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—Linda Knox,
Sentara Healthcare

Enhanced Professional Services



<< Maximizing Your Technology Investment Through Training >>

It's About Change. And Embracing It.

*We're living and working in a time of explosive technological growth. While manufacturers compete to introduce new technologies, they often forget an important link in the chain: **end-users**. At Rauland-Borg, we understand that the best technology is destined to fail when staff doesn't use it.*

It's About People, Too.

Our process makes the nurse manager an integral part of the utilization of our system. By including the nurse manager in the process, we have developed a strong reference list of satisfied customers who use the communications technology that we sell to them.

It's About Technology Adoption. EPS Addresses This Problem.

Here's the typical two-step sales approach most vendors take:

Step 1: High-tech system manufacturers sell to Administrators and Directors.

Step 2: Floor nurses receive in-service training, often on-the-fly or in the middle of a busy shift.

Why do these technology investments fail? Because technology adoption requires something very difficult—*behavioral change*— and the primary driver of behavioral change is not included in the process: **the nurse manager**. They are often neglected and as a result, technology adoption fails. The system's potential— and its investment — are lost. EPS is a comprehensive training program that addresses these problems.

Here's how it works:

EPS Drives Behavioral Change by Focusing on the Missing Piece: Nurse Managers



Case In Point: Sentara Healthcare, Virginia

<< “They had the expertise and system knowledge to take charge and develop a customized training program that worked for us all.” >>

Sentara Healthcare chose to install Responder IV systems in five of their hospitals. Many of these integrate nurse call with wireless phones, staff location systems, HL-7 integrations, etc.

EPS addressed the specific needs of individual floors at the facility. In the words of Linda Knox, Communication Technologies Support Manager for Sentara Healthcare, “EPS really listened to us when we talked about how we run each floor. They had the expertise and system knowledge to take charge and develop a customized training program that worked for us. As a result, a strong partnership was built with our management staff and Rauland.”

It's Also About Ease of Use.

EPS recognizes that nurses are highly skilled caregivers, not designers of communication processes.

That's why Rauland-Borg employed a nurse to develop the EPS training process, translating nurse managers' patient care practices into a system that caregivers will consider integral to delivering the highest level of care. This simple, yet effective process has been implemented at hundreds of hospitals throughout the U.S. and Canada.

Case In Point: NorthEast Medical Center, North Carolina

<< “EPS came in with a positive attitude and was able to turn the staff's skepticism around.” >>

At NorthEast Medical Center, management noticed a decline in staff utilization of the integrated Responder IV nurse call system. Clearly, a new training approach was required to demonstrate how the system could make the caregivers' jobs easier.

Jim Gardner, Technical Support for IS, oversaw the EPS training process. “We were pleasantly surprised. EPS came in with a positive attitude and was able to turn the staff's skepticism around. EPS was very professional and the staff responded very well.” When asked about transitioning from the training class to the actual floor unit, Jim Gardner added, “Immediately following the training, I had staff members asking where their Tracer tag was so they could wear it. They were excited to use the system.”

It's About Getting the Most from Your Investment.

Contact Rauland-Borg or your Responder representative to learn more about EPS services for your Responder system or planned integration. We're ready to customize a program for your needs, your practices, your priorities... your people.

