



# CASE STUDY

Parkland Hospital

“As our community’s public health system, Parkland is the foundation for a healthy Dallas,” says a designer on the Parkland facilities team. “That’s why we ask ourselves every day, how can we better serve our patients? As Parkland adds more services into the neighborhoods that need us most, we know that how we treat each and every patient affects the health and wellbeing of our entire community.”

Administering healthcare services requires precise attention to detail at all levels, from internal staff communication to direct patient care. This is certainly not an easy goal to accomplish. So when the Parkland staff realized the need and opportunity to increase patient safety and satisfaction in hospital rooms, they turned to Clarus Glassboards, a leading manufacturer of clean, bacteria resistant communication tools for healthcare professionals.

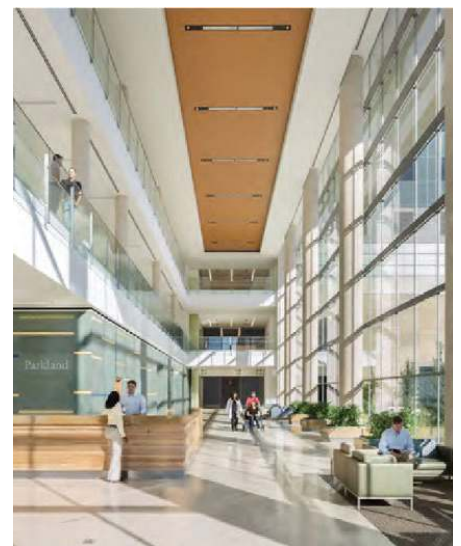
“We were in need of a custom-tailored solution,” recalls the designer. “Our vision was to have a writable surface installed on millwork in patient rooms and nurse stations, and we needed more than 600 boards in total.”

Traditional whiteboards pose many problems when used in a hospital setting. One such problem is the inability to fully erase information. This ghosting, as it’s commonly called, can lead to a potential breach in patient confidentiality or create incorrect or unclear patient guidelines. Clarus Healthboards avoid this completely with a glass surface that never stains, erases easily and completely, and is bacteria resistant making it an ideal solution in hospital settings.

“When it comes to creating content for healthcare facilities, understanding the needs of those in their patient rooms is vital,” says Bryce Stuckenschneider of Clarus Glassboards. “The patient need for effective communication channels should not be taken lightly.”

## INCREASING THE CHANNELS OF COMMUNICATION

Glassboards provide the ability to reinforce and enhance vocal communication as a visual aid. For patients who are not native English speakers or children, this is even more important. Matching written information to spoken instructions can help hospital staff accurately convey the correct message. Adding graphics in conversations with patients can be very helpful in explaining new concepts as well. Beyond conveying information, it can be helpful for staff to obtain the correct information from patients to ensure an accurate diagnosis. For example, graphics can be a helpful way to visualize pain levels.



This communication need goes far beyond Parkland Hospital and those working with non-English speakers and children. In 2005, the Mayo Clinic performed a study and found that many patients did not understand their medication at discharge. Only 28% of patients could correctly list all of their medications, while only 37% could recall what the medications were for. Furthermore, only 14% could remember the common side effects of their medications. Communications between hospital staff and patients clearly have room to improve.

As a tool, the Clarus Glassboards not only allow for staff to communicate to patients, but also for patients to convey their messages to nurses and doctors. Patients can record how they are feeling, what pains have increased or decreased, or other information that can lead to more effective treatments. Healthboards are great for the staff only sections of the hospital too. They help in keeping track of shifts, nurse and doctor responsibilities, which hospital wings belong to which doctors, and communicating announcements and updates.

## A SUSTAINABLE ADDITION TO PATIENT CARE

With a non-porous surface unlike other products made from laminate melamine or porcelain, glassboards do not leave behind residues and can be cleaned with antibacterial solution quickly, further promoting a healthy hospital environment.

The Clarus team can fully customize your facility's glassboard needs, creating and delivering a solution in a short period of time. Competing products are outsourced and need replacing after three or four years. Clarus Glassboards are made in the USA and, because glass does not degrade, are a sustainable addition to your patient care system.

The Clarus Healthboard met and exceeded the criteria Parkland outlined. Its functionalities certainly set Clarus Healthboards above the competition, and the product's sleek aesthetics let patients feel confident they are being treated in a modern, top-of-the-line facility.

"It's both elegant and functional," says the designer. "Adding a dull traditional board is detrimental to the idea of top notch care for our patients. Our patient rooms are state-of-the-art."

"Also, their ability to customize set them apart. No one else in the world could have pulled off the custom solution and customer experience that Clarus did. We viewed several options, but none could provide an out of the box solution. Clarus did."

## CLARUS SERVICE IS A KEY DIFFERENTIATOR

When asked to review Clarus and provide feedback on the service and products, Parkland's response was fantastic. They were pleased with the durable, long lasting product and felt the value exceeded the product claims from the Clarus sales team. The products were rated highly, but the service also stood out as a key differentiator. Parkland characterized the Clarus team as highly responsive, both by phone and email, providing quality and helpful service and support as well as excellent documentation and instruction on implementing their new Healthboards.

"Our patients are happy, and they can clearly see the information we're required to communicate onto the patient communication board," says the designer. "Working with their team was easy, and their products appear timeless. Their glass made our solution look cohesive and turn-key, even though it took a ton of work."

The upgrade to Clarus Healthboards was an improvement that easily integrated with the Parkland facility and staff to deliver benefits to patients from day one. With the help of the dedicated Clarus team, Parkland Hospital and Health System can not only boast about their first-class technology and streamlined operations, but also happier, healthier patients. The positive benefits of Clarus Glassboards go far beyond the healthcare industry. We also service corporate, government, higher education and hospitality environments.