

# Unleash the TIGR!

Ashley Adler, BSN, RN; Keshia Blakeney, MSN, RN-BC; Michelle Clarke, MHA, BSN, RN;  
Brandy Coles, BSN, RN; Jolene Dorrell, BSN, RN, PCCN; & LaWanda Wood, BSN, RN

*sentara* nurse



## Introduction

Telephone Initiated Guided Response (TIGR) is an on-demand patient education video system. TIGR was implemented October 2010 at Sentara Norfolk General Hospital (SNGH). Using the bedside telephone and television, patients and families have unlimited access to a comprehensive library of educational videos 24 hours a day. TIGR topics are available in English and Spanish, and include disease conditions, treatment options, illness prevention, and healthy lifestyles.

## Background

Research indicates that video-on-demand systems in the hospital setting are highly effective teaching tools for providing patient education (Hill et al., 2009).

Further evidence demonstrates that video and audio modes of education:

- ❖ Address adult learning style preferences
- ❖ Improve information retention
- ❖ Enhance self-care motivation
- ❖ Empower informed decision making about treatment options (Chiou & Chung, 2011)



## Objectives

As the largest hospital with the highest volume of inpatients within the Sentara Healthcare System, SNGH comparatively had low TIGR usage during the first year following implementation.

Staff Development Educators (SDEs) seized the opportunity to increase SNGH's utilization of the TIGR system through:

- ❖ Awareness
- ❖ Education
- ❖ Reward and Recognition
- ❖ Ongoing Tracking

## Evaluation Strategy

The TIGR system provides individualized reports about video utilization. Time frames for data collection can be chosen and presented per hospital and by unit. At SNGH, TIGR utilization was tracked on a quarterly basis from 2010-2013.

## Project Description

### Awareness

#### “TIGR Thursday” Campaign 2012

- ❖ Focused TIGR rounds
- ❖ TIGR T-shirts worn by SDEs

#### TIGR Blitz 2012

- ❖ Employee entrance decorated
- ❖ Advertisements in Daily Bulletin
- ❖ Midnight TIGR Blitz rounding
- ❖ Introduction of “Unleash the TIGR” competition

#### “What’s Your TIGR Time?” Campaign 2013

- ❖ Encourage units to define a “TIGR Time”
- ❖ Advertisements in Daily Bulletin

#### TIGR T-Shirts

- ❖ Worn at nursing leadership events, conferences, and on TIGR Thursdays



### Reward and Recognition

- ❖ Pizza Party for TIGR Blitz winner
- ❖ Recognition for unit with highest monthly TIGR utilization
- ❖ Inflatable tiger awarded to TIGR Champion unit
- ❖ TIGR Champion banner awarded to unit with highest quarterly utilization

### Education

#### TIGR Thursday Rounding

- ❖ Focused rounding
- ❖ Staff education
- ❖ Encouragement

#### Nursing Newsletter

- ❖ New and current videos highlighted
- ❖ Electronic medical record (EMR) documentation tips
- ❖ System access tips

#### Hospital Orientation

- ❖ Targeted training about system access and use
- ❖ Current TIGR goal
- ❖ Medical-Surgical/Step-down Skills Day

### Ongoing Tracking

#### Annually re-evaluate and define TIGR goals

- ❖ 2012 Goal- inpatient units show 25 TIGR videos per month
- ❖ 2013 Goal- inpatient units show a cumulative 1000 videos per quarter
- ❖ SDEs review weekly reports to check TIGR utilization
- ❖ SDEs conduct TIGR access rounds

## Findings

The Education Department’s “Unleash the TIGR” initiative consisted of a four-pronged approach that resulted in **roaring success**. A total of **5,302** videos were shown in 2012 compared to 1,300 videos in 2011. TIGR tracking also displays sustainability to date.

## Impact

According to Hill et al. (2009), video-based technology offers a practical alternative to the traditional approaches of providing education to hospitalized patients. Video-on-demand systems like TIGR positively impact patients by:

- ❖ Increasing information comprehension
- ❖ Triggering protective health care behaviors
- ❖ Improving overall health outcomes

## Future Directions

- ❖ Improve nurse documentation in EMR
- ❖ Develop a process to enlist volunteers to show TIGR videos on units with low utilization
- ❖ Expand available TIGR topics
- ❖ Evaluate link between TIGR and patient outcomes



## Reference List

Chiou, C., & Chung, Y. (2011). Effectiveness of multimedia interactive patient education on knowledge, uncertainty and decision-making in patients with end-stage renal disease. *Journal of Clinical Nursing*, 21, 1223-1231.

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