

## Almost Medicinal

### Clarus Glassboards a Key Component of Patient Care

Does a Glassboard a day keep the doctor away? Clarus Glassboards are quickly becoming an essential part of the patient care process in healthcare facilities all over North America. How important is patient-practitioner communication? In an overnight stay, with daily communication essential for such things as instructions, treatment approach, next time to take medicine, general reminders, and, of course, cheerful motivation, the bond between patient and medical professionals is paramount for success.

#### H-C-A-H-P-S

To some it might read like an eye-chart, but to doctors and nurses this stands for 'Hospital Consumer Assessment of Healthcare Providers and Systems,' and it's defined as 'a survey instrument and data collection methodology for measuring patients' perceptions of their hospital experience.'

The surveys are delivered to patients upon discharge. HCAHPS scores are publicly reported based on four consecutive quarters of data. Because solid scores are important for reimbursement and market share, hospital administrators must seek effective ways to uplift their service. While medical procedure is the first deliverable for a successful recovery, the experience is a close second.

Becker's Hospital Review lists multiple strategies to boost HCAHPS scores, and the top strategy for improving this critical measure of effectiveness is to 'communicate clearly and often.' In reading their expert suggestions, it's clear that Clarus Healthboard is a critical solution - not to mention highly effective at helping achieve these goals. Becker points out that surveys ask patients if they received information in writing about symptoms and how well staff communicated their treatment. Communication is clearly paramount for a great patient experience, not to mention high HCAHPS scores.

Chief among suggestions is Becker's call for nurses and physicians to use multiple modes of communication. As stated by Elizabeth Chabner Thompson, MD, MPH:

*"To reinforce important information to patients, staff should both write instructions and repeat them verbally, giving patients time to respond with questions."*

Becker points out that patient's rooms can consider whiteboards a solution as in South Nassau Communities Hospital in Oceanside, New York – of course whiteboards are a staple of many such rooms nationwide.

But given the criticality to communicate well, to inspire and heal, and to make 100% sure that patients feel you are investing in the communication facet of their experience, Glassboards are the better solution for medical facilities. As Clarus' Healthboard product line takes the market by storm, instantly adding communication prowess to any facility, practitioners appreciate them for a few simple, but logical reasons:

1. Glass is not porous, like whiteboard plastic, and Clarus glass is even less porous. Quite simply, cheap whiteboards harbor bacteria, Glassboards don't. Do practitioners always wash their hands before using boards? Glassboards have the antimicrobial resistance to wipe clean and sanitize. Because the surface is glass, literally any cleaner will do. This is critical for healthcare facilities that have millions of nuanced ways they have to clean and care for products. Clarus Glassboards are the opposite of high maintenance.
2. Glassboards do not ghost or stain, leaving no chance for patient confidentiality to be compromised with leftover marker or smudge. Ask any nurse out there, unfortunately they know this pain all-too-well.
3. The adhesion strength of Clarus Glassboards is rated to withstand 6500lbs of sheer force, meaning in a busy hospital, you can rest assured they're at no risk of injuring patients. Can other glassboards say the same?
4. Glassboards last forever. A Recent study by MarketScale demonstrated that whiteboards last only 4-6 years in a commercial setting – that could be even less in a busy hospital with daily, sometimes hourly use.
5. Glassboards are inspiring. The candy paint colors are healing alone. And practitioners can frame their ideas and communications in an almost artful way, down to the smiley face. HCAHPS is an important measurement. It is truly remarkable how critical the patient experience is to overall success during a hospital stay. Informed and inspired patients are motivated patients. And while healing and recovering in a room full of unfamiliar machines, technology and people, the written cheer on beautiful glass is a reminder for patients that their nurses and physicians care, that life is most of all beautiful and they have a friend in the process.