

accessible



informative

QUICK
REFERENCE
GUIDE

empowering

INTRODUCTION

About this guide

Review this Quick Reference Guide and keep it handy so you can refer to it whenever you have a question or need to introduce new employees to The Patient Channel.

There are four brief sections included to help you quickly and easily implement the channel as part of your overall patient education program:

- Previewing the channel
- Utilizing the channel
- Promoting the channel
- Contact us

The Patient Channel benefits

The Patient Channel benefits your staff by:

- Providing reliable and focused patient education content
- Reaching low-level literacy patients (5th - 6th grade level)
- Increasing staff productivity with patient procedures (refer to the Tools for Educators section of the web site)
- Increasing patient commitment to their treatment & recovery plan
- Delivering education direct to patient rooms & waiting room areas via satellite television

Subscription features

- Developed with input from member hospitals, the channel features content produced through the guidance of nationally known experts to provide the most current and accurate information on the topics covered
- Education topics include Cancer, Diabetes, Health & Wellness, Heart Disease & Stroke, Lung Disease, Parenting and more
- Helps staff meet regulatory requirements for patient education & care management initiatives
- Programs replay several times during each 24 hour period

Deliveries and communication

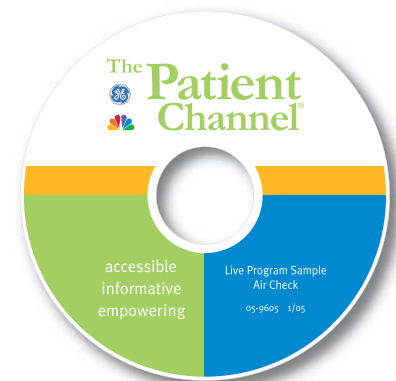
- FedEx: we will ship tools (posters/table tents, etc) direct to your facility
- eNewsletter via SmartMail: sent quarterly with reminders and links to new TV schedules, programs, surveys, and more



PREVIEWING THE CHANNEL

Air Check video

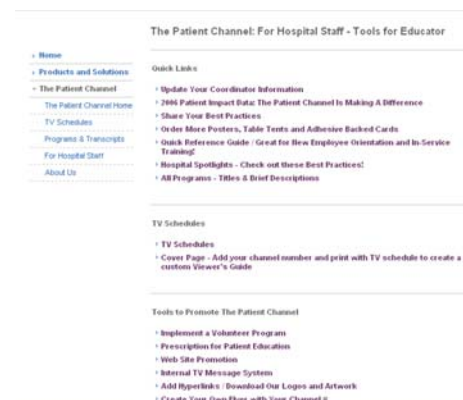
For a real-time preview of what patients will actually see on the channel, watch this 15-minute video with an uninterrupted portion of programming. The Air Check Video is on the CD sent in your toolkit.

**Web site**

The web site provides the hospital staff with information including, TV schedules, program descriptions, transcripts, and general information and news about The Patient Channel as well as tools to help utilize and promote the channel. These tools include:

- Patient impact data
- Best practices
- Access to preprinted posters, table tents, adhesive backed cards as well as collateral you can customize for your facility
- Web site promotion
- Sample press release and more

Patients can also access thepatientchannel.com when they go home to review program descriptions and transcripts as well as view live streaming video.



UTILIZING THE CHANNEL

View TV Schedules on-air

The upcoming schedule plays on The Patient Channel every 30 minutes, between programs



View and print TV Schedules online

Log on to thepatientchannel.com → Go to TV Schedules

→ Click on By Category to find options for printing a checklist for each topic area provided on the channel. Nurses or other staff can recommend or “prescribe” programs for individual patients by circling titles, dates and times on this sheet. There is also room for questions and notes.

→ Click on Day at a Glance to find options for printing daily schedules. Add a cover by printing the Cover Page for Viewer’s Guide, also available online.

→ Click on Week at a Glance to find options for printing weekly schedules. Add a cover by printing the Cover Page for Viewer’s Guide, also available online.

→ Click on Parenting Programming to print the topic specific programs. Add a cover by printing the Cover Page for Viewer’s Guide, also available online.

Schedules are updated quarterly. Sign up for our SmartMail, under For Hospital Staff on the web site, to receive a quarterly reminder.

category

Program	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Angina: When To Get Help	---	---	---	1:00am 9:00am 5:00pm	---	---	1:00am 9:00am 5:00pm
Congestive Heart Failure: Beating the Odds	11:30pm	7:30am 3:30pm	11:30pm	7:30am 3:30pm	11:30pm	7:30am 3:30pm	---
Controlling Hypertension	---	11:30pm	7:30am 3:30pm	11:30pm	7:30am 3:30pm	11:30pm	7:30am 3:30pm
Deep Vein Thrombosis: Are You At Risk?	1:00am 9:00am 5:00pm	---	1:00am 9:00am 5:00pm	---	1:00am 9:00am 5:00pm	---	---
Heart Disease: Recognizing The Risks	7:00am 3:00pm	---	---	11:00pm	7:00am 3:00pm	---	11:00pm
Heart Disease: Women At Risk	---	---	11:00pm	7:00am 3:00pm	---	11:00pm	7:00am 3:00pm
Irregular Heartbeats: Restoring the Rhythm	11:00pm	7:00am 3:00pm	---	---	---	---	---
Leg Pain: When To Act	7:30am 3:30pm	---	---	---	---	---	11:30pm
Stroke Care: Every Minute Counts	---	1:00am 9:00am 5:00pm	---	---	---	1:00am 9:00am 5:00pm	---

day

Day at a Glance

TV Schedules
Day at a Glance
By Category
New Week at a Glance

Day at a Glance (Broadcast Schedule) below you will find the broadcast schedule for a week at a glance. Please note that several programs have new titles that are more descriptive. However, the content has not changed.

*Note: If you are having any printing problems with printing the HTML version, try printing using the PDF option, as it does not require you to configure your margins.

[View HTML Printing Instructions](#)

12/18/06 - 04/01/07 Pacific Time ET/CT Print HTML

Header	Time	Program	Time	Program	Time	Program
Newborn Care	12:00am	Living with Cancer	12:00pm			
Saying Safe in the Hospital: Patient Awareness	12:30am	Osteoarthritis: Fighting Joint Pain	12:30pm			
Deep Vein Thrombosis: Are You At Risk?	1:00am	Obesity: Winning the Battle	1:00pm			
A Mother's Gift	1:30am	Healthy Mother	1:30pm			
Smoking Cessation: One Day at a Time	2:00am	Asthma: One Breath At A Time	2:00pm			
Diabetes: Prevention	2:00am	Managing Chronic Pain	2:30pm			
Preventing High Cholesterol	3:00am	Heart Disease: Recognizing The Risks	3:00pm			
Billy Blanco	3:00am	Leg Pain: When To Act	3:30pm			
Living with Cancer	4:00am	Newborn Care	4:00pm			

week

Week at a Glance

Valid 12/18/06 - 04/01/07

Choose your time zone below for a Week at a Glance Schedule formatted to fit on a single 8.5 X 11 page. This version can be printed on a color or black/white printer.

NOTE: The type size may be difficult for many patients to read especially after photocopying. Most hospital staff recommends the schedule By Category or Day at a Glance for in-hospital distribution to patients.

- Eastern (PDF)
- Central (PDF)
- Mountain (PDF)
- Pacific (PDF)

UTILIZING THE CHANNEL

View program descriptions and transcripts online

- Log on to thepatientchannel.com
- Go to Programs & Transcripts

There are three ways to search for specific programs.

• Click on All Programs for an alphabetical list of current programming.

• Click on Diseases & Conditions or Health & Wellness for programs in a particular category.

Here is a sample of the description and transcript page available for all educational programming on The Patient Channel. Transcripts are available in English and Spanish.

-THE PATIENT CHANNEL PRESENTS: DIABETES: AVOIDING COMPLICATIONS

Narrator
Robert Pluskota was diagnosed with diabetes prior to a heart surgery in 1990. At first, the retired military man didn't take the disease seriously.

Robert Pluskota, Patient
"For some unknown reason, diabetes didn't seem that dangerous - I guess that's what you could say. And I was up and down like a yo-yo and we couldn't control it for many years. If you don't watch it 24-7, it comes back to bite you."

Narrator
Robert, whose sister died of diabetes, began experiencing a number of complications, including the loss of sensation in his lower extremities - a condition known as peripheral neuropathy.

When sores began forming on his feet that wouldn't heal, Robert knew it was time to start making some changes.

Robert Pluskota, Patient
"I got scared. I said I don't want to lose that foot. No, I want my legs."

Narrator
Americans with diabetes are at risk for serious complications ranging from heart disease and kidney failure to blindness and even amputations.

Each year billions of dollars are spent in the United States on the hospitalization of patients with these diabetes-related complications.

David Armstrong, MD, Rosalind Franklin University of Medicine and Science
"Diabetes can affect your health in a multitude of ways."

Narrator
People with diabetes have an altered metabolism that results in chronically elevated levels of blood sugar known as glucose.

Normally, insulin produced by the pancreas travels through the bloodstream and attaches to special receptors on the outside of cell membranes and opens channels allowing glucose to enter.

Due to a lack of - or resistance to the action of insulin - the cells of people with diabetes do not take up glucose so it remains in the blood. This results in hunger and more caloric intake. This sets up a vicious cycle leading to even higher blood sugars and an increase in fat levels in the blood. This can clog the arteries and also blunt the body's response to insulin.

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-EL CANAL PACIENTE PRESENTA: DIABETES: EVITANDO COMPLICACIONES

Narrador
Robert Pluskota fue diagnosticado con diabetes antes de una cirugía del corazón en 1990. Al principio, el militar jubilado no tomó en serio a la enfermedad.

Robert Pluskota, Paciente
Por alguna razón desconocida, la diabetes no me pareció tan peligrosa. Supongo que se puede decir eso. Y subía y bajaba como un yo-yo y no podíamos controlarlo por muchos años. Si uno no lo controla todo el tiempo, regresará para lastimarlo.

Narrador
Robert, cuya hermana murió de diabetes, empezó a experimentar un número de complicaciones, incluyendo la pérdida de sensación en sus extremidades inferiores, una condición conocida como neuropatía periférica.

Cuando llagas empezaron a formarse en sus pies que no sanaban, Robert supo que era hora de hacer algunos cambios.

Robert Pluskota, Paciente
Me asusté. Dije: "No quiero perder ese pie. No. Quiero mis piernas".

Narrador
Los americanos con diabetes corren riesgo para complicaciones serias, desde enfermedad del corazón a falla renal a ceguera, e incluso amputaciones.

Dr. David Armstrong, Universidad de Medicina y Ciencia Rosalind Franklin
La diabetes puede afectar su salud en muchas formas.

Narrador
Personas con diabetes tienen un metabolismo alterado que resulta en crónicos niveles elevados de azúcar en la sangre, llamado glucosa.

Normalmente, insulina producida por el páncreas viaja a través del flujo sanguíneo y se aferra a receptores especiales afuera de las membranas de células y abre canales permitiendo pasar a la glucosa.

A raíz de, o resistencia a la acción de insulina, las células de personas con diabetes no aceptan glucosa, la cual queda en la sangre. Esto resulta en hambre y más entrada de calorías. Esto establece un ciclo vicioso resultando en niveles de azúcar aún más elevados y un aumento en niveles de grasa en la sangre. Esto puede bloquear las arterias y también emboratar la respuesta del cuerpo a la insulina.

Complicaciones de diabetes pueden dañar tejidos de órganos claves a través del cuerpo, incluyendo:

- El corazón y vesículas de sangre
- Riñones
- Ojos

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PROMOTING THE CHANNEL

Display pre-printed promotional tools

A sample of posters, table tents and adhesive-backed cards for both The Patient Channel as well as the topic specific Parenting Programming will be sent to your facility upon completion of installation. To order additional materials at no charge, go to thepatientchannel.com → Click on Tools for Educators → Click on Order more Posters, Table Tents and Adhesive-backed Cards.

Each of the preprinted pieces are laminated to comply with Housekeeping guidelines with an area to write in the channel # on which The Patient Channel airs in your facility.

Posters

- 2 sizes: 8.5" x 11" / 11" x 14"; fits most standard frames
- Display The Patient Channel and topic specific Parenting Programming posters in patient rooms, waiting rooms, hallways and any other area visible to patients and family members



Table tents

- Size: 4" x 5"
- Display The Patient Channel and topic specific Parenting Programming table tents on tables or counters in patient rooms, waiting rooms, nurses stations, cafeteria and any other area visible to patients and family members



Adhesive-backed cards

- Size: 4" x 5"
- Display The Patient Channel and topic specific Parenting Programming adhesive-backed card by removing the plastic strip on the back and posting on TVs, in elevators and any other area visible to patients and family members



PROMOTING THE CHANNEL

Create your own flier

Go to thepatientchannel.com → Click on Tools for Educators → Click on Create Your Own Flier

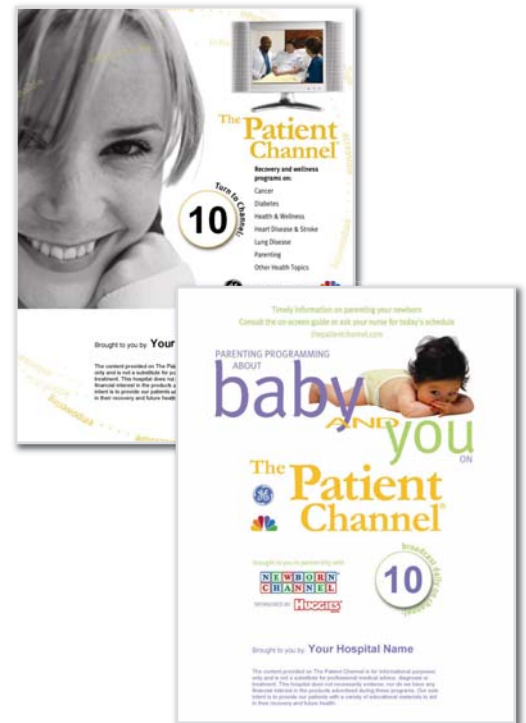
- Size: 8.5" x 11"
- Edit this Microsoft Word document by adding your hospital name and channel #
- Post this custom flier as needed

Deploy "Twice A Day" awareness campaign

- Staff promotes with TV schedules, checklists and viewing guides
- Volunteers distribute TV schedule daily to patients
- Patients and family members see promotional tools everywhere

Other ideas shared by subscribers:

- Include URL links on your patient and/or staff web sites (use the logos provided online or create your own HTML links)
- Present The Patient Channel at new employee orientation/staff meetings
- Post articles about The Patient Channel in your printed and online newsletters
- Issue a press release (use the template provided online or create your own)
- Air information and channel # for The Patient Channel on your internal TV message system
- Use The Patient Channel as the default channel on patient room and waiting areas TVs



CONTACT US

We would like to hear from you

The Patient Channel is dedicated to providing you with the most current and accurate content to help you with your patient education initiatives. We welcome any feedback you may have to make this offering even better, here is how you can participate:

- Respond to coordinator and programming surveys. All of our programming content and tools (including this guide) have been developed with input from member hospitals. Respond to these surveys and tell us what you think about our current programming content and tools and provide suggestions for new programs and tools.
- Contact us any time to provide suggestions, ask questions and tell us about best practices and tips you've implemented so that we can share with other customers. Email us at geeducation@ge.com or call toll free at 877 438 4788, Monday through Friday, 9:00 am–5:00 pm Eastern.