

Pregnancy Center Connects Patients and Staff with Real-Time Communication Platform



TURNING  POINT

Overview

Turning Point Las Cruces is a women's healthcare service in Las Cruces, New Mexico focused on helping women navigate their pregnancies medically and emotionally. The pregnancy care clinic offers free pregnancy testing, ultrasounds, education in options for pregnancy, and an Earn While You Learn program; providing women complete information about all their options.

Pregnancy can be a joyous and anxious time, and the Turning Point staff works hard to provide the best care for all patients. The facilities create a welcoming environment for caregivers and their families, including a boutique filled with everything a new baby needs, from cribs to diapers and wipes.

Patient communication is a major component of the relationship between patients and caregivers. Turning Point turned to TigerConnect in search of a robust, all-in-one solution that could ease communication between staff and patients.



I am always messaging with patients now, I don't have to physically be in the facility to communicate with them. I can connect with someone in the morning and get her scheduled on the same day. It's so much more convenient for everyone.

Cheri Love
Nurse Manager at Turning Point

Challenge

Connecting staff and patients efficiently

Staying coordinated with each other and connected to patients was a challenge for the Turning Point staff. The clinic was struggling to accommodate patients' communication preferences while balancing the varying schedules of the nursing staff.

For instance, they maintained an after-hours message-taking service on the clinic's office line. Yet, that external service could not effectively manage nursing schedules or patient needs, so the messages still needed manual follow-up.

"The service was a little chaotic," said Cheri Love, nurse manager at Turning Point. "They had access to some of our schedule books, but they couldn't schedule patients efficiently, based on what's going on with the patient and how many nurses we'll have at the office on a given day."

Turning Point also experimented with what they called "the nurse phone," a single smartphone that they shared and passed around between staff. This shared device, though secure and HIPAA-compliant, meant that any nurse who held the phone could see patient information and past messages, allowing them to be in regular text contact with their patients when it was their turn. However, only one nurse held the phone at a time, and any nurse receiving the phone had to scroll back – sometimes a great deal of scrolling – to find their last interactions with patients. When the phone was with someone else, the other nurses had no access.

Those frustrations included up to 7 staff members nurses keeping track of the physical phone. Sometimes the phone would be left at the facility rather than going home with a nurse, leaving everyone without the ability to communicate with patients. Then, whoever was next on the phone rotation had to find it at the office. This rotating phone also didn't enable easy, information sharing among the nurses, often requiring phone calls to people on their days off to keep staff and records up to date.

Solution

TigerConnect securely links staff and patients

Turning Point adopted TigerConnect Patient Engagement to securely communicate with patients via text, video or phone calls. A patient queue allows staff to address incoming patient inquiries, conduct virtual check-ins and notify providers when a patient is ready. This process helped Turning Point address their various workflow and client communication challenges. The staff uses TigerConnect on both their laptops and smartphones, making for a much more convenient and easy-to-use system.

TigerConnect allowed Turning Point to centralize communication among staff and with patients. Everyone can message each other securely, knowing TigerConnect is HIPAA-compliant, with patient information and other updates on scheduling, regardless of where they are, using their own phones.

Each nurse now has the ability to contact their patients anywhere, anytime. The virtual Waiting Room feature allows potential patients to contact them, with dedicated staff taking turns monitoring to ensure prompt responses.

TigerConnect eliminated inefficiencies of the nurse phone and allows staff to create greater separation for their time off since everyone has access to information equally without phoning during off hours. The platform was adopted throughout the clinic quickly and seamlessly.



On my day, I had to scroll back to find my last texts with my patients and see if they had answered me. It was not a good system and we were all very frustrated with that.

Cheri Love
Nurse Manager at Turning Point

"The education and support from TigerConnect is great," Love said.

Results

More patient communication, more services delivered

The adoption of TigerConnect changed the way Turning Point operates. Instead of the phone tag of the old system, Love has tracked 1,000 text messages passing between staff and patients over a two-month period.

"I am always texting with patients now," Love said. "I don't have to physically be in the facility to communicate with them. I can connect with someone in the morning and get her scheduled on the same day. It's so much more convenient for everyone."

The number of patients seen increased by using TigerConnect Patient Engagement to communicate, resulting in a significant uptick in monthly pregnancy tests and ultrasounds performed. Since implementing TigerConnect, Turning Point reduced appointment no-shows significantly. The Waiting Room feature has also enhanced the ability to schedule new patients, with the clinic tracking a decrease in calls coming into the facility and a corresponding increase in the new-patient usage of the Waiting Room feature.

Now staff can communicate without imposing on someone's time off if a patient is coming in and they were the last one to see her. Other nurses can easily look back to see what's happened while they were off duty.


"It's so easy to stay in touch with patients through TigerConnect," Love said. "We just love it. We have confidence that when it's our day off, patient conversations can keep going with the on-duty nurse. Everything is going to be handled without us there."

About TigerConnect

TigerConnect transforms healthcare with the industry's most widely adopted clinical collaboration platform – uniquely modernizing how doctors, nurses, care teams, patients, and data connect. With solutions spanning care communication, patient engagement, scheduling, alarm notifications, nurse call, and more, TigerConnect accelerates productivity, reduces costs, and improves patient outcomes, safely and securely. Trusted by more than 7,000 healthcare entities for user-friendly yet enterprise-ready solutions, TigerConnect delivers 99.995% verifiable uptime for more than 10 million messages each day.

Contact Us

To schedule a demo or learn more about how TigerConnect can improve clinical communication efficiency for your organization, [contact us](#).



For us, being able to stay in connection with the patients like that is huge. The patients always say, 'I'm so glad I can just text you'. It's so much more personal for the patients. They know they're not just a number.

Cheri Love
Nurse Manager at Turning Point