



- NAVIGATING A -
NEW REALITY

Health Care Leaders Confront the Future

September 14-16

Digital Front Door An Ideal Digital Consumer Experience

Liz Dean, Riverwood Healthcare Center

Please note that the views expressed by the conference speakers do not necessarily reflect the views of the American Hospital Association.

Introduction: My Why



 **Riverwood**
HEALTHCARE CENTER

ENTRANCE

EMERGENCY · HOSPITAL · CLINIC



Problems to Solve

Patients

- Experience
- Access
- Price
- Engagement

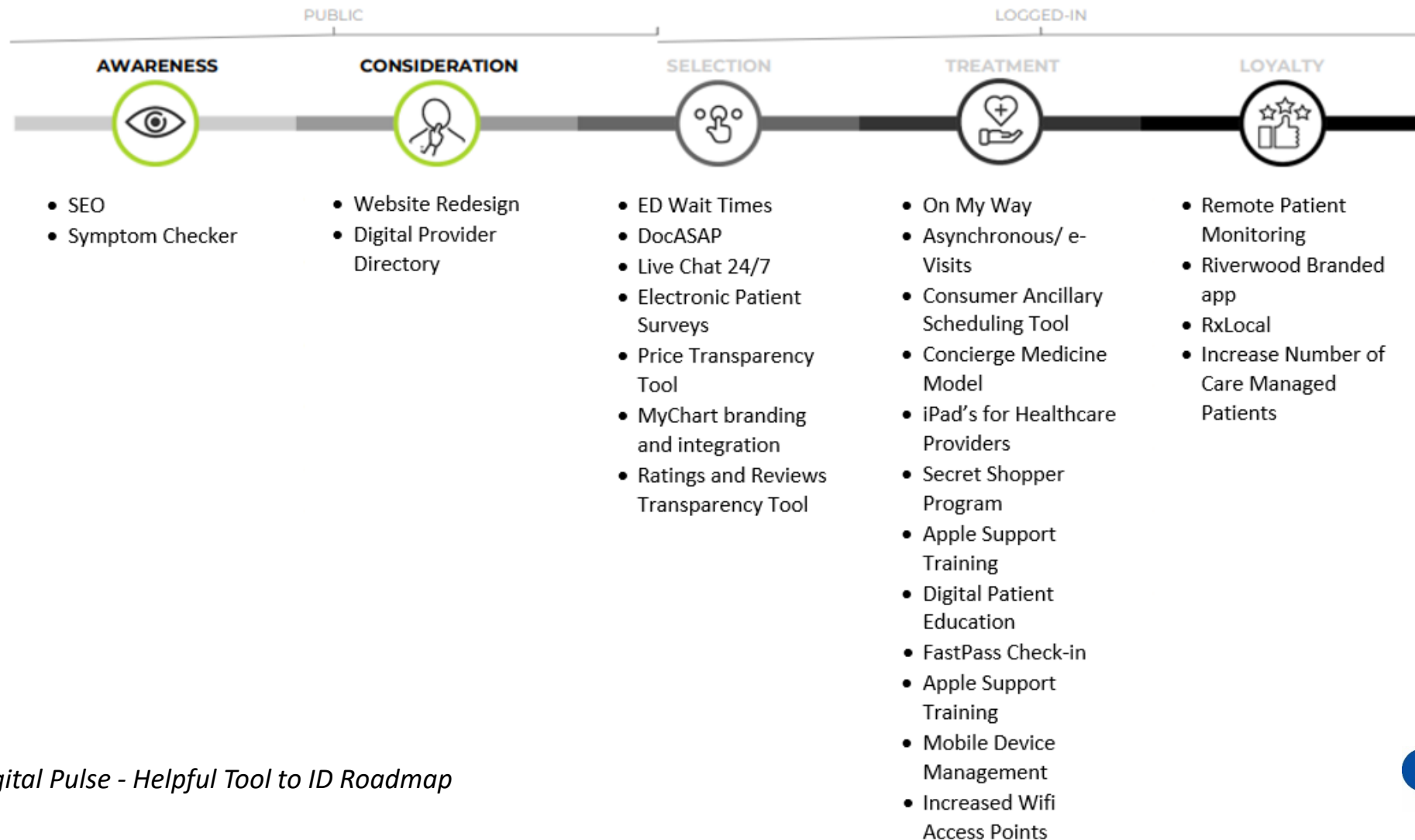
Providers

- Provider/patient relationship
- Growth
- Improve patient outcomes
- Understand new business model

Facility

- Meet consumer needs
- Improve outcomes
- Long-term sustainment & independence
- Competitive

Digital Solutions



**Use of AHA Digital Pulse - Helpful Tool to ID Roadmap*

Digital Communication

Website

- Chat Feature
- Symptom Checker
- 3D Virtual Tours
- Video/Education/Seminars
- Testimonials
- Provider Directory
- News
- Connected to Social Media
- Contact Us

www.Riverwoodhealthcare.org

The screenshot shows the Riverwood Healthcare Center website. At the top, the logo is on the left, and navigation links for Patients, Clinics, Hospital, Providers, Specialties, Foundation, About Us, and Contact Us are on the right. A search icon is also present. Below the navigation is a hero banner with the text "Safer surgery, rapid results." and a photo of five medical professionals. Underneath the banner is the heading "Trusted Leaders in Robotic-Assisted Surgery" followed by four icons: a stethoscope for "Find A Provider", a clipboard for "MyChart Login", a dollar sign for "Online Bill Pay", and a heart for "Give Now". Below this is a horizontal menu with "Stories", "News & Events", and "Photo Tour". The "News & Events" section is active, showing three featured articles with photos and names: Bob Wiesner (Joint Replacements), Rita Oaks (Reflux Care), and Robyn Frost (OB Care). Below the news section is "Our Partnerships" with logos for MCO, Minnesota Heart Institute, MIMIS, Minnesota Center for Obstetrics & Gynecology, and Minnesota State & Heartland Center. The footer contains a grid of links for various services and departments, including Emergency Care, Reflux & Heartburn, Aitkin Hospital, Foundation, and more. Social media icons for Facebook and LinkedIn are in the bottom right corner.

Digital Communication

Facebook

- News
- Stories
- Ads
- Videos/Seminars

Riverwood Patient Success Stories



Gary Rogers

"I was living with discomfort for about a year. I went to my wellness checkup and learned I had a hernia. I went to Riverwood Healthcare and had robotic surgery and went home the same day. In two weeks, I was painting my deck. I would recommend robotic surgery to anyone."


[Click Here for Gary's full story.](#)




Learn about hernias and how they can be surgically repaired with great outcomes by watching our Hernia Repair & Rapid Recovery webinar video above.

Your Trusted Leader in Robotic Hernia Repair Surgery

Digital Communication



 **Riverwood Healthcare Center**
Written by Liz Dean (?) · June 24 at 10:13 AM · 🌐



Call 218-927-5181 to be seen today in our orthopaedics department!






RIVERWOODHEALTHCARE.ORG
Same Day Orthopaedic Appointments!
The Minnesota Center for Orthopaedics (MCO) at Riverwo... [Learn More](#)

 **Top Fan**
Karen Tate Josh the knee whisperer!!! Your awesome!!!!
[Like](#) · [Reply](#) · [Message](#) · 3d  3



 **Harley Simonson** The best. He makes you feel safe. I adore him.
[Like](#) · [Reply](#) · [Message](#) · 2d  1

 **Cheryl Latterell** He is awesome
[Like](#) · [Reply](#) · [Message](#) · 2d  1

 **Carla Zugel** Excellent Team!!!
[Like](#) · [Reply](#) · [Message](#) · 3d  1



 **Connie Hills** Josh is great  2
[Like](#) · [Reply](#) · [Message](#) · 3d

 **Top Fan**
Julie Richards Wickham Love the orthopedic team. Had knee surgery this year and so grateful for the team's expertise and loving care. ❤️
[Like](#) · [Reply](#) · [Message](#) · 3d  1

 **Top Fan**
Joy Gruhlke Josh is amazing. He knows how to get his patients to relax and he is always up for having fun.
I have really enjoyed having him as part of my health team.
[Like](#) · [Reply](#) · [Message](#) · 3d  1

 **Top Fan**
Joy White Borden Josh is the sweetest most caring Dr. I have ever met! The team is great!
[Like](#) · [Reply](#) · [Message](#) · 3d  2

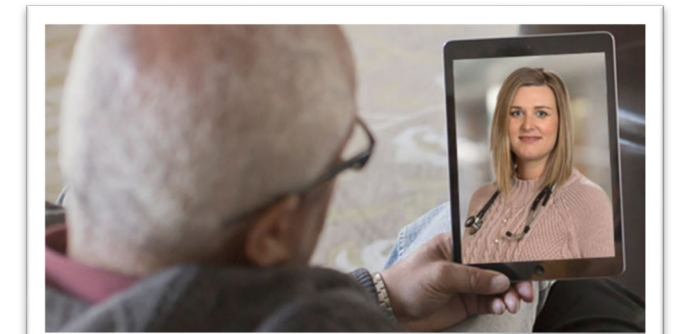
 **Karol Lehman** I had knee replacement in March 2020. Great team to have replacement done with! A nice, caring Dr. Who listens. The whole Team is great!
[Like](#) · [Reply](#) · [Message](#) · 2d  1

 **Ronald R Stuard** A first class organization!
[Like](#) · [Reply](#) · [Message](#) · 2d  1

Digital Care

Virtual Video Visits

- Primary Care, Specialty Care, Behavioral Health, Therapy, Diabetic Care, Nutrition
 - Our process/procedure led to fast launch
 - Communication
 - Patient Experience



Remote Monitoring

- Primary Care, Behavioral Health, Specialty/Surgery, OB
 - Improve health outcomes
 - Increases real time data collection & measurements
 - Increase real time education & care management from home
- Our process, analysis & next steps



**AHA Digital Pulse, Nexus Innovation, AHA/AVIA - Helpful Resources in our Process.*

Tips for Success

Problem	Identify the problem first
Plan	Capitalize on project management
Huddle	Plan structured, daily huddles
Educate	Educate stakeholders on problems, trends & solutions
Champion	Appoint a physician champion
Collaborate	Use & form partnerships
Future	Consider the future of healthcare delivery

Members in ACTION

RAPID DEPLOYMENT OF TELEHEALTH SERVICES FOR RURAL HOSPITALS FIGHTING COVID-19

MEMBERS IN ACTION CASE STUDY | Riverwood Healthcare Center | Aitkin, Minn.

Riverwood Healthcare Center (RHCC) in Aitkin, Minn., quickly deployed Zoom for Business to virtually treat patients amidst the coronavirus pandemic.

Although the county had not seen any positive COVID-19 cases at the time of writing, Riverwood Healthcare Center Aitkin, Minn., a 25-bed critical access hospital located about 130 miles north of Minneapolis, is actively preparing.

To continue to meet the needs of its community, RHCC quickly implemented a telehealth network that offers patients virtual care in their homes. Health care leaders use Zoom for Business on its platform, partially because they currently use Zoom for virtual meetings but also because it is reasonably priced, easy to implement quickly, and HIPAA-compliant.

After two successful weeks of executing the virtual care model at the hospital, RHCC can share some lessons for other hospitals and health systems looking to do the same.

Plan Structured, Daily Huddles

"In hindsight, I think it would have been beneficial to have one morning huddle for logistics/workflow and one afternoon/evening huddle with everyone to keep the group up to date and discuss next steps," said Gina Henderson, Riverwood's manager of health information systems. With a background in process improvement, Henderson was a natural fit to help launch this effort.

Project Management Skills

Effective project managing during any time of crisis is key, said Dean, Riverwood Healthcare Center's director of strategy and business development. "You want to focus on dividing and conquering tasks, removing barriers and supporting each other," Dean said. "We realized immediately that at a time when people are wearing

Train Providers in Advance

While there was some resistance to telehealth and virtual care before the COVID-19 pandemic, health care leaders at RHCC have now embraced this emerging model of care. Now, they can train a provider-nurse team to treat patients via its virtual care network in less than 15 minutes. After the first day of the launch, leaders learned that it was best to train clinicians the day before they were scheduled to treat patients.



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AHA Rural Health Services

Most Significant Steps

1

Collaborate

- AHA Digital Pulse Tool
- AHA Nexus Innovation
- Partnership with Vendors
- Communication with Other Organizations

2

Think big.
Start small.
Move quick.

3

Choose
Opportunity
Victory
Innovation
Determination

Questions?

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