

Smart Room Technology Playbook

# Strategies for saving nurses time and improving the healthcare experience

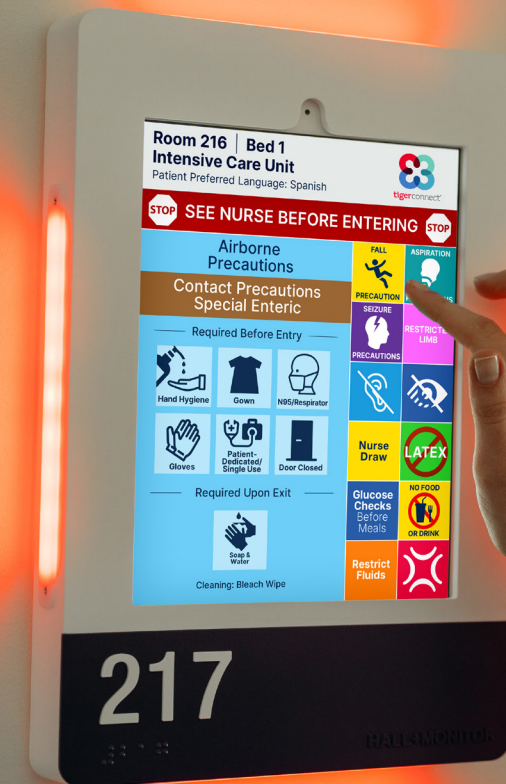


# Modernizing the healthcare journey for all

Our healthcare ecosystem continues to evolve, with healthcare organizations constantly adjusting operations and workflows to support workforce shortages, shrinking margins, and the rise in consumerism.

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# Executive summary

Healthcare organizations are reevaluating their technology strategies amid economic pressure and workforce constraints. Rather than layering on additional point solutions, leaders are prioritizing platform-based digital investments that support application rationalization and deliver measurable ROI through improvements to staff satisfaction, patient experience, and beyond.

As organizations become more selective with investments, they are seeking solutions that deliver immediate value out of the box while maintaining the flexibility to evolve over time. To succeed, healthcare leaders must embed reductions in clinician administrative burden and measurable improvements to the patient experience into their core operating strategy.

This roadmap makes the case for technology that improves the patient experience and streamlines clinical workflow by modernizing the care experience for all. Our aim is to share concrete examples of how leaders in nursing, patient experience, and technology are using smart room technology to achieve more with less.



Engage patients  
and caregivers

Modern  
healthcare  
experience



Empower  
nurses

# Empower nurses

## Enable nurses to practice at the top of their license.

Our nation's nursing workforce shortage is no secret. While vacancy rates have fluctuated in recent years, many hospitals continue to report significant staffing gaps – with a substantial share still experiencing RN vacancy rates above 10%.<sup>1</sup> These pressures are often attributed to nurses being burdened with documentation and repetitive tasks, rising patient loads and non-clinical responsibilities, and EMRs not suited to their workflows, among other factors.

Healthcare organizations need technology that creates efficiency and helps close the gaps caused by staffing shortages. Smart solutions empower nursing staff to spend more time delivering clinical care – reconnecting them with the core purpose that led them to the profession in the first place.

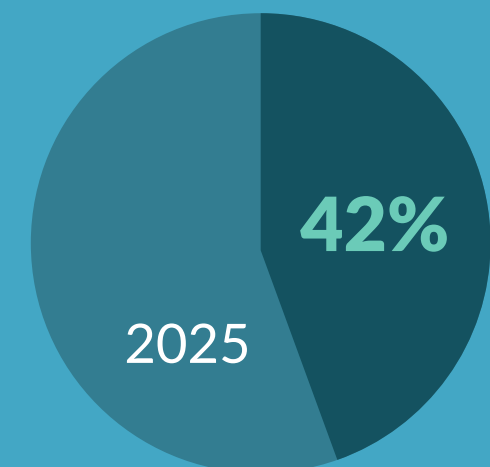
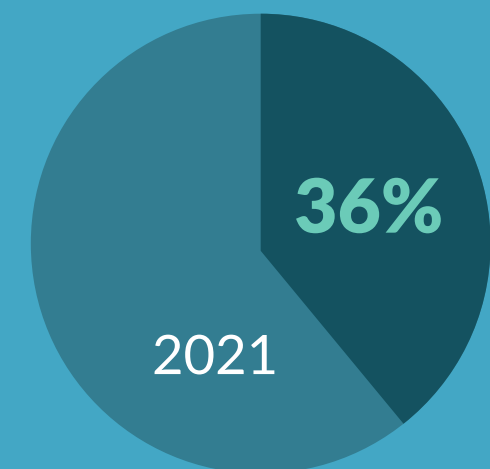
Smart room technology brings nurses back to practicing at the top of their license by automating clinical workflow and creating efficiencies in their day-to-day responsibilities.

Here are three ways:

1. Patient education advances
2. Superior care coordination evolves
3. Virtual nursing expands

Top Concern Among Hospital CEOs (2023):  
Workforce challenges, including personnel shortages.<sup>2</sup>

Share of Hospitals Reporting RN Vacancy Above 10% Increased from 36% to 42% (2021-2025)<sup>1</sup>



# Patient education advances

## Integrating a hospital EMR with an in-room interactive Smart TV allows nurses to

**Assign tailored education.** This can be based on the patient's specific condition, treatment stage, or learning level, all done directly from the EMR. Educational videos are automatically sent to the in-room TV and/or bedside tablet and patients are prompted, using on-screen notifications, to watch the assigned content.

**Decrease documentation.** When viewing is complete, documentation of completion is automatically sent back to the EMR – eliminating the documentation requirements for nurses.

**Assess patient comprehension.** Nurses can augment education to ensure patients and their loved ones are more prepared. This results in patients feeling more informed prior to discharge, with the goal of better health outcomes and fewer readmissions.

There's no reading extensive papers. Instead, patients watch a 2-minute video which changes the conversation tremendously. Their learning and retention changes and it's easier for the patients to digest and retain.



# Superior care coordination evolves

The whiteboard in the patient room is a critical communication tool for the care team, but maintaining it is a highly manual process for nurses which often results in outdated and inaccurate information.

## Enter the digital whiteboard.

The digital whiteboard functions as a central information hub for patients, families, and clinicians by displaying accurate, real-time health information from the EMR. This eliminates the risk of human error and establishes a more reliable and safe system for communication and care delivery.

## What does the digital whiteboard display?

With the input of multiple stakeholders, digital whiteboards can display a variety of data points, which can be unique across units, including but not limited to:

- ✓ Pain score
- ✓ Medications
- ✓ Dietary restrictions/orders
- ✓ Assigned care team members
- ✓ Care team visit history
- ✓ Care considerations
- ✓ Daily activity goals
- ✓ Fall risk
- ✓ Allergies
- ✓ Patient's preferred name
- ✓ Expected discharge date
- ✓ Lab results and trends

“The digital whiteboard shifts the conversation immediately. Nurse leaders spend so much time auditing whiteboards, making sure they're being used. It's not the best use of their intelligence and skills. With the digital whiteboard, managers now talk to nursing staff about care delivery, as well as the tasks to get them there. This is empowering nurses.

Erin Pangallo, MS, BSN, RN, Clinical Implementation Director, TigerConnect



## Level-up communication with a digital patient door sign.

Digital door signs are dynamic displays placed outside the patient room. These fully configurable displays integrate with the EMR and use iconography that is consistent and reliable for care teams. Clinicians only document once in the EMR to communicate precautions, notifications, and critical health information in real-time.

## What does the digital door sign display?

Data points may include the following:

- ✓ Allergies
- ✓ Dietary orders
- ✓ Suicide ideations
- ✓ Care team members
- ✓ Contact precautions
- ✓ Fall risk
- ✓ Patient restrictions
- ✓ Behavioral safety risk
- ✓ Personal assistive devices (e.g., glasses, hearing aids, dentures)
- ✓ Ongoing observations
- ✓ Virtual visits



We feel that clinical and non-clinical team members, and providers, along with patients and families, can benefit from the entire TigerConnect package and experience. The TigerConnect Digital Door Sign is a nice complement to the digital whiteboard in the room as it frees the doorways from all the manual signage, precautions, and other information placed around the doors.

Christy Sprinkle, Director, Facilities Infrastructure Portfolio  
- Digital Products and Services, Novant Health



Learn more about the  
TigerConnect Digital Door Sign.

# Virtual nursing expands

To minimize unnecessary disruptions and help close staffing gaps, virtual nurses can take on non-clinical and ancillary tasks, allowing bedside nurses to focus more of their time on delivering clinical care.

Through integrations with our telehealth partners, hospitals can leverage the TigerConnect Interactive TV to bring virtual nurses directly into the patient room. Bedside nurses can lean on the support of virtual nurses in a variety of ways ranging from observation and telesitting to admission and discharge. This provides a simplified way to increase access to clinical care teams without the need for additional staff on the floor or extra equipment in the patient room.

## Here are two key benefits of virtual nursing:

### **Optimize patient safety and outcomes.**

With earlier detection of deteriorating patient conditions, health systems can deploy resources when and how they're most needed. Bedside nurses cover more ground and remote eyes serve as an extra set of hands in understaffed environments, accelerating intervention and clinical gaps.

### **Support patient engagement.**

Patients benefit from remote engagement with their care teams, interpreters, and loved ones during their inpatient stay. With on-demand access, patients can have their questions answered remotely and floor staff intervene only when needed. This has been shown to improve patient experience, quality metrics, and HCAHPS scores.



## Free up to 15% of nurses' time

using tech enablement, or automation, and improved delegation of tasks.<sup>3</sup>

# Has the doctor seen you yet?

Keep patients and their loved ones better informed about who comes and goes from their bedside by connecting the TigerConnect Digital Whiteboard with your Real-Time Location Services (RTLS) solution. Make hospitalization more comfortable and build trust between patients and their care team with real-time communication.

- ✓ Display the name, position, and photo of assigned care team members on the digital whiteboard.
- ✓ Notify patients and loved ones when a member of the care team enters the room.
- ✓ Track visit history, including date and time of the last visit from a member of the care team.
- ✓ Pause or mute the TV when the clinician or nurse enters the patient room.
- ✓ Adjust the information displayed based on which member of the care team is entering the room.

 Get more details about the TigerConnect Digital Whiteboard



# Engage patients and caregivers

Personalize the healthcare journey to realize improved outcomes.

As healthcare consumers, we expect healthcare to operate more like consumer businesses such as airlines, hotels, and banking, yet the industry has been slow to adapt. Creating a proactive consumer experience strategy requires leaders to think beyond traditional survey tools. While HCAHPS data can be valuable for benchmarking performance, today's forward-thinking leaders are using real-time feedback and modern technology to create targeted and actionable improvement plans. The digital patient room of the future enables hospitals to truly personalize the experience by actively listening to their feedback, and responding, and act on that feedback right away rather than waiting for a dissatisfier to show up on the HCAHPS score.

Hospitals can leverage smart room technology to create a highly personalized experience for patients, reducing friction and providing more autonomy.

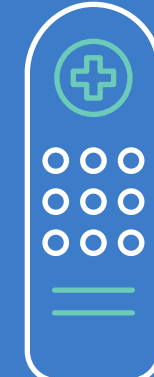
Here are three ways:



**1** Patient voice is amplified



**2** Care is inclusive and interactive



**3** Autonomy is fostered

# Patient voice is amplified

Recent healthcare experience research has highlighted a growing shift away from relying only on traditional, retrospective tools like the CMS-regulated HCAHPS survey toward real-time patient experience feedback mechanisms that provide more immediate, actionable insight. Studies on real-time experience feedback systems show that gathering patient input close to the moment of care — rather than weeks later — yields more timely data that can be used to address concerns and improve care delivery while patients are still in the hospital.<sup>4</sup>

Real-time feedback tools allow patient experience leaders to identify and respond to potential dissatisfiers as they arise, paving the way for prompt service recovery before a minor complaint turns into a significant patient satisfaction deficit.

Interactive, point-of-care surveys can be configured to prompt patients at key moments — for example, upon admission, after meals, or prior to discharge — and target specific improvement areas such as food quality, quietness at night, or room cleanliness. These pulse surveys provide patients with opportunities to share feedback in real time, making them feel heard throughout their stay and enabling care teams to act quickly on concerns rather than waiting for retrospective benchmarking data.

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Our goal was not to lose the personal touch, not to get so enamored of this great technology and automation and this workflow that we're putting into place, that we forget that we're taking care of people. So this allows us to get back to that personal touch we have with patients.

Systems Specialist & Project Manager, Valley Health System

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# Care is inclusive and interactive with conveniences of home

The past few years have shown a big push to a digital healthcare experience that is comparable to our experience at home—information, entertainment, and personalized content available at our fingertips.

Patient access to entertainment is a no brainer—a welcome distraction between treatments or throughout a hospitalization. Access to personal streaming accounts and kid-friendly, spiritual and faith-based programming serves different patient populations.

Personalization goes a step further to greet each patient by name and offer a unique experience down to the bed-level. Diet-specific meal ordering, display language options, and environmental controls ensure patients can adjust their in-room experience to suit their individual needs.

We're at an inflection point for creating a more service-oriented culture across healthcare organizations, using technology to better connect patients to other services and departments across a health system.



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With smart room technology, there's opportunity and autonomy in the experience. For instance, relaxation channels are phenomenal. This gives a patient the ability to have relaxation at their fingertips. A few years ago, we had nurses leave their phones in patient rooms to provide relaxation or meditation.

Erin Pangallo, MS, BSN, RN - Clinical Implementation Director, TigerConnect

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# Autonomy is fostered with access to information, services, and support

With smart room technology, patients gain more control over experiences such as ordering meals and managing their environment through in-room devices like the interactive TV or bedside tablet. Independence is restored through integrations with Alexa-enabled devices that allow for flexible control of the in-room TV. Patients can use voice commands or assistive devices without replying on a member of the care team.

## Restore autonomy and independence throughout a hospitalization.

A Florida-based hospital uses TigerConnect Smart Room to transform the in-room TV into a self-service menu that provides patients and their families access to multiple departments across the hospital. With the touch of a button on the pillow speaker the patient submits a direct request to a specific department rather than interrupting the nurse. Easily connect patients to the services offered across your facility, including but not limited to:

- Chaplain
- Housekeeping
- Case management
- Food services
- Gift shop
- Patient relations

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In the hospital, the one thing that patients are in control of is their food – regardless of their diet order, they still have control of what they can order. We wanted to make the meal ordering experience special and by using the TigerConnect Smart Room Suite, we’re able to deliver an efficient and effective experience. When looking at our Press Ganey scores, our ‘Meals Overall’ composite score has had a 21-point increase in patient satisfaction scores over a 12-month period.

Chief Experience Officer, Critical Access Hospital

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## “How are we doing?”

Improve the patient experience and drive patient loyalty using TigerConnect's Interactive TV to capture realtime feedback from patients and families and close gaps in service quality.



### Custom Surveys

Create custom questions based on specific department, unit, project, or priority area—room cleanliness, food quality at night, and likelihood to recommend.



### Timed Check-Ins

Issue point-of-care questions at specific times of the day or periods throughout the patient stay—upon admission, post meal delivery, prior to discharge.



### Automated Triage

Triage feedback to the appropriate department, alerting staff to any outliers or dissatisfiers.



### Sentiment Tracking

Track specific drivers of patient sentiment to take immediate action.



### Service Recovery

Take appropriate action on negative feedback to resolve concerns or remediate the issue directly with the patient, family, and/or staff.



### Closed Loops

Issue a follow-up survey or visit with the patient in their room to close the loop.

# The room of the future has arrived

## Go inside Tampa General Hospital's patient "Room of the Future"

For Jason Swoboda, PT, Director of Innovation, and his team at Tampa General Hospital (TGH), a two-pronged approach to innovation and technology adoption is crucial. TGH recently opened its new patient "rooms of the future" in its revamped ICU – a simulated hospital room environment where staff can experience new technology firsthand, ensuring they align with clinical workflows and are successfully adopted at deployment and onward.

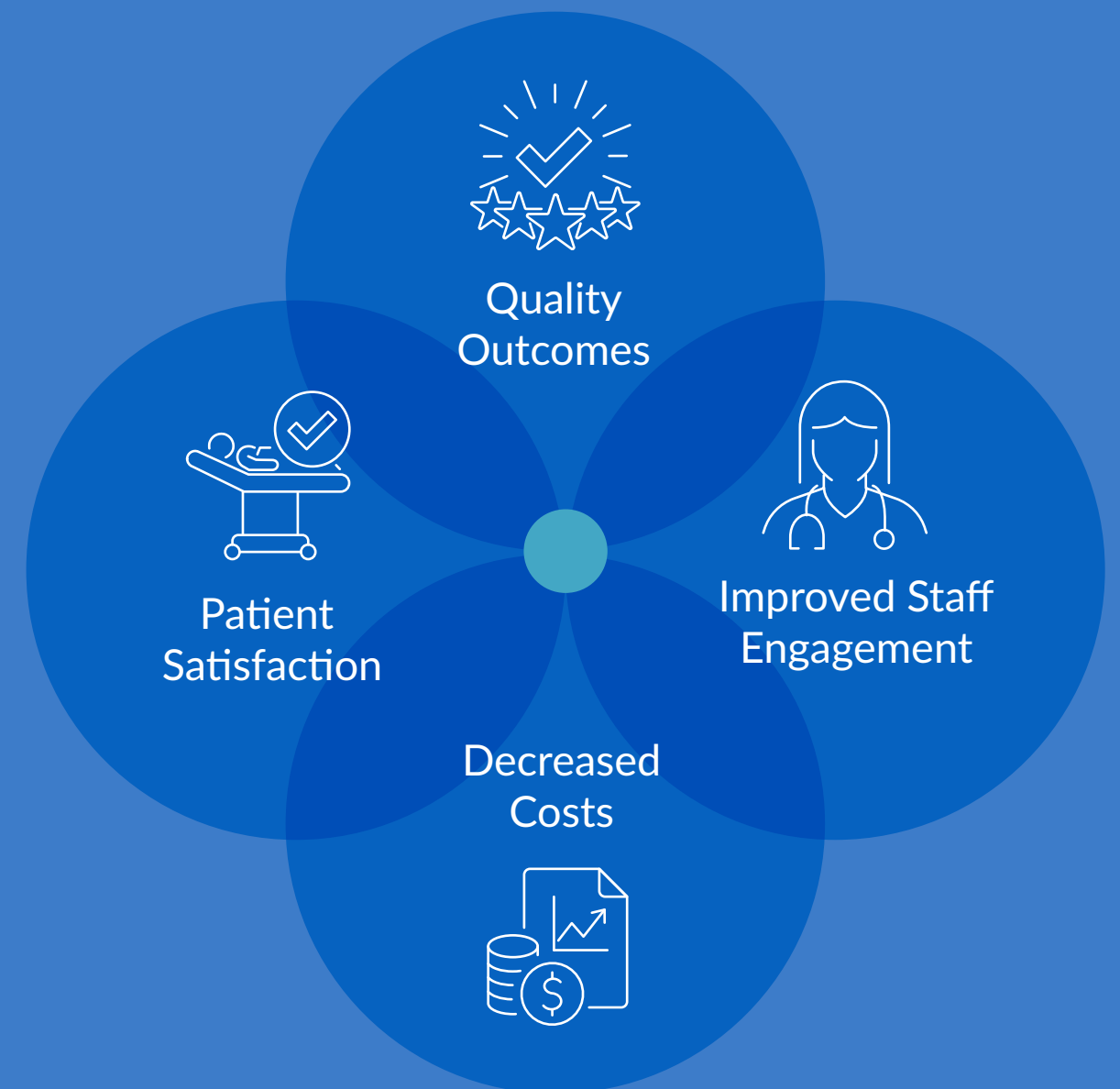
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The Room of the Future is always iterating. It's never going to be done because we're always introducing new technology. TigerConnect has been a great partner in helping us actualize it. TigerConnect is working on how to give time back to our nursing staff and improving communication that our patients receive from our care team. This includes a digital whiteboard that automates manual nursing tasks and improves communication for patients and their families. If patients have questions, they can post to the digital whiteboard. These great things make us very excited to see the impact on nurse engagement scores and patient satisfaction scores.

Jason Swoboda, PT, Director of Innovation, Tampa General Hospital

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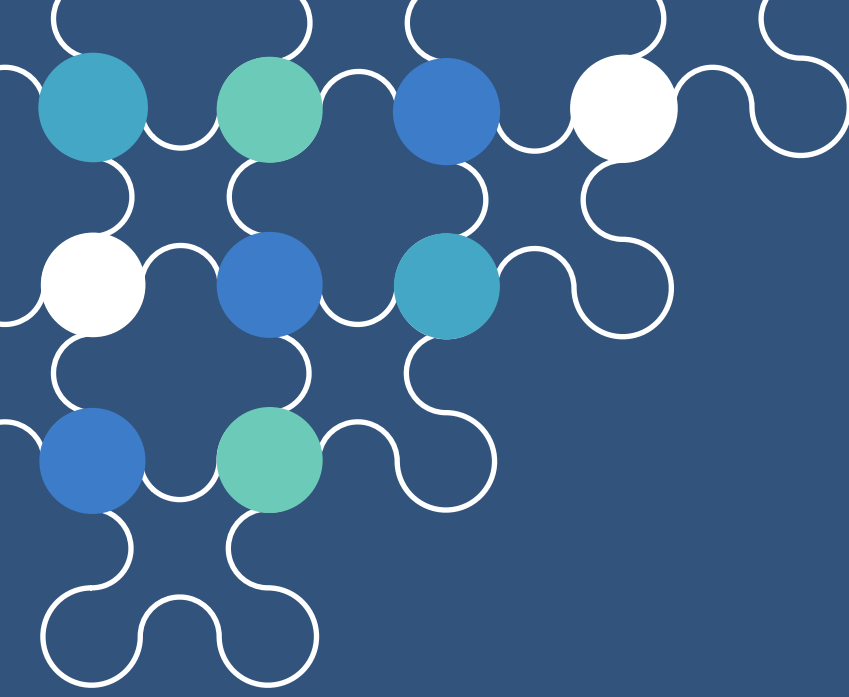
Like other healthcare organizations, Tampa General's investment decisions center around the quadruple aim:



# Contemplating a patient room of the future or an innovation lab?

- ✔ Test the technology receptivity of your staff. Assess staff readiness across the organization and pick the right spot to test and deploy. Choosing a single unit or floor might be the right spot to test and deploy.
- ✔ Define how you will evaluate effectiveness by selecting a metric to measure. While HCAHPS data can help identify improvement areas, you can use short questionnaires or interviews to gather user preferences and anecdotes.
- ✔ Don't try to boil the ocean. There are endless possibilities, so refrain from the temptation to push too many levers at once if your organization or team isn't ready.
- ✔ Speaking of team, we suggest finding an innovation champion. From a change management standpoint, projects will fail if this is missing. You need to have the right person leading people who are excited and willing to be clinical champions.





# Explore the latest in smart room technology

[tigerconnect.com/smartroom](https://tigerconnect.com/smartroom)



Sources:

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  2. American College of Healthcare Executives. Top Issues Confronting Hospitals, 2023.
  3. McKinsey & Company. Reimagining the Nursing Workload: Finding Time to Close the Workforce Gap, 2023.
  4. SAGE Journals. Real-Time Patient Feedback Enhances Experience and Care Delivery, 2024.
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