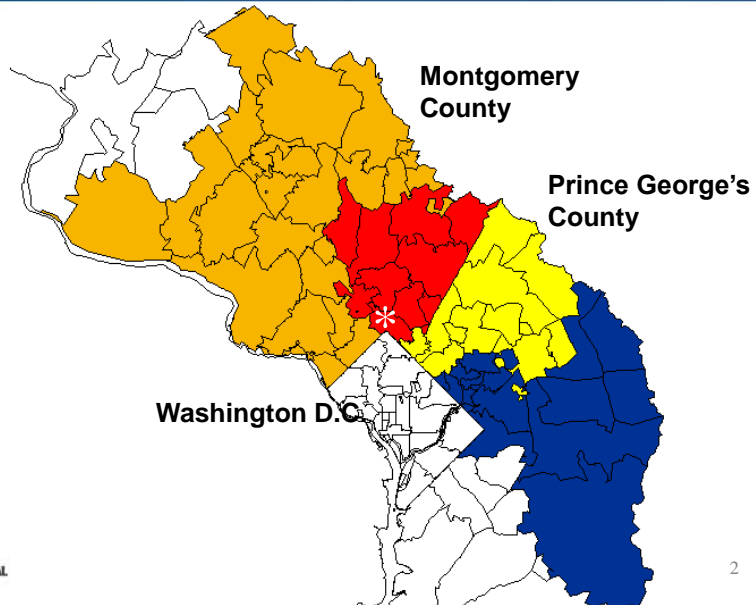




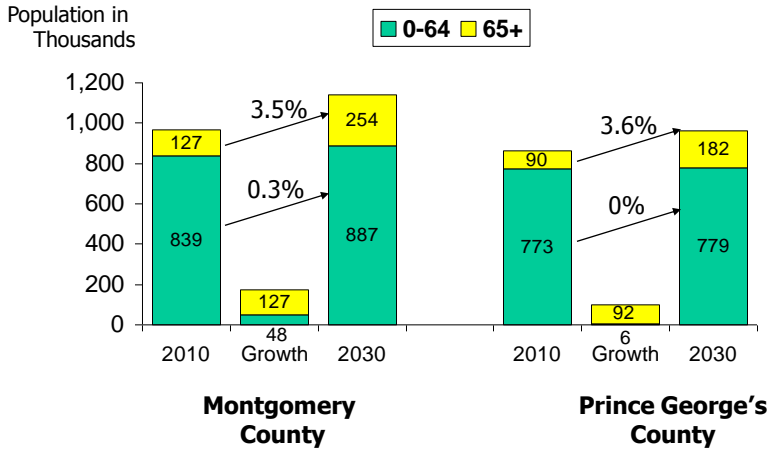
## Holy Cross Hospital's Perspective on Meeting the Needs of the Senior Population



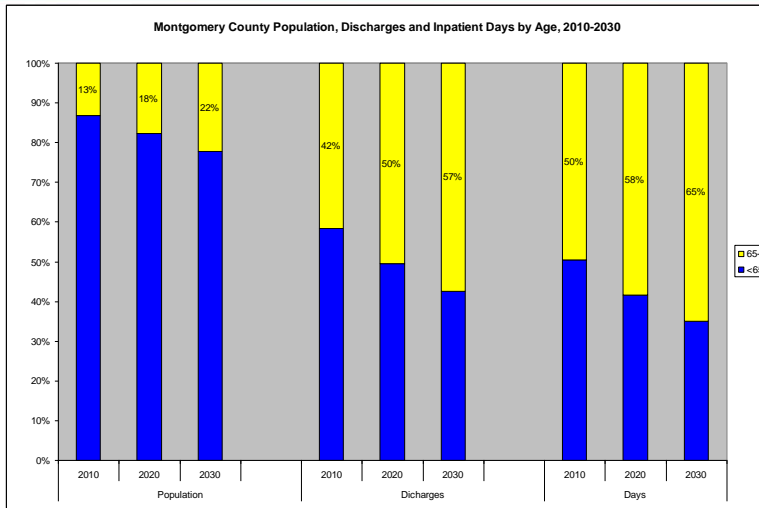
Service Area  
Holy Cross Hospital's service area includes about 1.5 million residents of Montgomery and Prince George's counties



**We have been looking ahead**  
**In our area, the 65+ population (shown in yellow) will dominate**  
**growth during the next 20 years**



**As the population ages, the percent of discharges and days for**  
**people age 65+ (shown in yellow) will increase significantly**





## Our Response

### In recent years we developed a variety of services for seniors

*Some examples:*

#### **Inpatient**

- Progressive activity program (mobility techs)
- Hospice and palliative care service

#### **Outpatient/Community-based**

- Geriatric patient house calls
- Home care and private duty nursing
- Medical adult day care
- Senior Fit exercise
- Senior Source (center for vital aging)
- Caregiver Resource Center
- Chronic disease programming



5



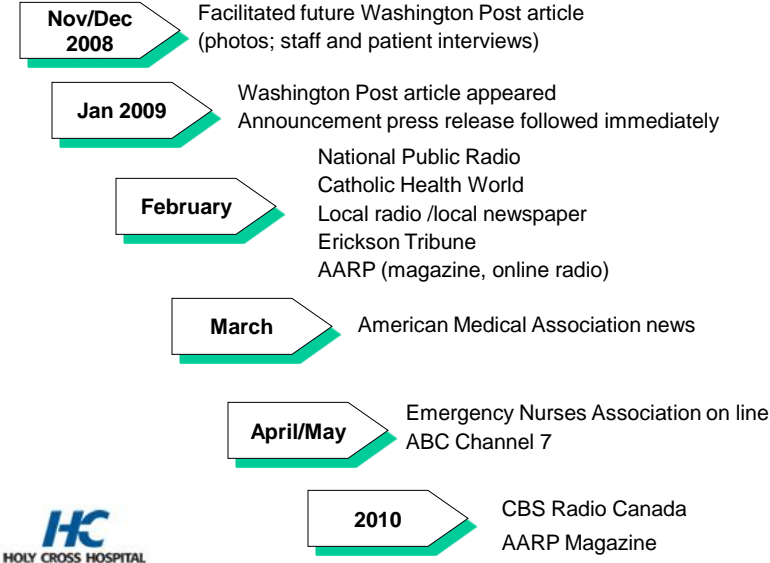
## In this context, the seniors emergency center met a clinical and demographic need

- **Developed with the help of the Erickson School of Aging, University of Maryland Baltimore Campus**
- **Extensive collaboration across the hospital including especially physicians in creating the vision and planning the service**
- **Features**
  - 8 private rooms
  - Care processes modified (risk assessment, follow up)
  - Environment modified (non-reflective floor, special mattresses)
  - Geriatric trained staff (dedicated geriatric social worker and nurse practitioner; nursing staff received geriatric education)
  - Links to community-based services, which will be even more important in the future



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## We had lots of media coverage, but the NPR story was key



## We also had two very successful integrated marketing campaigns (including radio)

### “Just in Case” Medical Information Card

- Wallet card for personalized emergency information
- 4,700 requests for 7,500 kits



### “Surgery for Seniors: What to Ask, What to Know”

- Kit outlines special considerations for seniors prior to surgery; materials can be personalized
- 1,300 requests



**We presented at several key national association meetings and were covered in a variety of national publications**

***Presentations***

- Catholic Health Association Assembly
- American Association of Home Services for Aging
- National Council on Aging
- American Case Management Association
- National NICHE conference
- National Geriatric Nurses Association

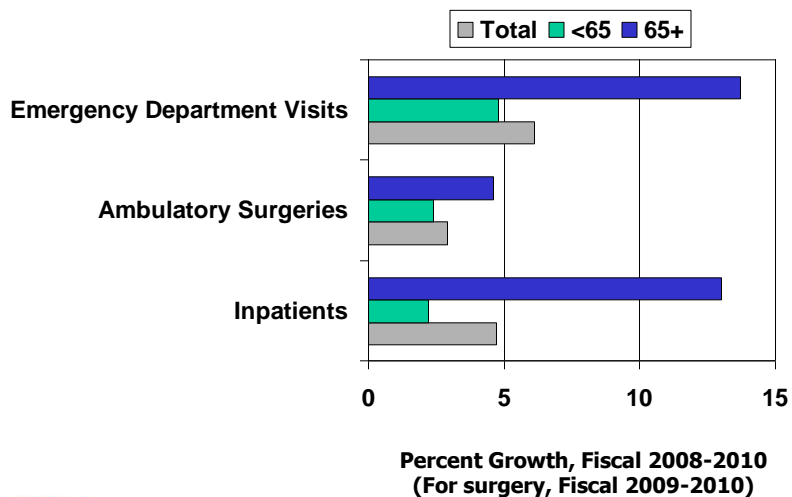
***Publications***

- Health Progress article
- Nursing Executive Watch
- Advance for Nurses Magazine
- ED Management Magazine/Newsletter
- Joint Commission Environment of Care Newsletter
- The Journal of Gerontological Nursing
- Annals of Emergency Medicine



**Results**

**Seniors growth has significantly outpaced non-seniors growth**





## Patient satisfaction survey results are impressive

- Would recommend = 97.8 percent
- Rate experience = 95.7 percent



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## The seniors emergency center was the breakthrough that served as a catalyst for advancing care of seniors to a new level



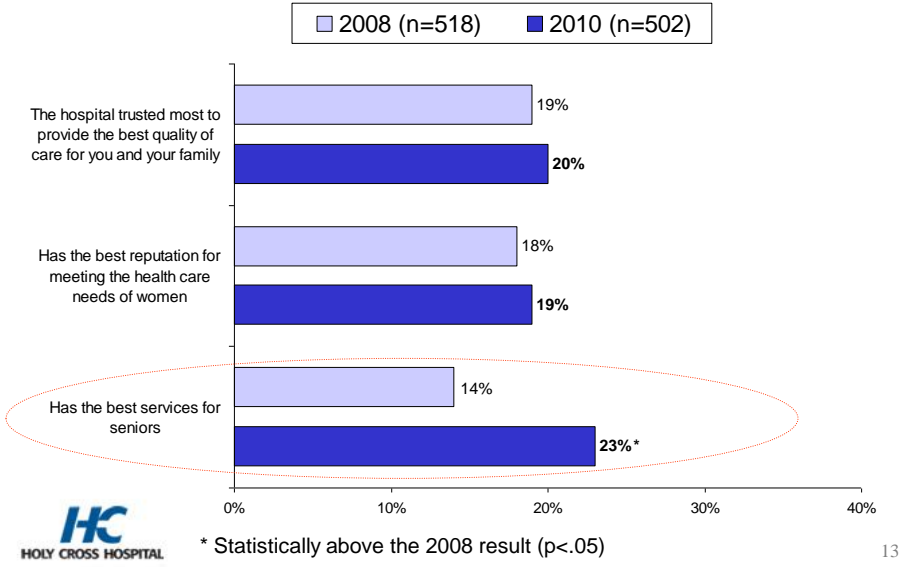
- **NICHE participation** (Nurses Improving Care for Healthsystem Elders)
  - Geriatric sensitivity training and resource nurses
- **Co-location of two medicine units**
- **Seniors ambulatory surgery center**
  - Appeal to patients who appreciate the added safety of a hospital setting
  - Improved pre-surgical processes
  - Attention to clinical issues specific to geriatric patients
    - intra-operative positioning, anesthesia, pain management, post-operative needs
    - extra time to recover
  - Dedicated 6-bay area



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**We became known for seniors**  
**"Attribute association" results of our 2010 consumer survey compared to 2008 are stunning**



**23 percent said we had the best services for seniors (higher than for women's services); the next highest percentage was 6 percent**

Chart 13

Attribute	Holy Cross	Suburban Hospital	Washington Adventist Hospital	Shady Grove Adventist	Sibley Memorial Hospital	Montgomery General	Georgetown Univ.	Washington Hospital Center	DK/None
The hospital trusted most to provide the best quality care for you and your family (d)	20*	8	3	8	3	5	5	5	12
Has the best reputation for meeting the health care needs of women	19*	4	2	7	5	1	5	3	37
Has the best services for seniors	23*	6	3	3	2	3	3	3	40

**We wanted to build a reputation for seniors as we have for maternal child services – and we did!**

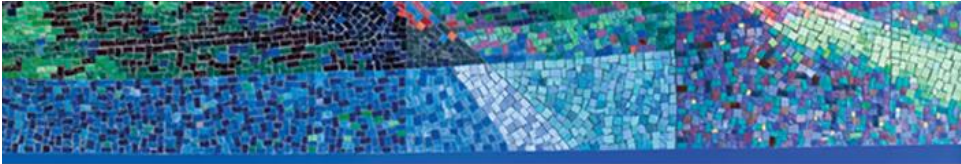


## Concluding Remarks

- **Demographics won't lie**
- **Seniors have choice and the ability to exercise it**
- **We need to change the way we deliver care to this most important demographic group**
- **Success will enhance mission attainment**



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Questions? Comments?

