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Call for Great Care

How Pre and Post-visit Clinical Phone Calls Save Money and Provide a Better Patient Experience

PRESENTER:

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Patient and Family Relations Manager

Greenville Hospital System

Outline



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- How to Get Started
- Best Practices
- GHS Outcomes to Brag About
 - Staff Recognition
 - Monitor other C2E Initiates
 - HCAHPS Response rates
 - Performance/Quality Improvement
 - Evidence-based
- MD initiated calls in ED



Who We Are



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- 5 Hospital System
- 150 Discharges/Day



Call Data



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Completed Discharge Phone Calls 2009-2010

Patient Calls Attempted

Completed Calls

November	99%	70%
December	100%	70%
January	100%	71%
February	100%	79%
March	100%	76%
April	100%	75%
May	100%	72%
June	100%	72%
July	100%	75%
August	100%	78%

Call Data



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From: Jan 01, 2011 To: Jan 31, 2011

Total Discharges: 2292

Total Patients Attempted: 2292

% Attempted: **100.00%**

Total Calls Made: 4063

Total Completed Surveys: 1917

% Surveys Completed: **87.65%**

Best Practices



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- 3 attempts to reach each patient by phone
- Nurses work 8 or 10 hour shifts
- Calls attempted 9am to 8:30 pm Mon-Sat
- Calls made Sunday 1:30-8:30
- Steering Committee
- Call Quality Screens
- Staff and MD Recognition

Finance Pillar



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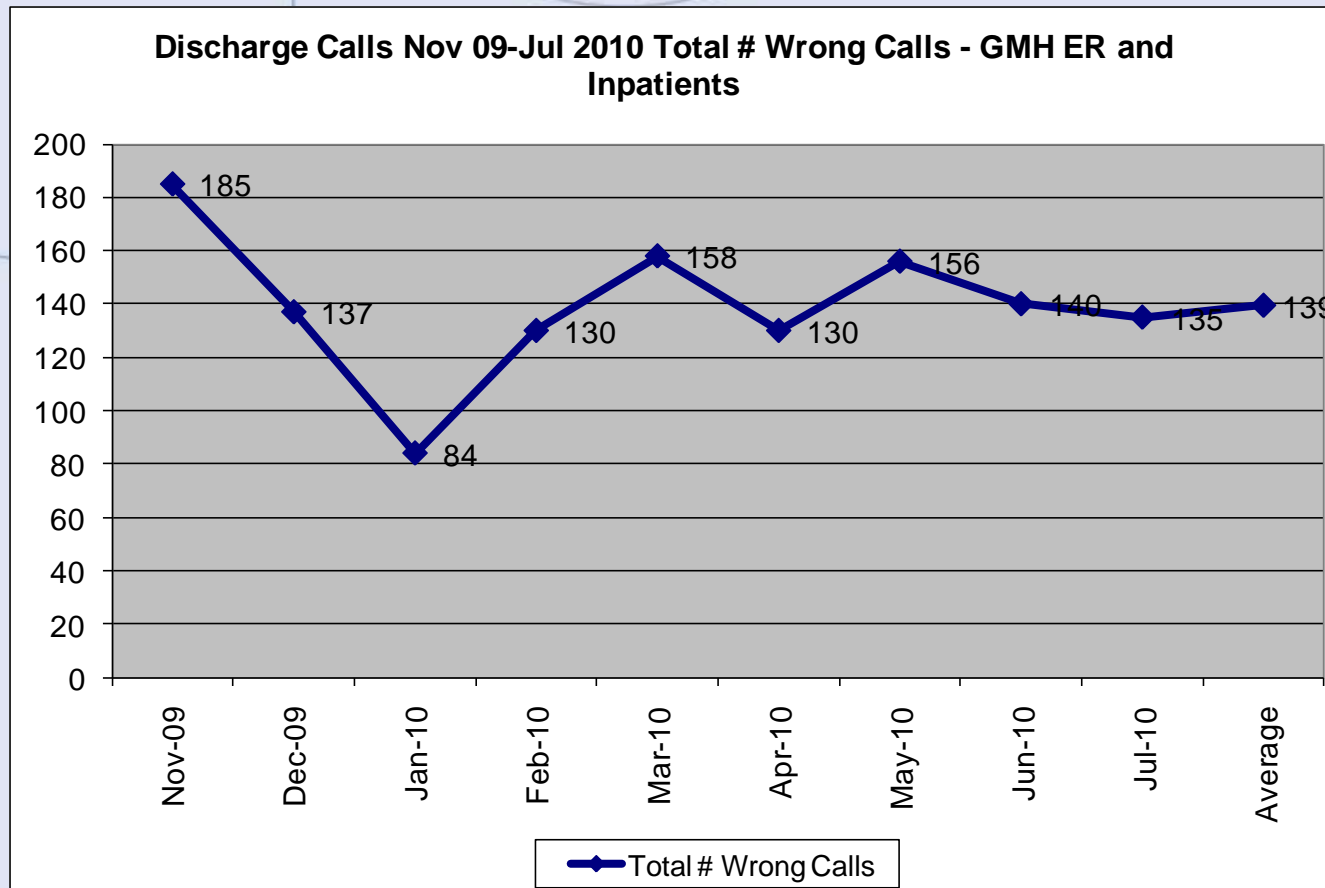


Financial Impact



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People Pillar



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MD Recognition



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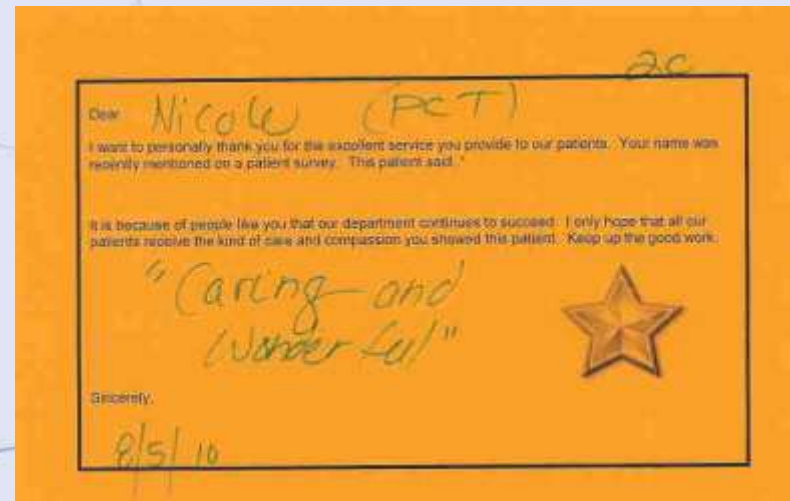
Staff Recognition



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- To date: Over 5000 candy grams have been delivered to staff at all 5 campuses.
- Cost less than \$50 per month



Candy Grams for Staff



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Dear: *Nancy Nurse, RN 2C*

We want to personally thank you for the excellent service you provide to our patients. Your name was recently mentioned in a complimentary way during a discharge phone call.

It is because of people like you that our hospital system continues to succeed. Keep up the good work.

"Caring and Wonderful"

Sincerely,

Patient and Family Relations

Date: *8/5/10*



Service Pillar



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WOW Comments



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Greenville Hospital System (13) - Microsoft Internet Explorer provided by Greenville Hospital System

http://www.facebook.com/home.php#f/greenvillehospitalssystem/?v=app_71464701009

File Edit View Favorites Tools Help

Greenville Hospital System (13)

facebook Search Home Profile Account

Greenville Hospital System There's still time to join the Greenville Life Center or PATH with no initiation fee! Last day to sign up with no fee is Feb. 4. For more information, visit www.ghs.org/path.

Wall Info Photos #AskGHS Careers Thumbs Up

Thumbs Up

People like you are sharing positive thoughts about their experiences at Greenville Hospital System. We thought we would share them with you. We'd love to hear about your experiences on this Facebook wall or on Twitter at @ghs_org.

Cardiovascular patient
Your RNs are fantastic. The nurses and technicians are outstanding. Ashley, Nancy, Mary, Angela, and technician who checked blood sugar. I couldn't have asked for better care. You have a great care team there on that floor. [CLICK HERE](#) to learn more about surgery at GHS.

From a new grandmother
I just wanted to drop a line to give you feedback on our recent experience there when my daughter had her latest addition! Ashley had a doula at home while she labored Thursday night. Since she only lives around 15 minutes from the hospital, she wanted to wait until contractions got to 3 minutes apart. Well, that may have been a little too late, as her water broke (in MY car, by the way) en route to the hospital! When we arrived and got to triage, they swept her away to a room, due to the fact that a head was already in the cervix when Ashley was being checked!

Her nurse in L & D was Sue Primery, who was wonderful! I was a little nervous because my daughter had insisted on a "birth plan." (In my unit, usually a birth plan is a guarantee for a visit to us in the ICU!) However, Sue was hurrying to get things ready, and a bit concerned that Dr. Friedland's wasn't there yet, but she did a great job of reassuring Ashley and her hubby, Debra. She was absolutely fine with Bonnie, the doula, and just worked around everyone as she prepared (while at the same time encouraging Ashley to breathe instead of push!) Since Ashley could hold out no longer, Dr. Bevins came in to deliver. Though we didn't know her, she was wonderful! She and Sue made the entire ordeal an experience go exactly the way Ashley had wanted! Mason was put on his mom's chest with a warm blanket over his while Ashley's stitches were repaired! During the entire procedure, she patiently explained each thing as it happened and even showed and explained the placenta when Ashley inquired about it. It was extremely different when Sue left Mason to bond with his mommy instead of whisking him under the warmer to get vitals, wts and measurements! I've seen hundreds of deliveries (of course, most of the ones I attend are high risk and c-sections) but I have never seen it done this way. Ashley and Mason were both happy campers and she is holding this as one of, if not THE most wonderful experiences of her life! I was amazed at the relaxed and supportive atmosphere during the delivery and Mason-breasted within minutes of entering the world!

I also wanted to let you know what a great job the nurses on MOM/Baby did! Ashley said all of her nurses were "wonderful" and she had absolutely no complaints! Nancy Gordon checked her in and then she later had Jessica Reddington both nights she was here, Jilliana Jenkins, Susan Bass, and then another Jessica on

Other ways to connect...
ghs.org/socialmedia

Subscribe via SMS

Information

LOCATION:
701 Grove Road
Greenville, SC, 29605

About:
Greenville Hospital System is a not-for-profit academic health org in SC committed to medical excellence through research and education. Five campuses provide health care through

Create an Ad

Dermatologists HATE Hair
foxfair.com

Local Man discovers SHOCKING \$3 method to erasing wrinkles. Read her Tip for the Week!

Family Nurse Practitioner
educationdegree.com

Online Program: Master of Science in Nursing - Family Nurse Practitioner. Includes clinical practical experience.

Hyperbaric O2 Training
scannet.org

Hands-on course Feb 15-2011 in Las Vegas. Learn to operate a chamber and get the training you need to perform the therapy.

Look Young: \$7!

Get rid of face wrinkles and under-eye dark spots. No surgery or Botox. Cost to you: \$7.

More Ads

Chat (8)

Microsoft PowerPoint - [GHS - Discharge Calls - Tanny Morton Webb (2)]

Internet 100%

start Microsoft Office O... Microsoft PowerPoint Greenville Hospital Sy...

9:51 AM



Greenville Hospital System (13) - Microsoft Internet Explorer provided by Greenville Hospital System

http://www.facebook.com/home.php#f/ GreenvilleHospitalSystem/?v=app_2146470109

File Edit View Favorites Tools Help

Greenville Hospital System (13)

Favorite Pages
6 of 18 Pages See All

- Stoddard Hawkins Clinic of the Carolinas
- Cruz Creek Internal Medicine
- Greenville Olygin Associates
- The Sunny on the Swamp Rabbit Trail
- GRS Med Trans
- Healing Fun on the Swamp Rabbit Trail

Photos
2 of 17 albums See All

- Every Woman Seminar Created about a week ago
- Wall Photos Updated about a week ago

No one has added fan photos. Add Photos.

Videos
2 of 3 videos See All

- GRS Family YWCA (HD) 1:08 Added about 2 weeks ago
- Cochlear Implant at GHS 1:27 Added about 4 months ago

No one has added fan videos. Add Videos

Swamp Rabbit Trail Facebook Page.

Pulmonology Patient
"Almost every single person was the most excellent in their skills." Mentioned recovery, OR, discharge nurse, floor nurses, and Dr. Young. "My room was really clean." [CLICK HERE to learn more about the Heart Institute.](#)

Grateful GHS patient
Grateful GHS patient says, "I would like to recognize not just one member of GHS, but anyone to do with the family and system and the teamwork from the garbage men to the highest ups and to congratulate each and every department.
This is for being there when I quit breathing and was so sick. Your facility saved my life and gave that back to me, no questions asked. That along with God and the staff, I owe a debt of gratitude that I could never pay back except if I could give each and every member a piece of my heart - I would do just that.
But all I have is a thank you very much and God Bless each and every family. And thanks for being true to have one hell of a program!"

Pulmonology Patient
"You couldn't find a finer group of people than they have there." "No one could have treated us better." "You're a classy act." [CLICK HERE to learn more about our pulmonary services.](#)

General Surgery
"I was surrounded by angels. Everyone was wonderful." [CLICK HERE to learn more about the GHS Department of Surgery.](#)

Heart Patient
"We are just amazed and blown away at the professionalism and kindness of GHS staff. The entire experience and everyone we met has been wonderful. We truly can not praise the staff for their care enough. The unit she was on was excellent and we are telling everyone we know about this unit and how great the staff was to us." [CLICK HERE to learn more about the Heart Institute.](#)

Children's Hospital Patient
"The nurses on that floor were just wonderful. They checked on him all the time. I was very impressed with that floor. A+!" "They really seemed to care." "Child life was great too. It was wonderful. We felt comfortable there." "It was unbelievable how good they were!" [CLICK HERE to learn more about the Children's Hospital.](#)

GMH Emergency Department
"The ER physician was awesome - his name was Dr. Benjamin Crumpler. He stood right beside me when I thought I was leaving the world. I can not express how much this meant to me and the sense of peace and security he provided me. I feel like I made it because he was by my side." [CLICK HERE to learn more about GHS's Emergency Departments.](#)

Women's Health
"Best experience ever. Post partum nurses are absolutely wonderful! I felt like a queen. This was not like staying in the hospital. I felt spoiled, I have been to other hospitals, and this was by far better! Pam, and Mary (??) and Ge were fabulous!" [CLICK HERE to learn more about Women's Health.](#)

GMH Orthopedics Patient
"You'll do everything so excellent. Everybody was so good to me - from food service to housekeeping to all the nurses. They even let me pray with them." "I would recommend the Greenville Hospital to everybody." [CLICK HERE to learn more about Orthopedics.](#)

GMH Orthopedics Patient
"Everyone was super nice all the way down to housekeeping. Rules to everyone. For a first time hospital stay you definitely set the bar." [CLICK HERE to learn more about Orthopedics.](#)

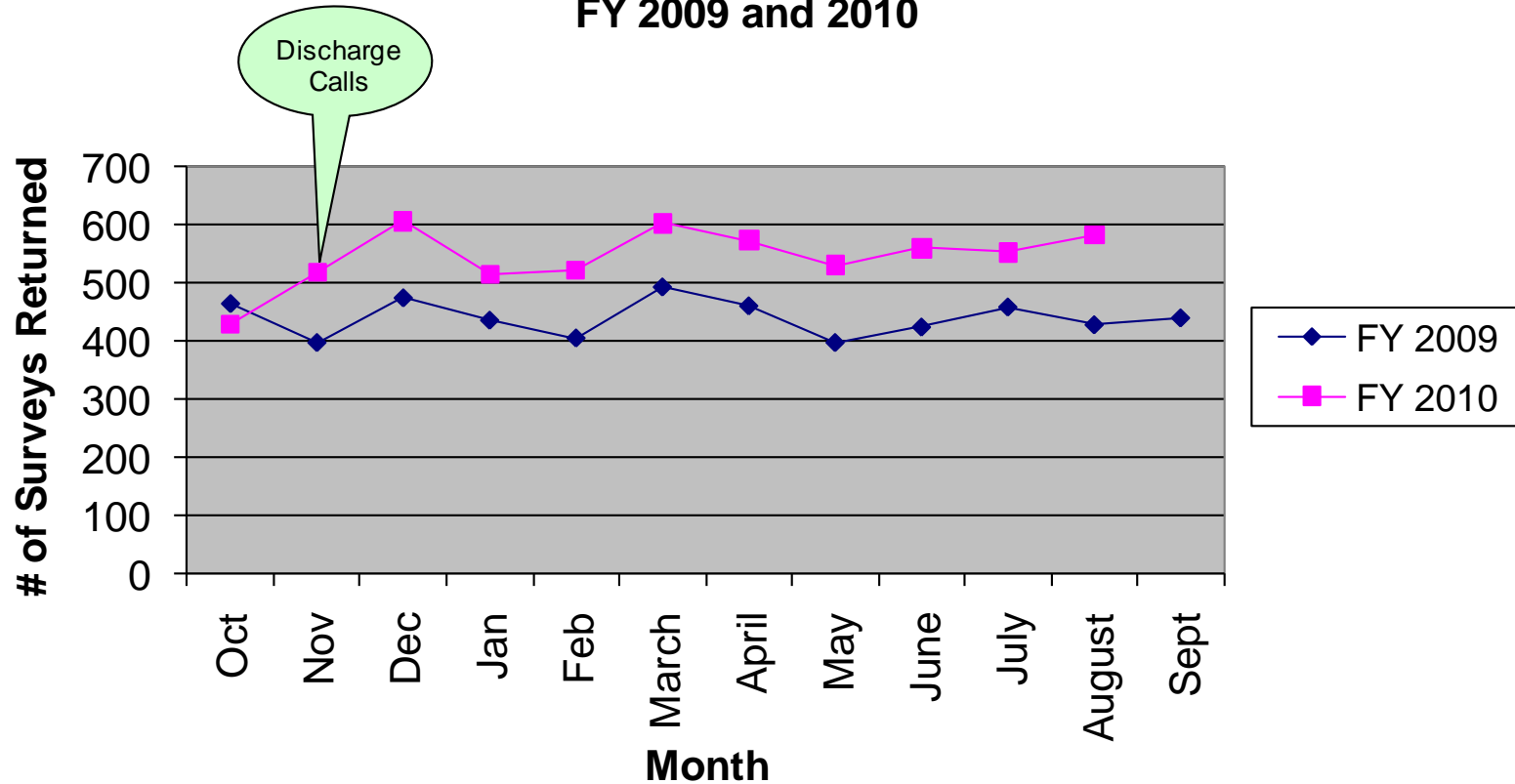
Chat (0)

Internet 100%

start Microsoft Office Word Microsoft PowerPoint Greenville Hospital System 1:04 AM

Survey Response Rate

GHS Comparison of PG Surveys Received in FY 2009 and 2010

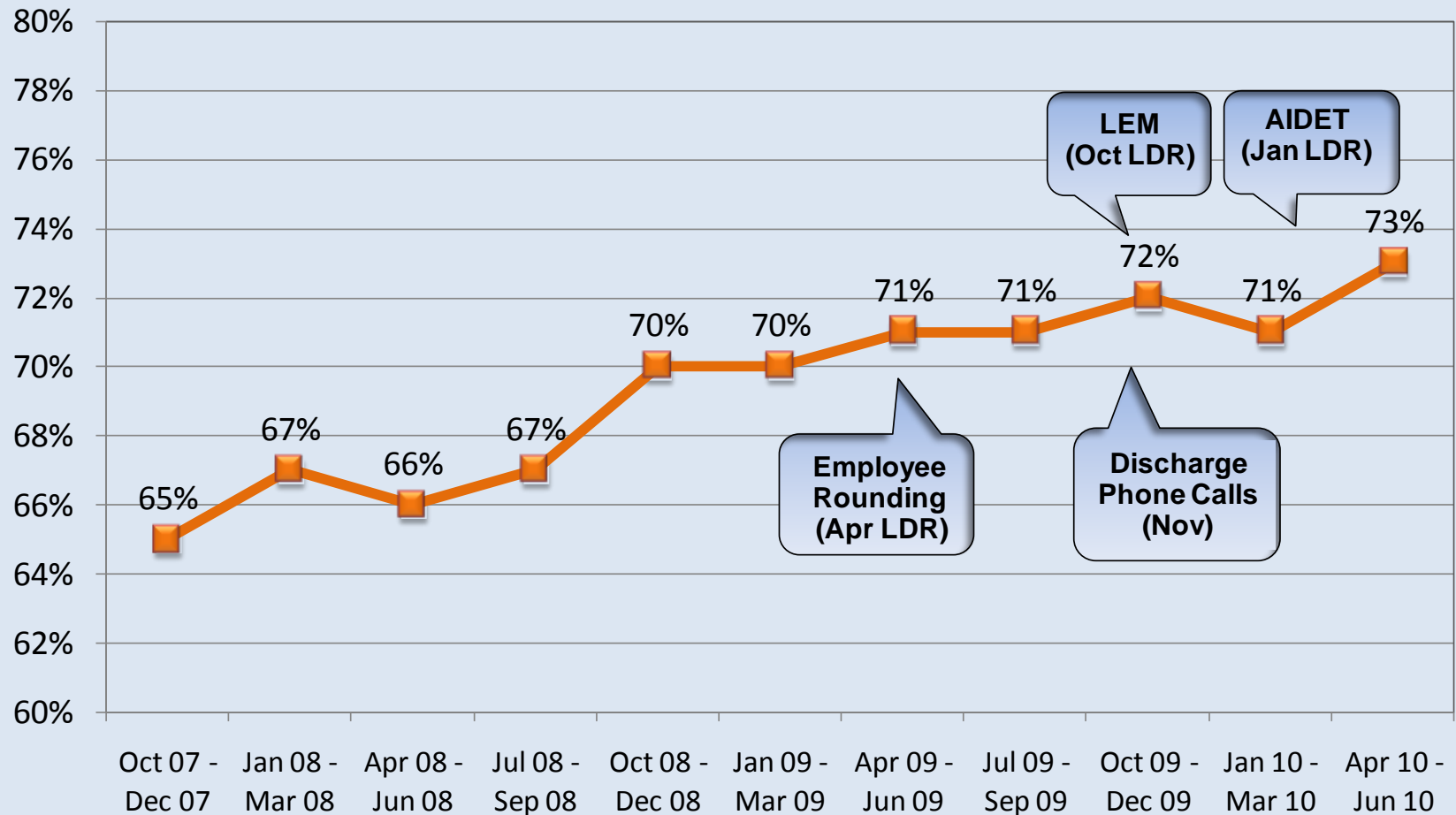


GHS Inpatient Patient Satisfaction

HCAHPS Ratings of 9s and 10s



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GHS Complaint Stats



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- **2007** 1896
- **2008** 1631
- **2009** 1205
- **2010** 1019

Complaint Letters



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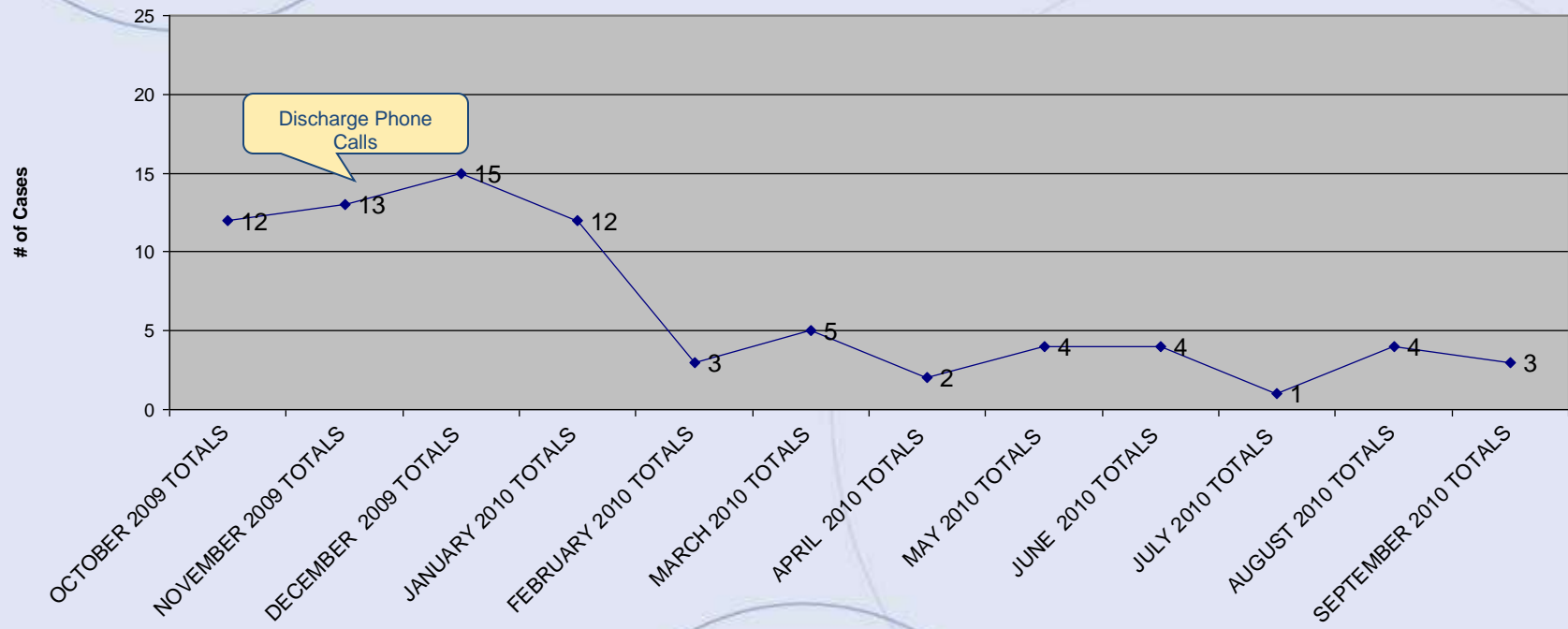
ghs.org

Complaint letters attached to surveys have decreased from an average of:

- 9 per month in 2009 to
- 2 per month since February 2010

Complaints

GHS Nursing Communication Issues



Quality Pillar



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Project RED



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PCM

Patient Call Manager - Windows Internet Explorer

https://www.sgwuite.com/powweb/

File Edit View Favorites Tools Help

Patient Call Manager

>>Update Phone Numbers >>Wrong Number >>Do Not Call
>>Show All Physicians >>Show Specialized Question Groups

Procedure	
Nursing Unit	SC Pulmonary Medicine
Guardian	PHILLIPS,PAUL
Relationship to Patient	Spouse
Preferred Language	English
Religious Preference	

6:10 PM CT

Hello, This is _____ from Greenville Memorial Hospital. I just wanted to call and see how you were doing since your discharge from the hospital. Is this a good time for you?

(PROJECT RED) Do you know **WHEN** you should call your doctor (changes in your condition)?

Yes
 No

[Add Note](#)

(PROJECT RED) Do you know **HOW** to reach your doctor?

Yes
 No

[Add Note](#)

(PROJECT RED) When you left the hospital, were you given **WRITTEN** information about your medications?

Yes
 No

[Add Note](#)

(PROJECT RED) When you left the hospital, were you given **WRITTEN** information about your specific disease/condition?

We are always looking for ways to improve our services and to recognize employees that are doing a great job. You will get a patient satisfaction survey in the mail in a few weeks. Please be sure to complete it and drop it back in the mail to us.

[Patient Previous Surveys \(0\)](#) [Patient Call History \(Yes\)](#)

Close Escalate Call

Done

Microsoft PowerPoint - [...]
Inbox - Microsoft Outlook
Patient Call Manager ...

Internet 100% 12:49 PM

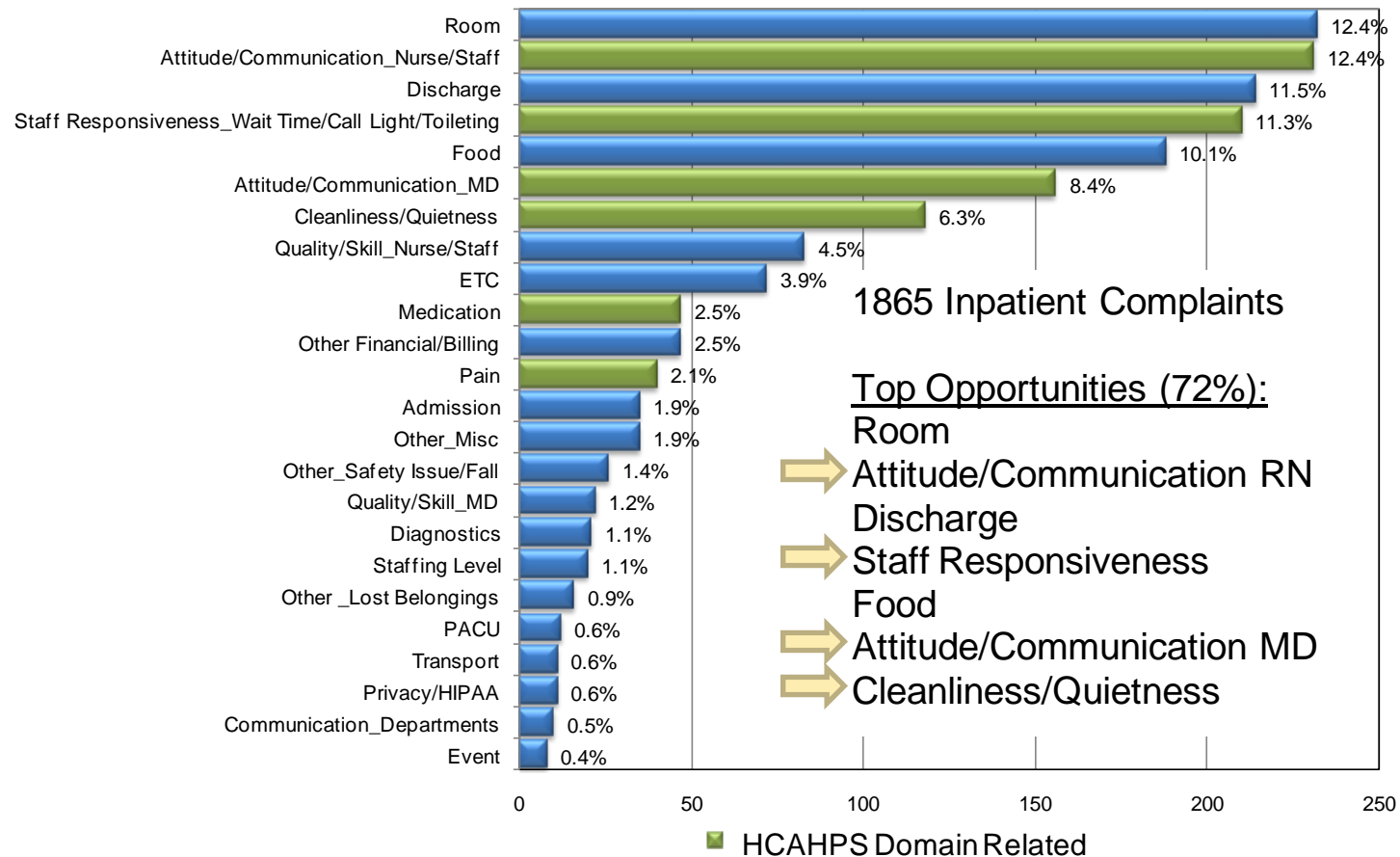
VBP 6 months Analysis

Inpatient Comments (Oct 2010 – Mar 2011)



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Greenville Memorial Hospital Inpatient Complaints by Category Oct 2010 - Mar 2011



Accountability



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Patient Call Manager - Reports - Windows Internet Explorer

10/18/2011
Page: 1

Question Analysis

Computed averages are rounded, thus may not total 100%.

Choice	Count	Percentage
<i>Did a member of your nursing leadership team visit with you during your stay? They might have asked questions like: have all your needs been met?: One Choice</i>		
Yes	37	82 %
No	8	18 %
No Response	0	0 %
<i>Did someone ROUND on you regularly to ask if you needed any help going to the bathroom or pain medication?: One Choice</i>		
Yes	38	88 %
No	5	12 %
No Response	0	0 %

Summary of selected report criteria:

From Survey Completed Date = 10/1/2011
To Survey Completed Date = 10/18/2011
Units = 4B Cardiac Medicine
Questions:
Did a member of your nursing leadership team visit with you during your stay? They might have asked questions like: have all your needs been met?
Did someone ROUND on you regularly to ask if you needed any help going to the bathroom or pain medication?

Report: Question Analysis	Report Run Time: 10/18/2011 09:37:05 AM CT
Printed By: WEBB, TAMMY	Page 1 of 1

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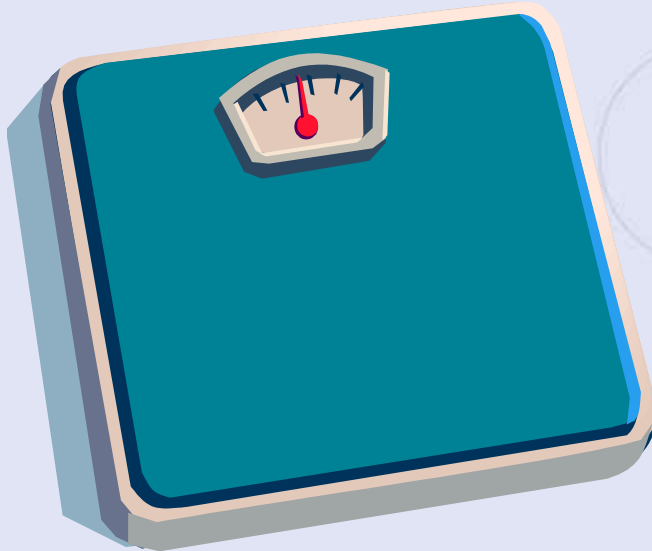
Evidence-Based



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- CHF Hotline
- Funding for Bath Scales



Month	Do you have bathroom scales at home to weigh yourself every day?	Do you have bathroom scales at home to weigh yourself every day?
	YES	NO
May-2010	23	12
Jun-2010	24	8

Readmission Rate System-wide Trending

Facility	Readmission Rate Within 30 days											
	CY2009		Q1 2010		Q2 2010		Q3 2010		Q4 2010		2010 CY	
	Readmit Rate	Readmit Rate Index	Readmit Rate	Readmit Rate Index	Readmit Rate	Readmit Rate Index	Readmit Rate	Readmit Rate Index	Readmit Rate	Readmit Rate Index	Readmit Rate	Readmit Rate Index
Greenville Hospital System	8.80%	0.87	8.61%	0.81	9.15%	0.87	8.97%	0.87	7.60%	0.72	8.58%	0.82
Greenville Memorial Hospital	9.68%	0.93	9.67%	0.88	10.13%	0.94	9.86%	0.93	8.26%	0.77	9.47%	0.88
Greer Memorial Hospital	5.19%	0.57	3.70%	0.41	3.81%	0.43	5.18%	0.59	3.62%	0.39	4.09%	0.46
Hillcrest Memorial Hospital	4.46%	0.39	3.77%	0.31	5.36%	0.44	4.49%	0.39	7.42%	0.62	5.33%	0.44
Patewood Memorial Hospital	0.63%	0.12	0.62%	0.12	1.44%	0.29	0.00%	0.00	0.00%	0.00	0.51%	0.10

Observed rate is significantly \leq than Expected (O/E ratio \leq 1.0 and statistically significant)

The ratio of Observed to Expected Readmits is \leq 1 but not statistically significant (O/E ratio \leq 1.0)

The ratio of Observed to Expected Readmits is $>$ 1 but not statistically significant (O/E ratio $>$ 1.0)

Observed rate is significantly $>$ than Expected (O/E ratio $>$ 1.0 and statistically significant)

2nd Lowest in US Readmission for CHF



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The screenshot shows the Medicare Hospital Compare website. At the top, it features the U.S. Department of Health & Human Services (HHS.gov) logo and navigation links. The main heading is "Hospital Compare". Below this, there is a search section titled "Where do you want to find a hospital?". The search filters include:

- Search Information**
- Location** - ZIP Code or City, State: 29605 (e.g., 10009 or New York, NY)
- Search type**:
 - General
 - Medical Conditions
 - Heart Failure
 - Surgical Procedures
- Find Hospitals** button

To the right of the search filters is a photograph of a diverse group of healthcare professionals (doctors and nurses) smiling. Further right, there is a "Hospital Spotlight" section with text about Patient Safety and Medicare's Hospital Value Based Purchasing Program. At the bottom right, there is an "Additional Information" section.

Growth Pillar



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Questions

Questions	View Order
View Order in Survey : Beginning (6 items)	
Did your discharge instructions give you the information you needed to care for you	↑ ↓ ✕
Have you made your follow-up appointments with your doctor or clinic?	↑ ↓ ✕
Were you able to get your prescriptions filled?	↑ ↓ ✕
Do you have any questions about the medications you are taking right now?	↑ ↓ ✕
Do you understand the medications you are taking including the REASON you are ta	↑ ↓ ✕
Do you know the five signs of a STROKE? GAIT, VISION, SLURRED SPEECH, HEADACHE, PARALYSIS	↑ ↓ ✕
View Order in Survey : Middle (2 items)	
Did a member of your nursing leadership team visit with you during your stay? The	↑ ↓ ✕
Did someone ROUND on you regularly to ask if you needed any help going to the ba	↑ ↓ ✕
View Order in Survey : End (2 items)	
Are there any physicians, nurses or hospital staff that you would like us to recognize	↑ ↓ ✕
We are always looking for ways to improve and care for our patients. Is there anyth	↑ ↓ ✕

Sample Questions ▾

Add Blank Question

Question Text

Do you know the five signs of a STROKE?
GAIT, VISION, SLURRED SPEECH, HEADACHE, PARALYSIS

Select Type of Question

Low to High Range for Scale

1 5

- One Choice
- Multiple Choices
- Rating Scale
- Text Entry
- Reward/Recognition
- Opportunity To Improve

Assign to a Group Beginning ▾

Export answers to Health Information Management? Yes

Save Cancel

Save completed Close

Assign Questions by Dragging to Here

- ▶ Patient Status - Discharged
- ▶ Specialized Question Group - CHF
 - Specialized Question Group - ED MD
 - Specialized Question Group - Mom / Baby
 - Specialized Question Group - Pulmonary
- ▲ Specialized Question Group - Stroke
 - Beginning - Do you know the five signs of a STROKE?
- Survey Number - 1
- Survey Number - 2
- Survey Number - 3
- Survey Number - 4
- Unit - 08Ht
- Unit - 4A Palliative Care
- Unit - Business Office
- Unit - Cardiac Cath Lab
- Unit - 4B Cardiac Medicine
- Unit - 4C Cardiac Telemetry
- Unit - 2E CVICU
- Unit - 4E CCU
- Unit - ETC Children's ED
- Unit - ETC CEC Peds Waiting Area

Questions

Beginning - Did your discharge instructions give you the information you needed to care for

Beginning - Have you made your follow-up appointments with your doctor or clinic?

Beginning - Were you able to get your prescriptions filled?

Beginning - Do you have any questions about the medications you are taking right now?

Beginning - Do you understand the medications you are taking including the REASON you

Beginning - Do you know the five signs of a STROKE?
 GAIT, VISION, SLURRED SPEECH, HEADACHE, PARALYSIS

Middle - Did a member of your nursing leadership team visit with you during your stay? T

Middle - Did someone ROUND on you regularly to ask if you needed any help going to the

End - Are there any physicians, nurses or hospital staff that you would like us to recognize

End - We are always looking for ways to improve and care for our patients. Is there anyth

Delete Assignment by Dragging Back Here

Close

MARGARET - Survey 1



>>Update Phone Numbers >>Wrong Number >>Do Not Call
>>Show All Physicians >>Show Specialized Question Groups

971350465	Procedure	
Inpatient	Nursing Unit	4D CV Surgery
Discharged	Guardian	STEVENSON,STEPHEN
10/2/2011	Relationship to Patient	Parent
er Date 10/12/2011 1:10 PM CT	Preferred Language	English
s Ams S/P Afib	Religious Preference	Baptist (Southern)
4423		

Hello. This is _____ from Greenville Memorial Hospital. I just wanted to call and see how you were doing since your discharge from the hospital. Is this a good time for you?

*Do you know the five signs of a STROKE?
GAIT, VISION, SLURRED SPEECH, HEADACHE, PARALYSIS*

1 2 3 4 5

Did a member of your nursing leadership team visit with you during your stay? They might have asked questions like: have all your needs been met?

Yes
 No

Did someone ROUND on you regularly to ask if you needed any help going to the bathroom or pain medication?

Yes
 No

We are always looking for ways to improve our services and to recognize employees that are doing a great job. You will get a patient satisfaction survey in the mail in a few weeks. Please be sure to complete it and drop it back in the mail to us.

>>Patient Previous Surveys (0) >>Patient Call History (Yes)

Close Escalate Call

Future Plans



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- Magnet Application for GMH
- Congestive Heart Failure Certification
- In 2012 calls will include diagnosis specific clinical questions and documentation. STROKE
- Calls expanded from the 5 acute-care Hospitals to LTAC, and Roger C Peace Rehab. Marshall I Pickens Behavior Health, Infusion Centers, GI Labs and MD360 Urgent Care.
- Project RED



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Emergency Physician Business Cards



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CAROLINA
EMERGENCY MEDICINE, P.A.

Jack E. Colker, MD
EMERGENCY MEDICINE PHYSICIAN

CarolinaEmergency@bellsouth.net

Greenville Memorial Medical Center - Childrens Emergency Center
Greer Memorial Hospital - Hillcrest Memorial Hospital - North Greenville Hospital

The Physicians of
Carolina Emergency Medicine strive to provide
quality and compassionate care.

During your treatment in the ER,
we are committed to keeping you informed
and answering questions about your treatment plan,
medications, procedures, and test results.

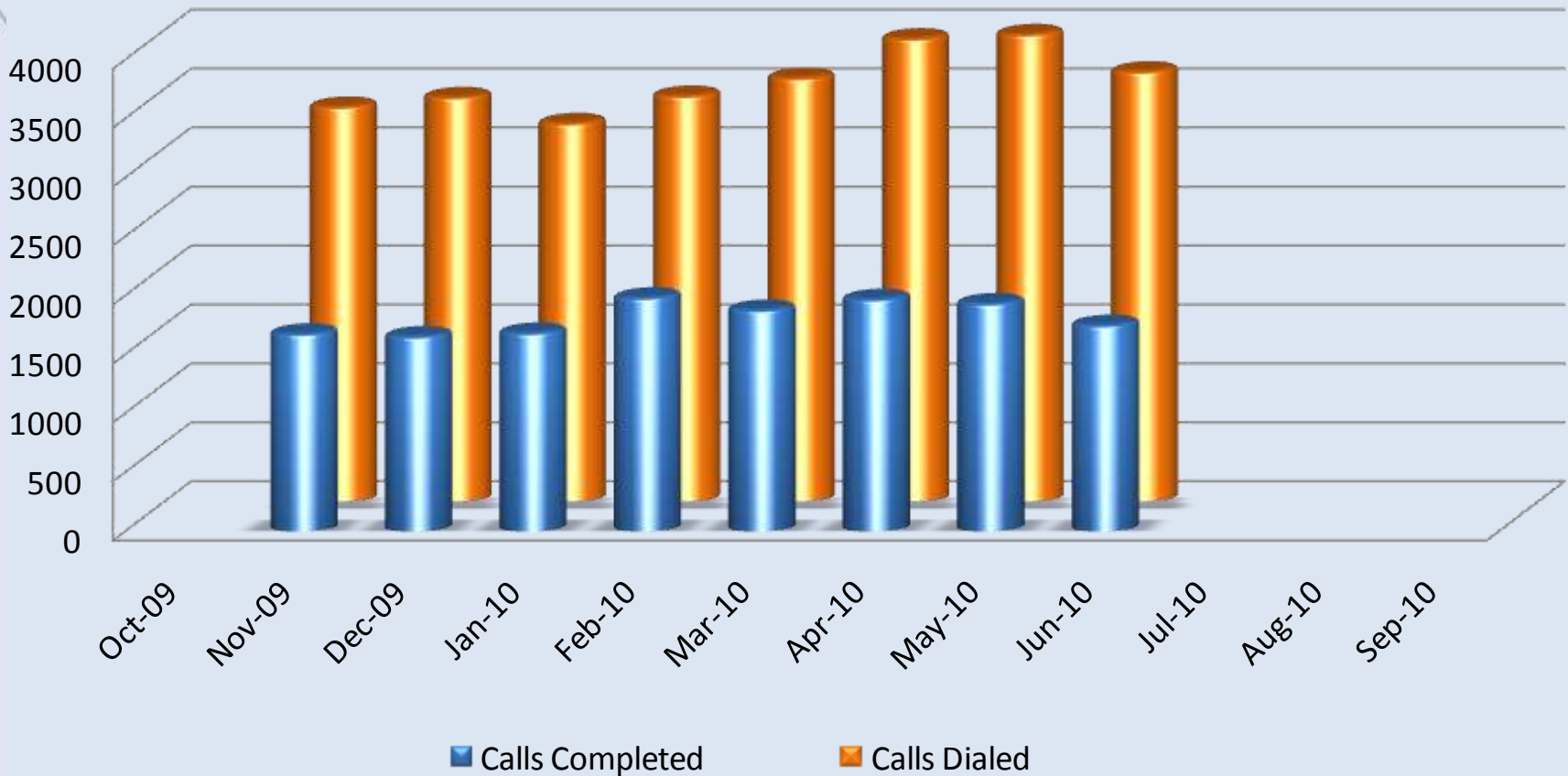
We consider it a privilege to care for you and your family.
Our goal is to provide you with excellent care.

GHS Emergency MD Discharge Calls



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ED MD

Calls for January 2011



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NGH 349

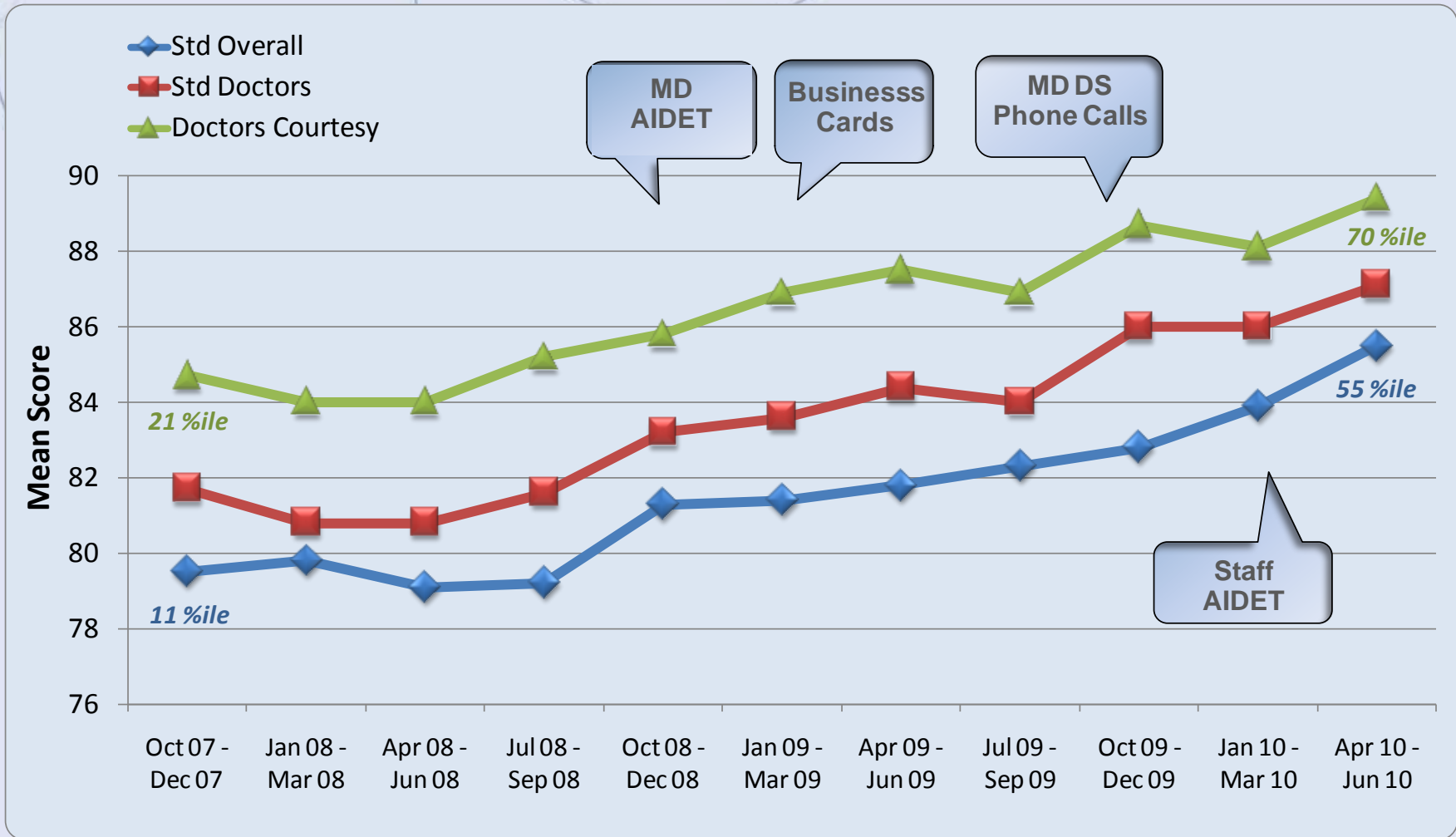
GRMH 607

HH 896

GMH 1,363

TOTAL **3,215**

GHS Emergency Patient Satisfaction

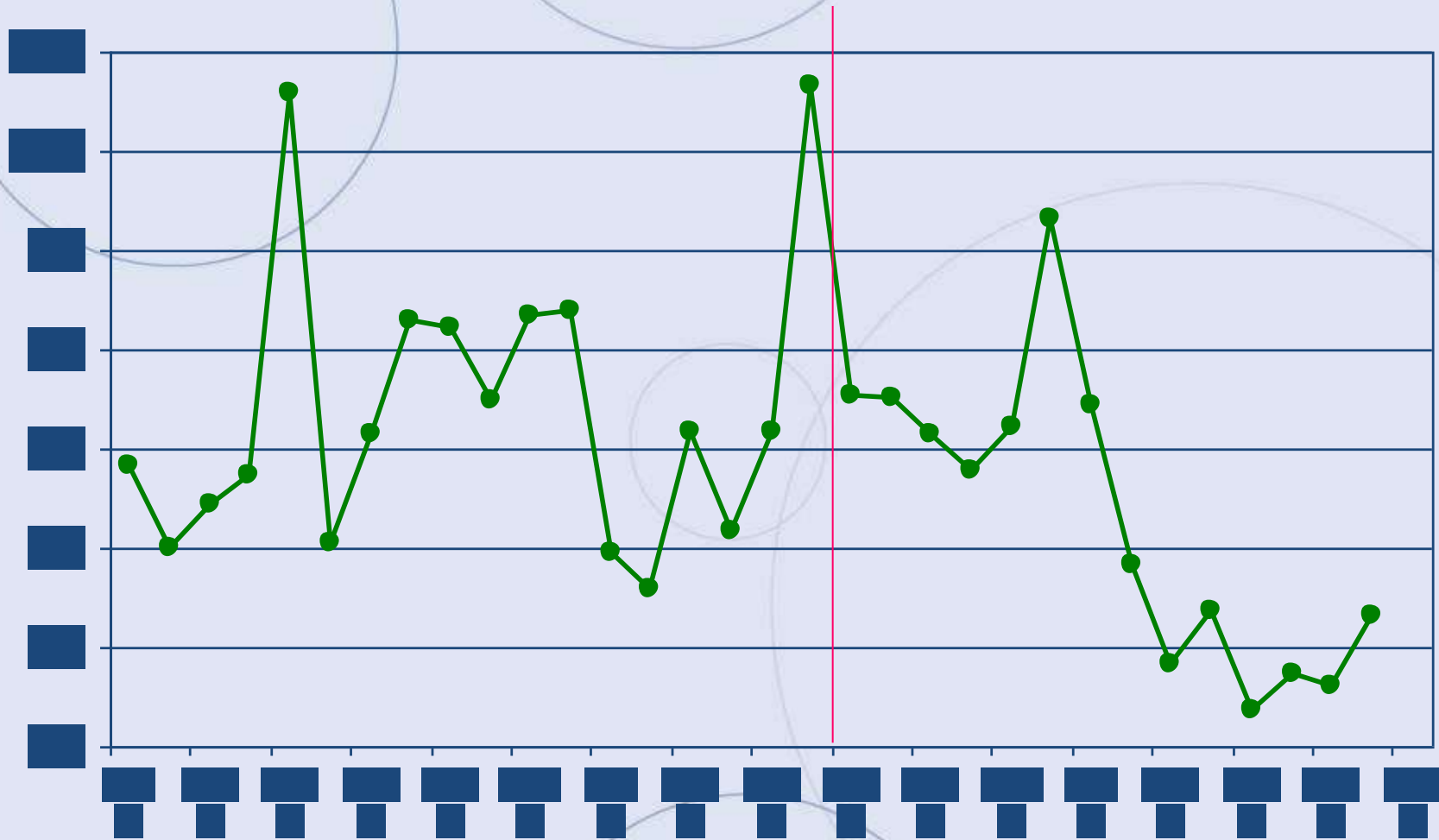


ER Patients Left Without Being Seen



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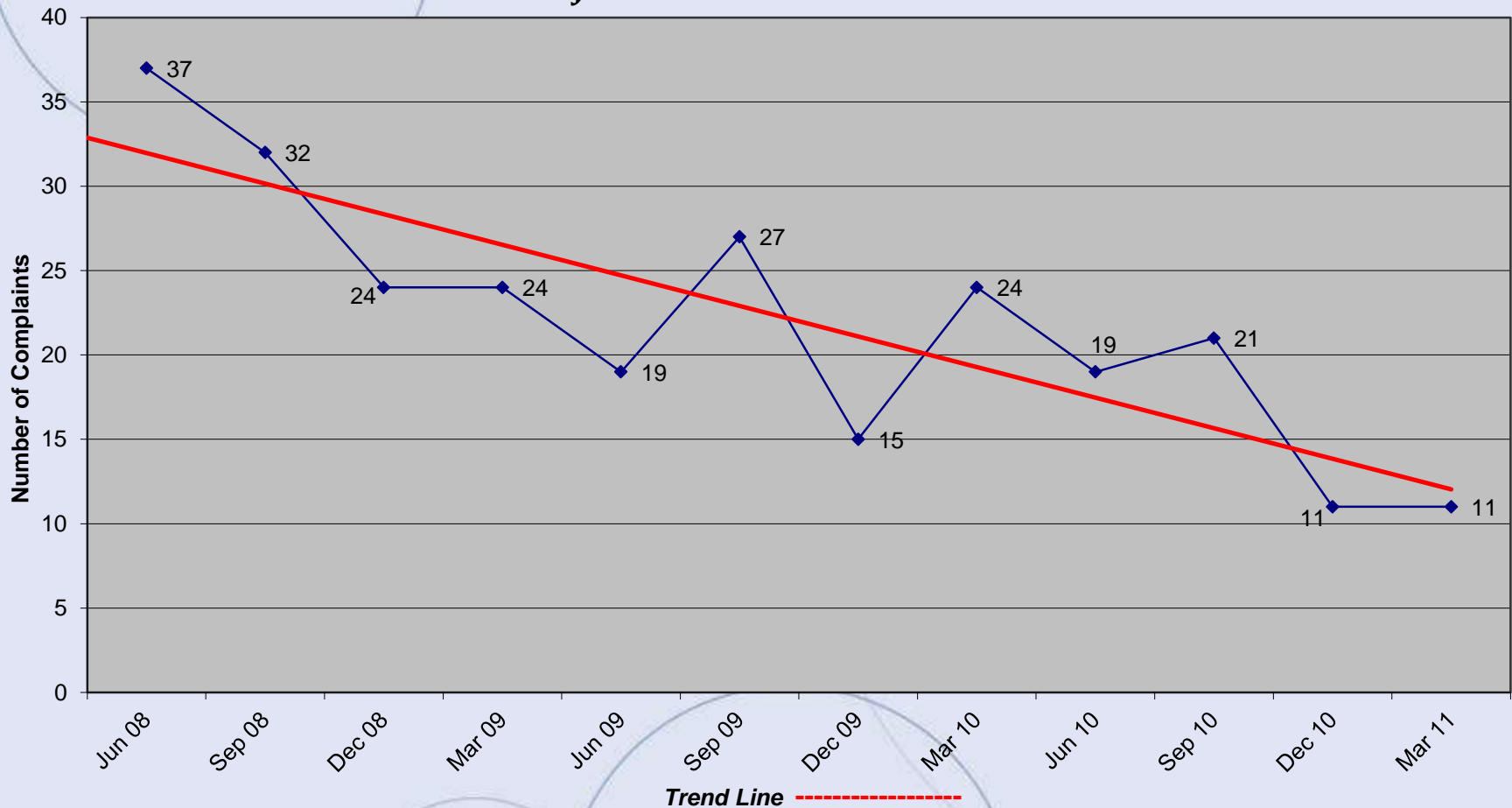


ER rounding implemented April 2009



GHS Emergency Physician Communication Complaints

ED MD Complaints by Quarter June 2008 to Present



Thank You



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**Tammy Morton Webb, PhD, MSN, RN-C; Manager
Patient And Family Relations; Director of South
Carolina Society of Healthcare Advocates; ANCC
Certified in Medical-Surgical Nursing**

tmwebb@ghs.org