal, graphics highlighting key points and a voice over narrator that explained the functional capability of each screen.