

profile

VIP: Very Important Patient



ROTHMAN ORTHOPAEDIC SPECIALTY HOSPITAL PROVIDES PATIENT-CENTRIC CARE IN A WORLD-CLASS FACILITY

Since 1970, the Rothman Institute name has been synonymous with expert orthopedic care in the Philadelphia area. Internationally respected physicians and specialists have been providing cutting-edge care and treatments at various convenient locations—one of which is the Rothman Orthopaedic Specialty Hospital (ROSH) in Bensalem. Opened in 2009, the 65,000-square-foot facility features six fully equipped operating rooms for joint replacements, orthopedic surgery, pain management and spine surgery, as well as sports medicine, foot and ankle surgery, shoulder and elbow surgery, and hand and wrist procedures.

More than 7,000 surgical patients have passed through the doors of ROSH since 2009, and as word spreads about patient satisfaction—which scores above the national average—the facility welcomes with open arms those needing orthopedic care in a patient-centric environment. When one walks through the doors of ROSH, whether they are being admitted for a procedure or are there to visit a family member, they are treated like a guest at a five-star hotel.

“Patients often get nervous about hospitals, especially for an operation,” says CEO Kelly Doyle. “We will do whatever it takes to exceed the expectations of the patient. From the minute they arrive, they are greeted by smiling faces and there is something about the place and people that is calming to them.”

It hasn't gone unnoticed, either. ROSH is a recipient of the CTQ-APEX Quality Award, which is determined solely by feedback given by patients and recognizes outstanding

health care organizations that demonstrated the highest level of excellence in patient satisfaction and overall care over a 12-month period.

Doyle says the significance of going through an operation is never taken lightly by the staff of ROSH. “This may be what we do every day, but we realize that our patients aren't being operated on every day,” she says. “Our goal is to take the best possible care of people, and it's evident that we all truly love and enjoy doing that.”

As a smaller, more specialized hospital, ROSH never treats its patients like a number. “We set a higher bar for ourselves,” Doyle adds. “Patients are well informed and can go anywhere for their surgeries, and we feel it's a privilege to take care of them. We have high standards that every one of the 150 staff members at ROSH—from the surgeons to the front desk—be a superstar.”

The physicians are true experts in their specialty areas, according to ROSH's director of perioperative services, Mike Geissler. “They are leading the way in innovation for treatment methods and technologies, effectively writing the textbooks for the next generation of physicians in their field,” he says.

Jim Armstrong, director of nursing, believes the low patient-to-nurse ratio contributes to improved patient outcomes and a more pleasant environment. “Our nurses are hands on with the patients and remain close to them during their stay,” he says. Nurses respond directly to patients using the call bell system which is not a public overhead system, but a private one that goes to the nurse's station. Most hospitals just answer the

patient via a call and not a personal visit. Armstrong says this “makes for a much quieter and more comfortable stay than at a larger hospital.” Patients enjoy the private, hotel-like rooms with large screen televisions, free Wi-Fi and gourmet meals that are also complimentary for family members during visiting hours. “We believe in making a patient's support system feel just as welcome as they do,” he adds.

The patient experience is constantly being evaluated, according to Doyle. “We hold quarterly town-hall staff meetings where we discuss what we're doing well, but also speak to what we can do better,” she says. Geissler adds, “One of the advantages of being a smaller facility is that we are able to look at our policies and process of delivering care, and if something falls out of line it does not get lost in the shuffle.”

ROSH is continually looking forward to the next step that will improve the patient experience. “The next goal for us to achieve in the near future is to offer patients a one-stop shop for everything including pre-admission testing, clearances, rehabilitation and home care,” says Geissler. “Offering one complete package will eliminate the fragmentation that's currently occurring and improve patient outcomes. After all, a patient's success is our success.” ■

Rothman Orthopaedic Specialty Hospital

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