

Welcome to
Better Health

A Weekly Update
for Asante Employees

Every patient,
every day, every time.

ASANTE® News

ASANTE ASHLAND COMMUNITY HOSPITAL | ASANTE PHYSICIAN PARTNERS | ASANTE ROGUE REGIONAL MEDICAL CENTER | ASANTE THREE RIVERS MEDICAL CENTER

Patient Welcome Videos Show the Asante Experience

The communication concept of “show me, don’t tell me” has become part of the pre-admission process at all three Asante hospitals.



Separate “Patient Welcome” videos have been produced for Asante Ashland Community Hospital, Asante Rogue Regional Medical Center and Asante Three Rivers Medical Center. The videos, which are [posted on the Asante website](#), are intended to walk scheduled or potential inpatients through the process of hospitalization, focusing on steps that will be taken to ensure their safety, provide quality care and offer positive overall experiences.

The videos augment several other types of information – from privacy to billing to community resources – that are also available on the Asante website’s [Patients & Visitors page](#).

The three new videos share much of the same information, with about five and a half minutes in each devoted to the hospitals’ objectives in caring for their patients – beginning with safety. The Asante Rogue Regional and Asante Three Rivers videos each have an additional two minutes to explain their video-on-demand services, which offer patients the opportunity to watch free videos about various health and medical topics. The videos are designed to establish the beginnings of a positive Asante Experience by helping to set expectations and address common questions from patients and family members.

The welcome videos – which replaced older versions that were available on the Medford and Grants Pass hospitals’ on-demand networks – each begin with patients arriving at their hospitals’ main entrances.

The narrator then explains that safety is the top priority for all Asante patients, and describes caregivers’ efforts to avoid patient mix-ups by frequently checking identification wristbands and confirming patients’ names and dates of birth.

“This is one way we ensure we are doing the right thing for the right person, every time,” the narrator says.

Assessment of fall risks, prevention of medicine errors, reduction of hospital-acquired infections, hand-washing and staff communication measures such as bedside handoffs are also among the topics covered in the videos.

The videos were produced by Lanphier Associates, the Medford marketing and advertising agency that works regularly with the Asante Communications and Marketing Department. The hospitals’ patient experience departments played key roles in the project, and various other departments assisted.

Asante News is published every Tuesday. Deadline for submission of articles is every Friday. Send via e-mail to asantenews@asante.org.
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