

# 4 INSIGHTS

## from Healthcare Consumers on their Expectations for Hospital Safety

How has COVID-19 impacted healthcare consumers' attitudes about safety for themselves and their loved ones in the hospital setting? The industry's leading patient safety platform, SwipeSense, conducted a survey to find out — and the overwhelming majority would feel safer receiving care at a health system with an innovative technology-driven approach to protecting patients and the staff treating them.

Here's what consumers said and why it matters:

1

### 7 out of 10

**are concerned or extremely concerned about hospital safety:**

Safety is top of mind for 73% of consumers. Even more noteworthy, this represents a 46% increase in the respondents' level of concern since the onset of COVID-19.

2

### 83%

**would feel safer at hospitals with automated contact tracing technology:**

This finding is important because many hospitals rely on manual contact tracing for COVID-19 and other infectious diseases, even though these antiquated methods are time-consuming and unreliable, putting staff and patients at greater risk of exposure. Leveraging safety technology to automatically capture employee-to-employee and employee-to-patient contacts empowers hospitals to achieve more accurate infection control in much less time — and increases consumers' confidence. States like California have even passed legislation to legally require exposure response notification.

“COVID-19 has changed the dynamics of hospital safety. We had to identify and quickly implement additional, effective means to keep patients and staff safe. We believe SwipeSense technology will enhance our ability to ensure the wellbeing of patients and staff through the use of real-time, meaningful metrics.”

**Cliff Daniels**  
Chief Strategy Officer,  
Methodist Hospital  
of Southern California

3

## 8 in 10

would prefer hospitals to have technology to monitor hand hygiene compliance:

Hand hygiene has been in the spotlight as our nation strives to decrease the spread of infection with handwashing, face masks, and social distancing. Yet, many health systems still manually monitor this critical behavior which is linked to over 1.7 million hospital-acquired infections (HAIs) annually. Hospitals that use SwipeSense's tracking technology to measure staff compliance reduce HAIs by as much as 75% in one year.

4

## 66%

want to hear from health systems about safety:

Despite their fears, consumers rated communication from hospitals as the most trusted source to inform their attitudes on patient safety. Published safety grades, like The Leapfrog Group's Safety Grades, are a close second, with 62% of consumers citing these industry metrics matter.

## WHAT DO THE RESULTS MEAN FOR THE FUTURE OF HOSPITAL SAFETY?

It is clear that consumers care more about their safety than ever before — and many will make their healthcare choices moving forward based on these serious concerns.

Recovery planning presents a unique opportunity for health system executives to address these concerns, taking immediate action to improve consumer confidence and build long-term, sustainable safety infrastructure. Healthcare consumers will continue to influence the future of hospital safety — meeting their expectations for transformation will enable health systems to successfully rebuild volume, recover financially, and set goals for growth in 2021 and beyond.

**Get in touch to schedule a 30-minute safety strategy session** with SwipeSense experts and learn how our clients are using technology to increase efficiency, prevent infections, and bring patients back in the doors.

