

Company & Service

Introduction

Patient education is an essential solution in the effort to preserve healthcare quality while decreasing healthcare costs. Since 1991, when the Joint Commission on Accreditation of Hospitals and Association (JCAHO) mandated a patient education standard, hospitals have searched for effective and innovative ways to meet and exceed JCAHO expectations. In the past several years, hospitals have begun developing **web-based patient education programs**. MedSelfEd, Inc. ("MSE") understands that healthcare organizations and medical professionals want to make high-quality patient education materials available to their patients in the pre-operative and post-operative continuum of care. MSE's extensive production experience and our proprietary technology enable us to offer high-quality products at remarkably low cost.

The Importance of Patient Education

Medical studies have shown that formal educational materials can communicate important medical information to inform patient decisions and help set realistic expectations about outcomes. Taken together with the widespread trend among patients to assume more responsibility for their medical decision-making, these factors all create strong demand for high-quality, patient education materials. That **60% of web users seek healthcare information** online clearly indicates that, in the future, patient education will be web-enabled. Good patient education delivered via web sites may become a source of significant savings in unnecessary emergency room and doctor's office visits.

MedSelfEd, Inc.

MedSelfEd, Inc. of Newton, Massachusetts offers high production quality and outstanding content for patient education. MSE offers two primary products, the **PreOp™ Surgery Centers and PostCare™ Series**.

PreOp™ Surgery Centers

MSE's PreOp™ Surgery Center is a collection of patient education programs intended for the pre-operative patient, titled by surgical procedure and grouped into categories. Health systems may choose to regroup the procedures according to their own clinical operations and individual needs. MSE's PreOp™ Surgery Centers is comprised of a basic module of approximately 20 procedures as well as the following 4 modules:

- Cardiac Center (6 procedures)
- Women's Center (14 procedures)
- Minimal Surgery Center (10 procedures)
- Oncology Center (15 procedures)
- Orthopedic Center (8 procedures)

All **50 plus titles** are available for annual licensure from MSE either individually or as a package.



PostCare™ Recovery Series

MSE's PostCare™ Recovery Series is a collection of patient education programs (35 titles) intended for education of the post-operative patient on the essentials of self-care. All titles are available for annual licensure from MSE either individually or as a package.

The PreOp™ Surgery Centers and Post Care™ Recovery Series offer the following features and benefits:

MSE Features:

- Detailed medical illustration
- Informative animation
- Mass-audience-targeted text
- Clear narration
- Web-based option (streaming-content rich-media)
- Media-based option (video, CD)
- **Improved patient compliance**
- Distinguished medical advisory board

Customized Content

MSE offers customization of content for both the PreOp™ Surgery Centers and PostCare™ Recovery Series.

Organizations will normally choose to "co-brand" the presentations to help in consumer recognition.

An exciting innovation is MSE's proprietary Content Management System, a technology that allows great flexibility in customizing the content according to user input. MSE's Content Management System enables **on-the-fly personalization** of the patient education presentation according to a patient profile that may include narration and text in a foreign language or content illustrated for a particular age group, sex,

MSE Benefits

- Savings in physician time for patient education
- Reduction of patient anxiety
- **Improved JCAHO compliance**
- Improved perceived quality
- Reduced readmission rate

MSE Credentials

MSE has recently won recognition from the most credible critics of Internet health content, including Yahoo Life Magazine, COR Health's Medicine on the Net, **The Advisory Board Company**, Washington D.C. and consistently garners high praise from thought leaders in the medical and patient education communities.

MSE patient education materials are currently available via the Internet and video-tape libraries at two major Boston hospital networks. Beth Israel-Deaconess Medical Center, a prestigious Harvard University teaching hospital and a partner in the **CareGroup Healthcare System**, for example, is in the process of deploying both the PreOp™ Surgery Centers and the MSE PostCare™ Recovery Series to the entire CareGroup hospital network (1,000 doctors and 700,000 patients).

