



## CASE STUDY: ACP DECISIONS

# Customer Success Snapshot: Munson Healthcare

### About the Customer

**Munson Healthcare**, based in Traverse City, Michigan, serves over a half million residents across 30 counties in northern Michigan. As the region's largest healthcare system, it is comprised of eight hospitals and related organizations that offer comprehensive medical services including acute, long-term, home health, palliative, and hospice care.



### Identified Need: Video Decision Aids to Enhance Serious Illness Care Discussions

**Munson Healthcare** has a team of palliative and hospice care experts – physicians, nurse practitioners, licensed master social workers, registered nurses, counselors, and others – who offer compassionate care and support to patients and their families facing any stage of a serious illness.



Román Barraza, MD, PhD

**Román Barraza, MD, PhD** is Medical Director for both Palliative Care Medicine and the Hospice Care program at Munson Healthcare. He strongly believes that education and effective communication are

foundational to helping patients and families make informed decisions about their care.

As a medical resident, **Dr. Barraza would often find himself printing out or drawing visual aids to help patients better understand their medical conditions or treatment options.**

**“I remember thinking how great it would be if there were basic educational videos we could use as patient decision aids,” he says. That’s when he discovered the ACP Decisions Video Library.**

### The Solution: ACP Decisions Video Library Platform

When Dr. Barraza became the medical director of Munson Palliative Medicine, he reached out to ACP Decisions to share details about



its video library platform with the palliative care team. **They all agreed it would serve as a valuable resource to augment their discussions with patients and families.**

*“Even during the pilot, we experienced many situations in which the videos were extraordinarily beneficial in helping patients or family members make care decisions,”* he explains. Additionally, the administrative staff appreciated how the videos prevented unwanted care, which also reduced costs.

For over three years, the palliative care team has found the videos to be *“a tremendous aid in helping us get past some perceived barrier or difficult aspect of communication,”* points out Dr. Barraza.

**“Even though patients get the exact same information from the video as they get verbally from a trained professional, the videos have a greater impact.”**

## Benefits for Patients, Families, Care Teams and Students

The palliative care team, which includes a team for inpatient consults and another for two outpatient clinics, have encountered many cases in which sharing a relevant ACP Decisions video has been beneficial by:

- ➔ **Reducing discord** and disagreement among family members regarding the care decisions for a loved one
- ➔ **Overcoming misconceptions** of palliative care, hospice, and end-of-life treatment options
- ➔ **Facilitating shared decision-making** when verbal communication is a challenge
- ➔ **Educating medical students, residents, and clinician colleagues** on the evidence around the success rates and outcomes of CPR
- ➔ **Promoting consistent, evidence-based messaging** around serious illness care and end-of-life care





## Two Key Results

According to Dr. Barraza, the palliative care team has experienced two significant positive outcomes from using the ACP Decisions Video Library:



### Streamlined goals-of-care conversations:

“The videos mitigate some of the natural skepticism patients have when discussing complex topics – such as hospice care, code status, advance directives, or a feeding tube – with an unfamiliar clinician.”



### Easier first clinic encounters

“Every patient who is referred to palliative care services receives a New Patient Clinic Packet, which includes access to view the ACP Decisions Palliative Care video. Patients gain a better understanding of what to expect and clinicians are alleviated from the burden, for lack of a better word, of explaining the concept of palliative care.”

## About ACP Decisions

**ACP Decisions is a mission-driven healthcare technology nonprofit that provides evidence-based video decision aids through an easy-to-access platform that help patients and their families make informed decisions about serious illness and end-of-life care.** Our video library platform also supports health systems, hospitals, provider organizations, and insurers in their efforts to improve the quality of end-of-life care while reducing its associated costs.

Over ten years of research shows patients make better-informed decisions after viewing a relevant ACP Decisions video, because they see procedures and interventions with their own eyes and can thoughtfully review video content at their own pace.

Contact us at [info@acpdecisions.org](mailto:info@acpdecisions.org) to learn how to get started at your organization!

