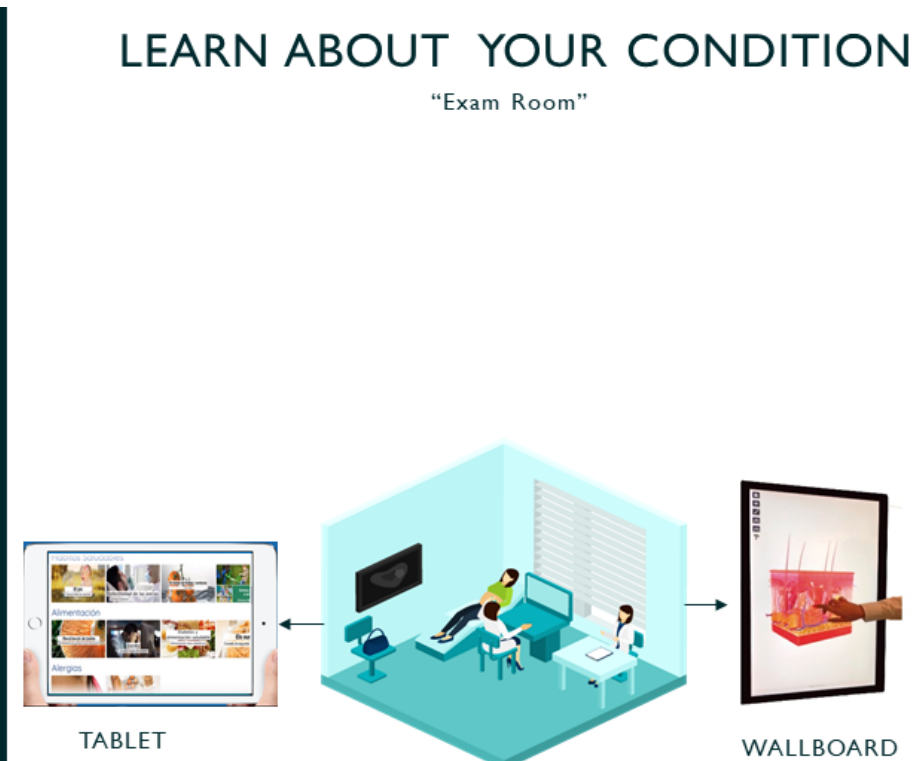


IMPROVING PATIENT COMMUNICATION AND EDUCATION USING POC (POINT OF CARE) CHANNEL

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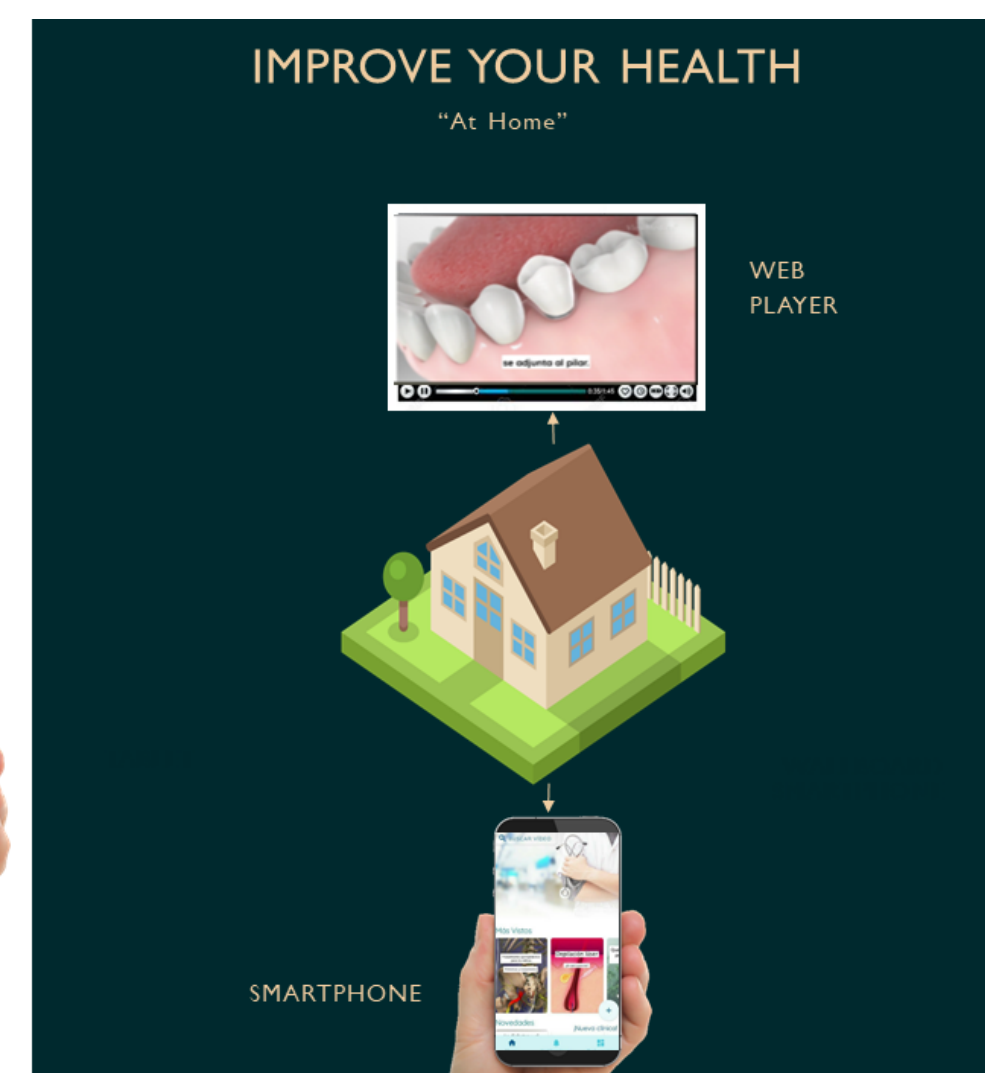
INTRODUCTION

AGaps in communication and education are becoming one of the biggest key pain points for patients that are suffering rare diseases. Due to the limited resources and the misleading information on the internet we wanted to test the POC systems to deliver more efficiently the information to our patients and their relatives. User-friendly information at the point of care should be well structured, rapidly accessible, and comprehensives Nature publish articles and scientific papers across a wide range.



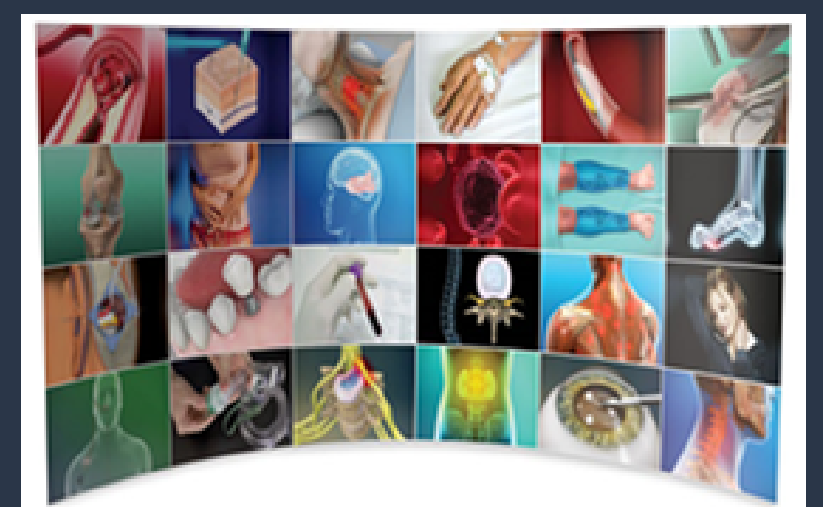
METHOD

We implemented a specific POC channel using several touchpoints to deliver the right content at the right time. We created and selected the video content that will be more helpful for our patients. Later on, we analyzed the patient journey and we decided to use a mobile app where the patients could search for information when they are at their home. At the medical practice, we use the waiting room and exam room as learning areas through monitors and tablets. Moreover, healthcare professionals are prescribing content to their patients that they reviewed when they are home.



RESULTS

Thanks to the use of the POC channel and technologies related we were able to **reduce the time needed to perform an explanation by 35%**. Furthermore, our healthcare professionals reported that their **conversations with the patients improved 50%** and **patient satisfaction increased by 60%**



CONCLUSION

POC channel created a **positive impact on our patient experience** allowing us to be more **efficient delivering the information to our patients and their relatives.**