

HealthStream™

# Important Advances and Innovations in Resuscitation in U.S. Healthcare



OCTOBER 28, 2021



# LUTHER CALE

Vice President, Resuscitation  
HealthStream



# DR. DAVID MARKENSON

Chief Medical Officer  
American Red Cross Training Services

HealthStream™

# COMPETITION



HealthStream™

# INNOVATION



HealthStream™

# LOWER PRICES



HealthStream™

SAVE MORE LIVES





# Opportunities for Improvement

[ 26% ]

The same in-hospital  
survival rate for 20+ years

[ 42% ]

Discrepancy in survival rates  
between similar hospitals

[ +5% ]

Annual increase  
in costs





**\$399**



**\$349**



**-\$100**

# A Smarter, More Flexible Way to Deliver High-Quality Resuscitation



**American Red Cross**  
Training Services

**HealthStream**<sup>™</sup>

# World Class, Integrated Partner Network

## At the Lowest Available Prices in the Nation



EBSCO



AMERICAN  
ASSOCIATION  
of CRITICAL-CARE  
NURSES



NAHQ  
National Association for Healthcare Quality

THE S.T.A.B.L.E.  
Program



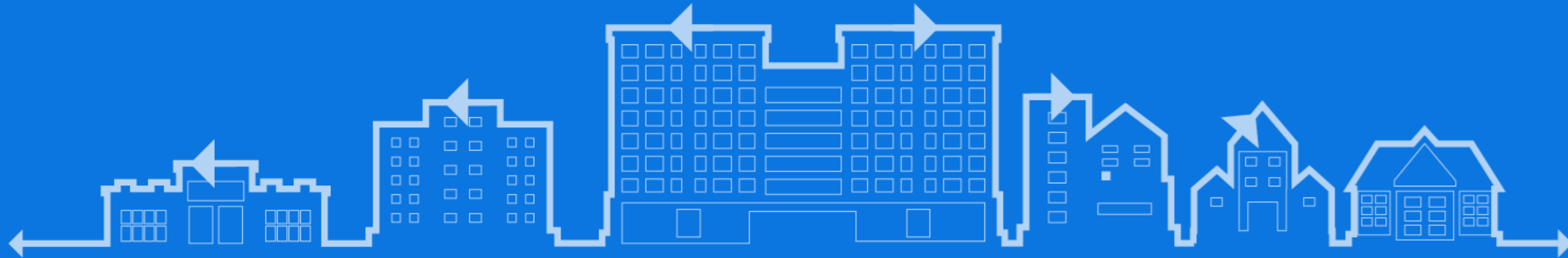
WILL ▶



PsychHub

echelon

# Across the Continuum of Care



AMBULATORY CARE & SURGERY | OUTPATIENT SERVICES | EMERGENCY SERVICES | ACUTE CARE | SKILLED NURSING & LONG-TERM CARE | COMMUNITY & ASSISTED LIVING | HOME HEALTH & HOSPICE | BEHAVIORAL HEALTH



# Together, With Our Community in Healthcare

**5m**  
HEALTHCARE WORKERS

**70%**  
US HEALTH SYSTEMS

**31**  
YEARS IN BUSINESS

**HealthStream**<sup>™</sup>



Photo by Eric Laignel



# American Red Cross Resuscitation Suite™

## Adaptive

Reduce seat time through personalized learning plans

## Flexible

Choose your preferred skills practice interval by student group

## Easy

Improved tools for leaders and managers to achieve compliance



# Meets VA Requirements

## Online

Available 24/7 with VA-approved environments

## Objective Measurement

Of life saving skills and knowledge

## Assessment and Feedback

For critical life saving skills and knowledge

## Subscription-Based

Available on-demand, all the time for all subscribed populations

## High-Frequency, Low Dose Training

To enhance retention and increase competence and confidence

## Address CPR Skills Degradation

Addresses degradation of CPR skills after initial training has occurred

# Meets VA Requirements

**Department of Veterans Affairs  
Veterans Health Administration  
Washington, DC 20420**

**VHA DIRECTIVE 1177  
Transmittal Sheet  
January 4, 2021**

## **CARDIOPULMONARY RESUSCITATION**

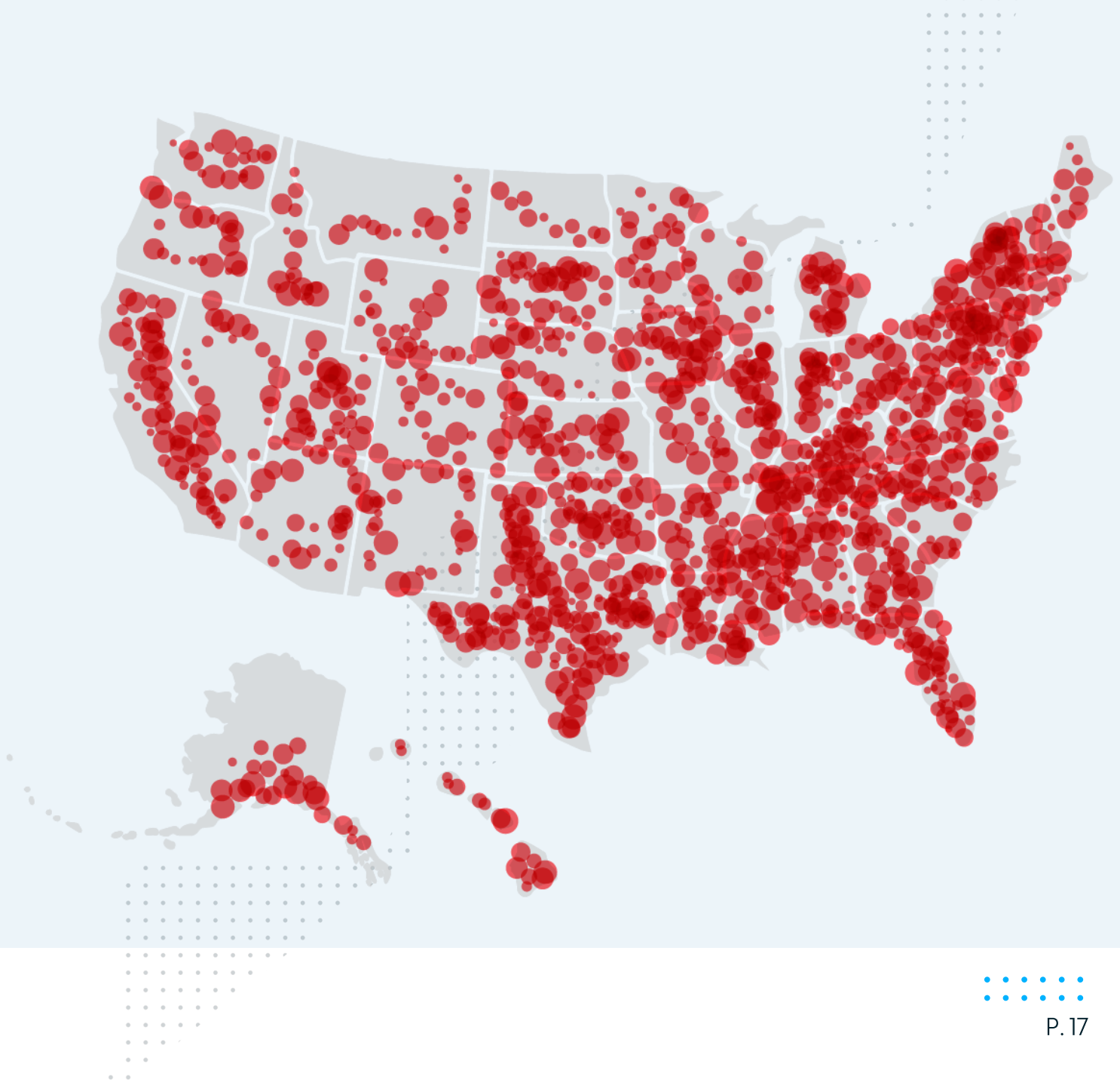
**1. REASON FOR ISSUE:** This Veterans Health Administration (VHA) directive maintains policy to optimize patient safety within the Department of Veterans Affairs (VA) health care system. This ensures that VHA has emergency response capability to manage cardiac arrests on VHA property. This includes access to appropriate resuscitation equipment and appropriately trained responders.

**2. SUMMARY OF MAJOR CHANGES:** Major changes include:

- a. Removal of references to vendor-specific certification standards within VA or the Department of Defense (DoD).
- b. Clarification of which personnel require Basic Life Support (BLS) and Advanced Cardiac Life Support (ACLS) training (see paragraph 6).



**More than 5,000**  
U.S. Healthcare  
Facilities  
Have Embraced The  
Smarter, More  
Flexible Choice









## 2018: Landmark military health care transformation by DHA

Impressive results from AHA to Red Cross Training Solutions

**2.2M**

2020 COST  
SAVINGS



**593K**

MAN HOURS  
SAVED



**224K**

INSTRUCTORS &  
STUDENTS TRAINED



- **275,000** Employees
  - **185** Hospitals
  - **2,000** Sites of Care
  - **20** States
- 
- **2019** Adopted the smarter, more flexible resuscitation program from HealthStream and the American Red Cross
  - **\$3.5M** Savings so far from switching to HealthStream + American Red Cross



# American Red Cross Resuscitation Suite™

## 2020 Brandon Hall Excellence In Technology Award Winner

2020 Silver Medal – Best Advance in Gaming or Simulation Technology

2020 Gold Medal – Best Advance in Learning Management Technology







# DR. DAVID MARKENSON

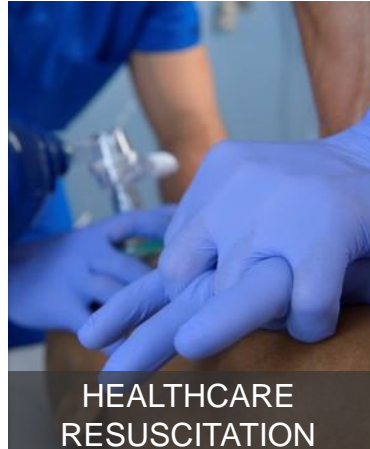
Chief Medical Officer  
American Red Cross Training Services

# American Red Cross Training Services

A century of lifesaving knowledge and expertise



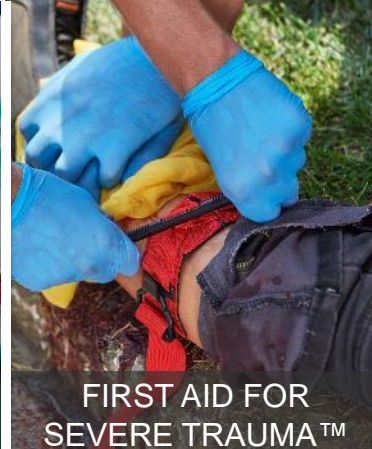
FIRST AID /  
CPR / AED



HEALTHCARE  
RESUSCITATION



EMERGENCY  
MEDICAL RESPONSE



FIRST AID FOR  
SEVERE TRAUMA™



RESPONDING TO  
EMERGENCIES



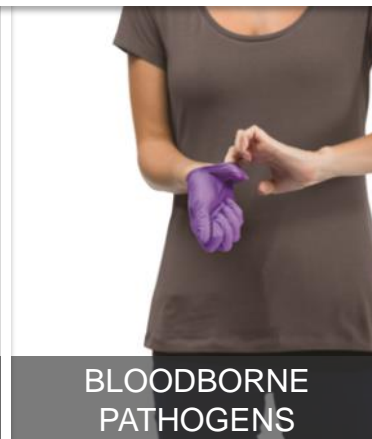
NURSE ASSISTANT  
TRAINING



LIFEGUARDING /  
WATER SAFETY



OPIOID  
OVERDOSE



BLOODBORNE  
PATHOGENS



TRAINING  
SUPPLIES



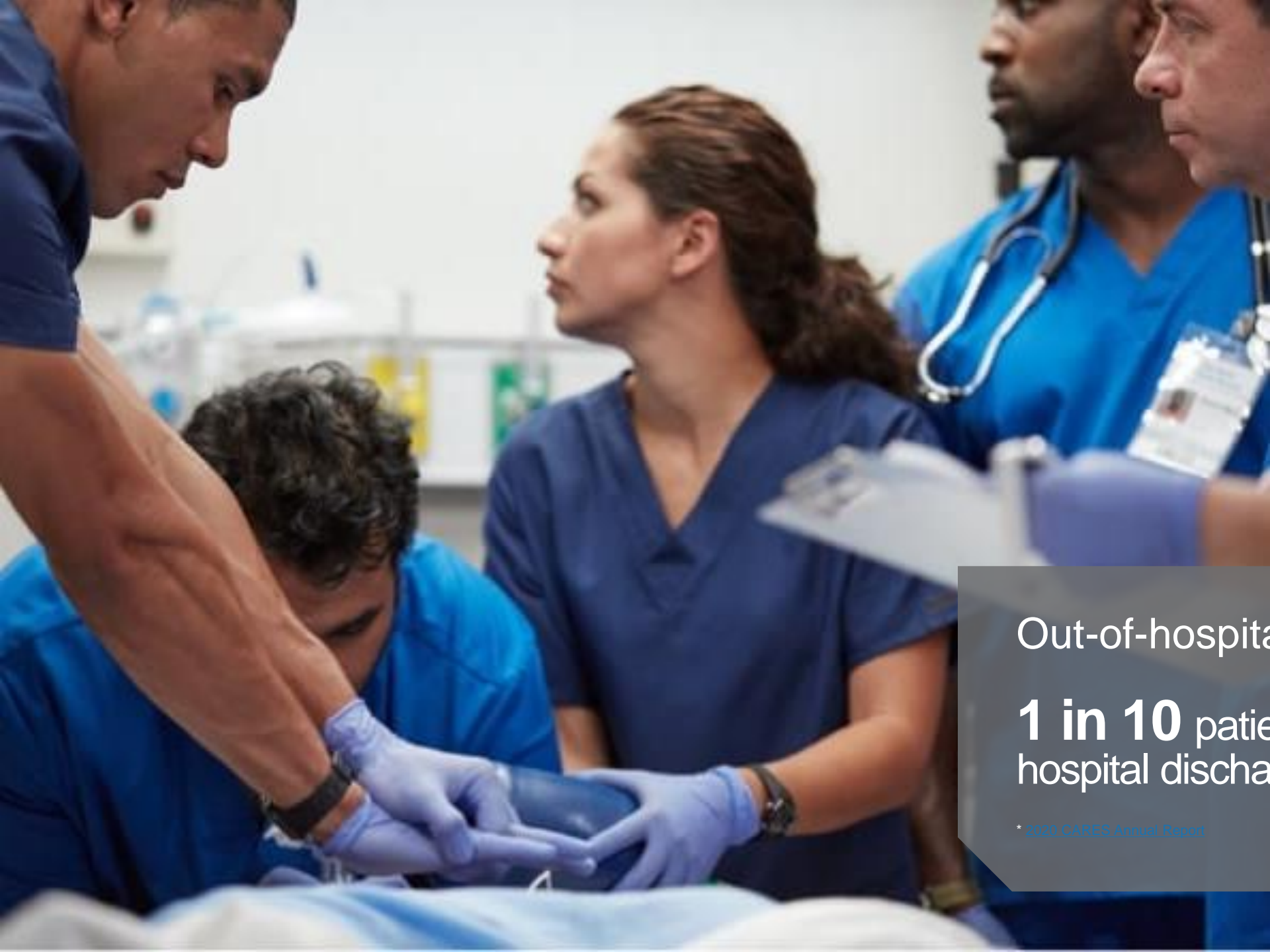




## The American Red Cross Resuscitation Suite™



**American Red Cross**  
Training Services




Out-of-hospital cardiac arrest

**1 in 10** patients survives to  
hospital discharge\*

\* 2020 CARES Annual Report



A photograph of two medical professionals in a clinical setting. On the left, a woman in blue scrubs, a blue surgical cap, and a blue face mask is holding a clear plastic reservoir connected to a tube. On the right, a man in purple scrubs, a blue surgical cap, and a blue face mask is using a yellow and black medical device on a patient lying on a table. The patient is covered with a blue drape. The background shows medical equipment and a clean clinical environment.

Our Focus?  
Advancing **resuscitation**  
**education** so you are  
**better prepared**

# Red Cross Resuscitation Suite™

Better Training for Better Outcomes

Science-based curriculum | Innovative course design

Tailored educational experience that helps save lives



**American Red Cross**  
Training Services



# Dedicated Scientific Advisory Council

**50+ experts**

of nationally recognized medical, scientific, aquatics, and academic experts from across the country



**Scientific review**

of evidence and guidance from:



Scientific Advisory Council



**American Red Cross**  
Training Services

# Red Cross Resuscitation Suite

The trusted choice of professionals



Meets or exceeds competency verification, education, credentialing and privileging requirements

**120+**

HOSPITAL  
SYSTEMS

**CAPCE**

APPROVED

**50 EMS**

STATE APPROVED  
AGENCIES

**NREMT**

ACCEPTED



# Landmark Military Healthcare Transformation by DHA



Since 2018: impressive results from AHA to Red Cross Training Solutions requirements

**2.2M**

2020 COST  
SAVINGS

**593K**

MAN HOURS  
SAVED

**224K**

PERSONNEL  
TRAINED

**93%**

RATE TRAINING  
AS OUTSTANDING

# Train to a Higher Standard

Evidence-based curriculum built upon proven science and extensive clinical experience

Cornerstone of Red Cross science-based training:

ILCOR  
CoSTR

Unique curriculum goes beyond cardiac focus

Rigorous evidence-based peer review from the Red Cross SAC

Course content incorporates a broad spectrum of scientific recommendations





# Unmatched Science

Setting the standard of excellence in resuscitation education

American Academy of Pediatrics (AAP)

American College of Emergency Physicians (ACEP)

American College of Obstetrics and Gynecology  
(ACOG)

American College of Surgeons (ACS)

American Heart Association Emergency Cardiovascular  
Care (AHA ECC)

Committee on Tactical Combat Casualty Care  
(CoTCCC)

Consensus on Science with Treatment  
Recommendations (CoSTR)

International Liaison Committee on Resuscitation  
(ILCOR)

Obstetric Life Support (OBLS)

Society of Critical Care Medicine (SCCM) and the  
American Surviving Sepsis Campaign (SSC)

The International Federation of Red Cross and Red  
Crescent Societies (IFRC)



# Transforming the Learning Experience

Innovative course design increases student knowledge, mastery and retention

First provider of adaptive, personalized resuscitation learning

Advanced eLearning technologies combined with interval based training reduce seat time and improve competency

Student knowledge and retention enhanced with:

- Realistic scenarios
- Immersive courseware
- Flexible learning models based on skill
- Specialty focused content



# Improve Outcomes

Hands-on scenarios improve readiness, decision-making skills and outcomes

Real healthcare providers providing realistic training in real healthcare settings

Curriculum focused on the “why” to reinforce critical thinking, decision-making and team concepts ensuring quality care

Mastery-based team response scenarios improve leadership skills

Hands-on experience with instructor-led and instructor-less manikin technology provides real-time, objective skill feedback



# Simplify Operations

More efficient course design and administration saves time and money

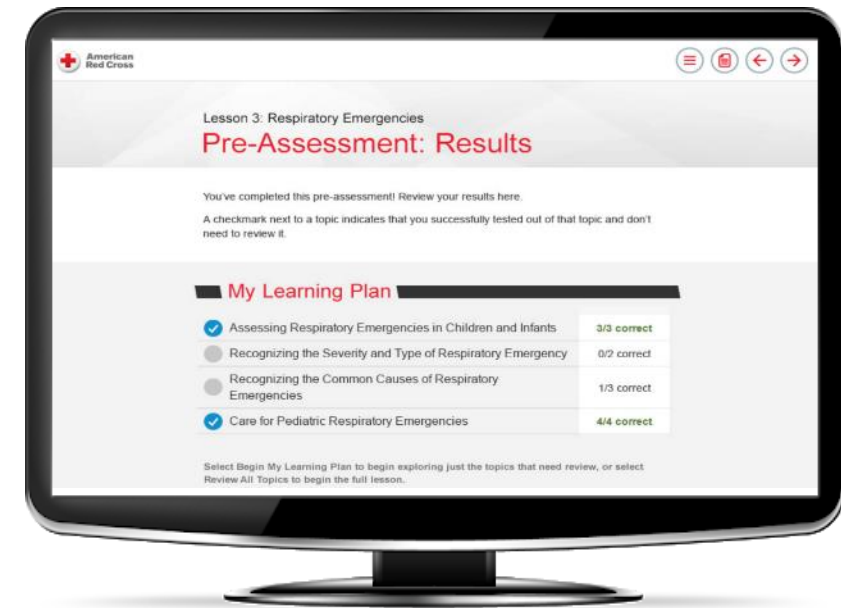
Streamlined business model reduces administration burdens

Tailored classes reduce seat time

Simplified course administration and certification

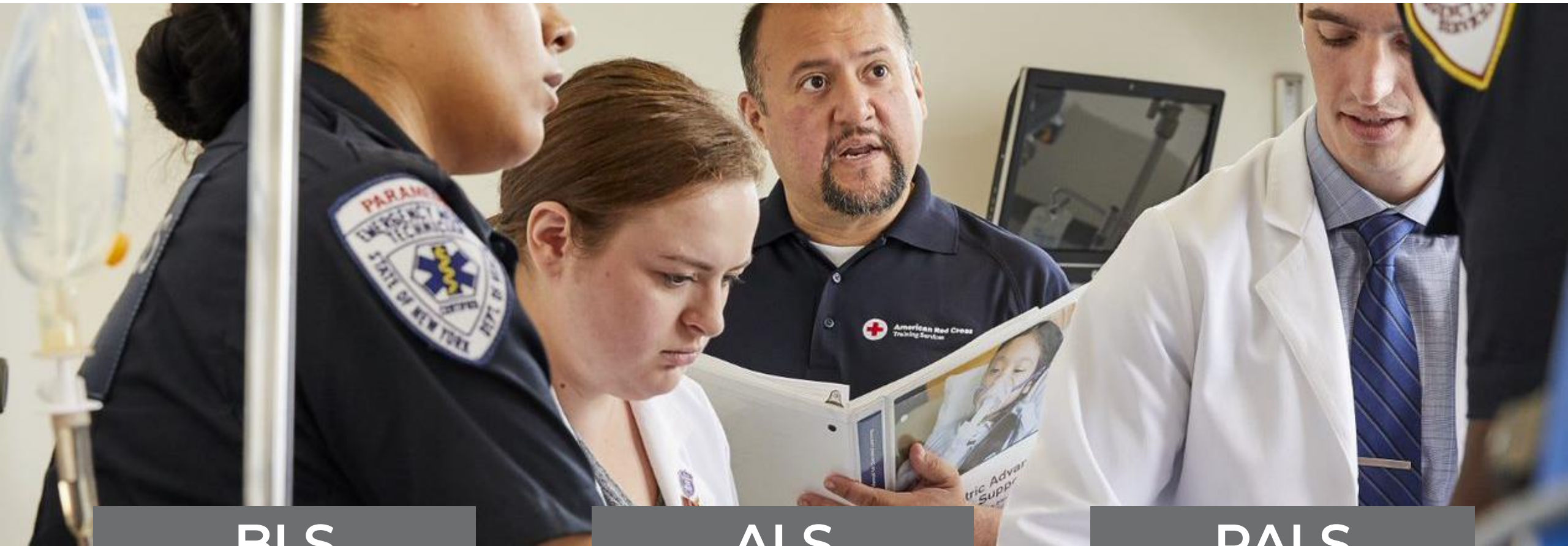
Dedicated, real-time account support

Customized delivery models designed to fit your needs and budget





# Comprehensive Life-saving Training



## BLS

Learn the skills necessary to respond to breathing and cardiac emergencies in adult, child and infant patients

## ALS

Learn advanced life support assessment and how to best manage respiratory emergencies, and ACLS protocols for acute arrhythmias, cardiac arrest, acute coronary syndromes and acute stroke

## PALS

Learn to assess, recognize and provide care to pediatric patients experiencing life-threatening medical emergencies, shock, cardiac, respiratory events and how to provide care after the ROSC

# Tailor Training To Your Needs



Blended Learning

Instructor-led

Review / Challenge

Online-only



Online learning taken  
anywhere/anytime  
followed by skills session



Entire course taught  
by an experienced  
instructor



Shorter course to  
renew certification or  
demonstrate skills  
competency



Learning and  
development courses  
- no certification



# Let's work together to deliver lifesaving training

Proceeds from Red Cross  
training supports the lifesaving  
mission of the Red Cross,  
including disaster relief, blood  
collection and the Service to the  
Armed Forces Program



Thanks!







# LUTHER CALE

Vice President, Resuscitation  
HealthStream

# Practicing More Shouldn't Cost More.

They are taking more control over their programs and choosing their own intervals with **HealthStream's Interval Dial**.

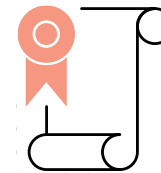




# Better Tools for their Managers.

Managers will now have access to [HealthStream's Outstanding Resuscitation Widget](#) via MyTeam with one click to action.

## NOW INCLUDED!



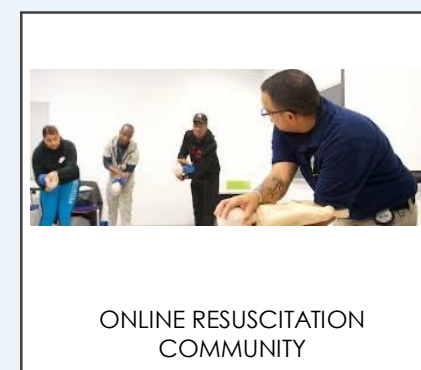
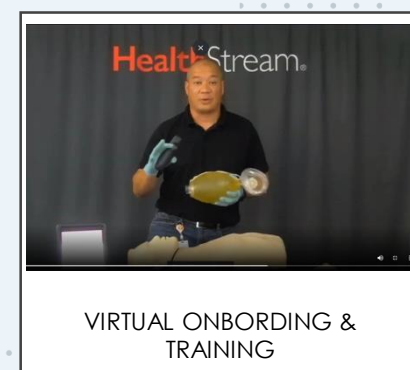
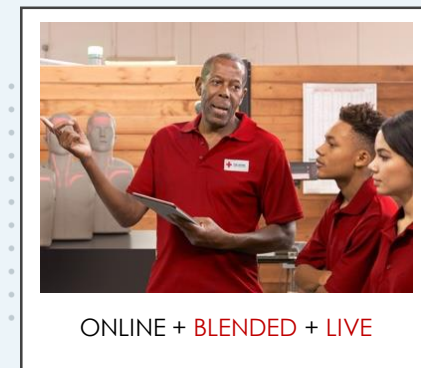
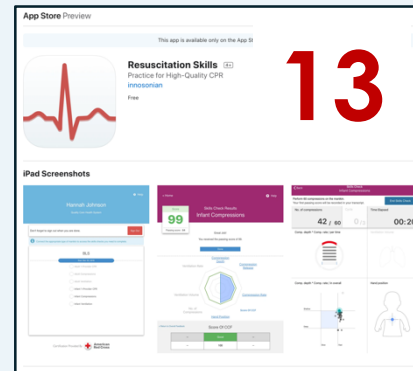
Gamify Certification Status at the Department level

# Better Tools for their Enterprise Leaders.

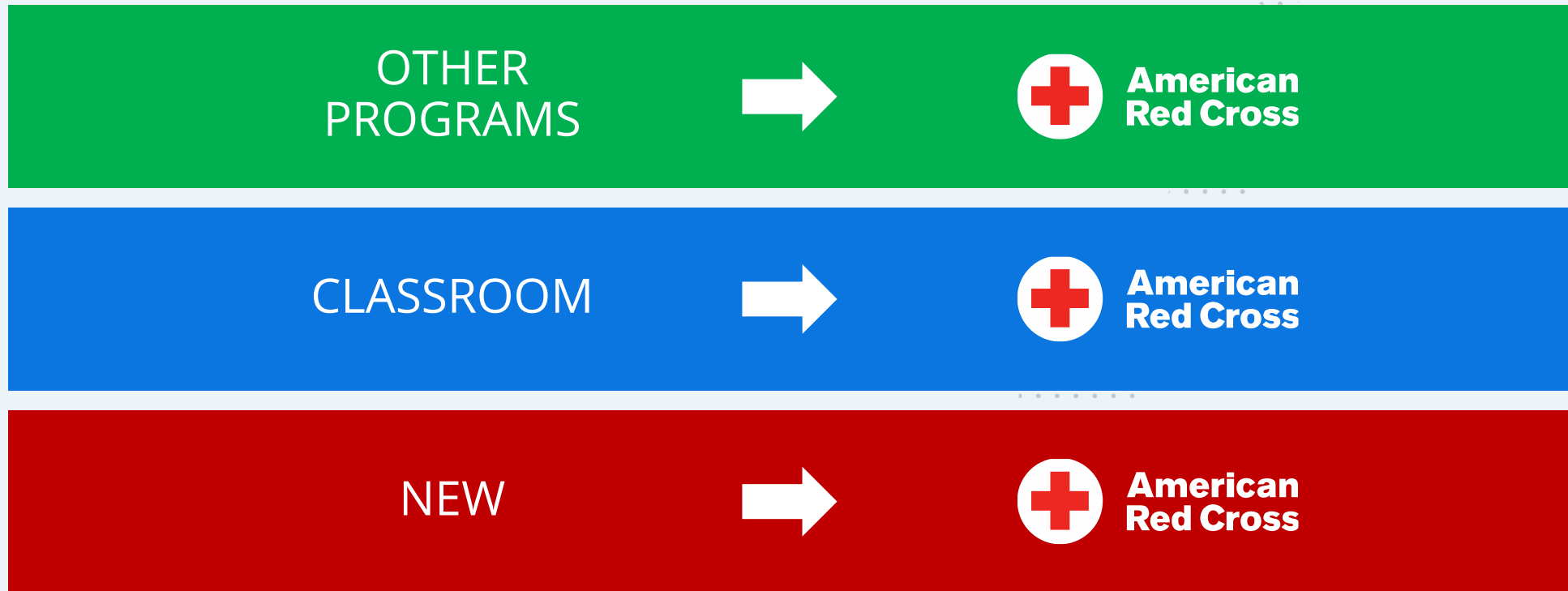
- **New!** Comparative Benchmarks and ROI information
- Keep track of all resuscitation certifications in one centralized hub.
- Quickly email those who are overdue or expiring soon.



# The Program Has Evolved



# Healthcare Organizations Are Adopting These Important Innovations



# Healthcare Leaders Strongly Endorse the Program

“At Ardent hospitals, we set and achieve aggressive quality standards of care. We believe this is the best educational option available to further train our healthcare workforce on resuscitation competency.”



**Laurie S Bigham, RN, FACHE**

Chief Nursing Officer & Vice President  
Ardent Health Services

“Exceptional adaptive learning methodology and new manikin technology with more effective visual feedback.”



**Lynn T. Simon, M.D.**

Chief Medical Officer, CHS

“The Red Cross program allows for a quantifiable assessment of performance to a standard that can be replicated across the organization. We now have an accurate, measurable way of assessing performance to improve CPR effectiveness.”



**Russell Smith**

Sim Education Manager, Cedar



## Healthcare Learners Strongly Endorse the Program

“It was very comprehensive and informative. The hands-on skills process flowed smoothly. The BEST CPR recertification program I have ever had (in 43 years as an RN).”

“I believe the program was much easier to understand and left me feeling significantly more confident in using these skills than that of other programs I have previously completed.”

“This was the first time actual real-time feedback was available which was completely eye opening! It made me realize that my technique needed some tweaking. I totally recommend this for everyone!”

# HealthStream's provides best-in-industry technology and success resources.



## Expert Coaching

RN Resuscitation  
Engagement Specialists  
provide onsite and web-  
based coaching to help  
your program succeed



## Implementation Specialist

Specialized guidance  
through the set-up  
process to start you on  
the right foot



## Online Community of Practice

Become a Red Cross  
instructor, find resources,  
and share in the  
discussion



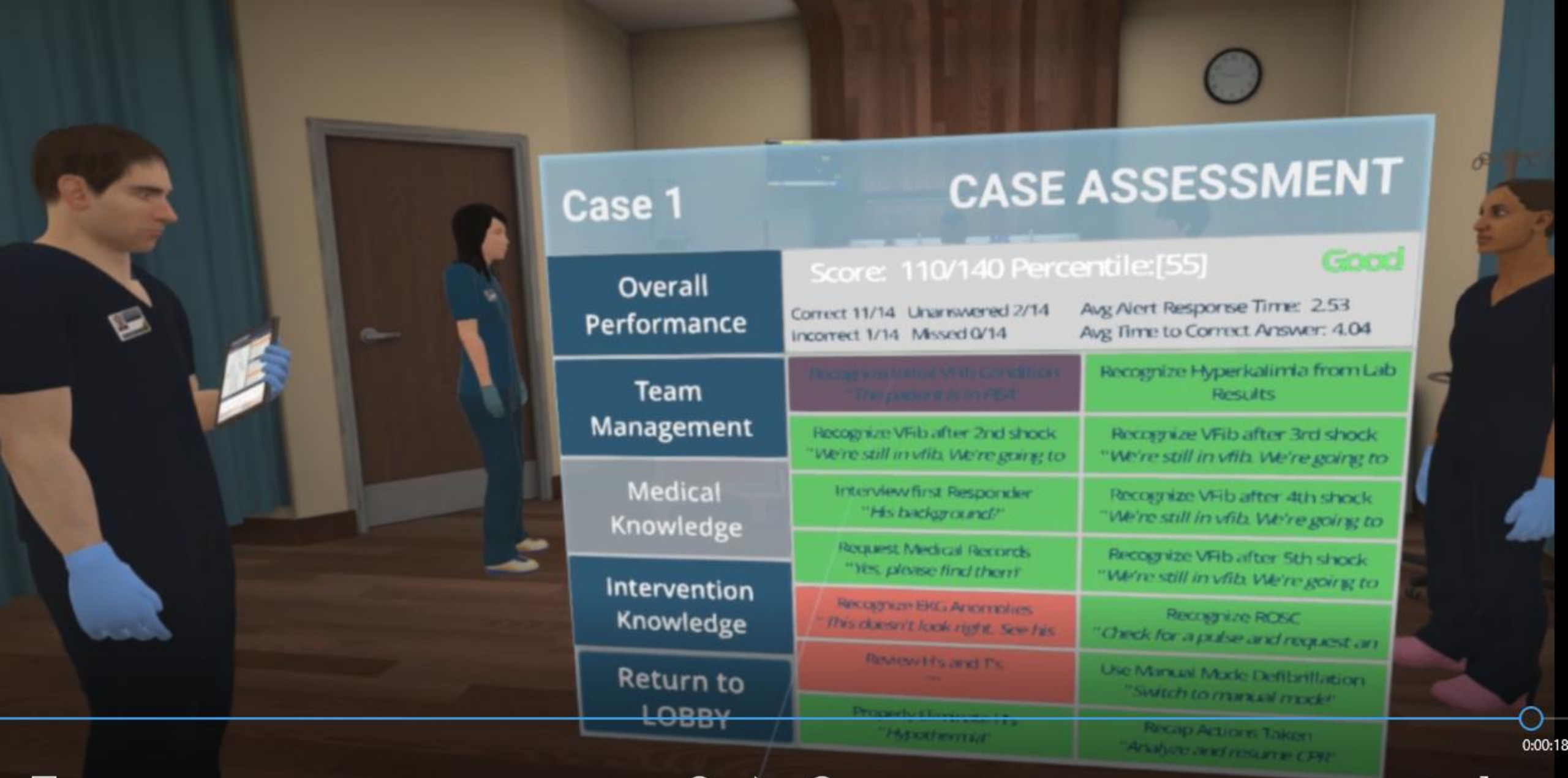
## Weekly Webinars

Weekly topics with  
expert Q&A help keep  
you at the cutting edge  
of best practice

800.521.0574

# Team Leader Virtual Reality





## Case 1

# CASE ASSESSMENT

### Overall Performance

Score: 110/140 Percentile:[55]

Good

Correct 11/14 Unanswered 2/14  
Incorrect 1/14 Missed 0/14

Avg Alert Response Time: 2.53  
Avg Time to Correct Answer: 4.04

### Team Management

Recognize Initial Vfib Condition  
"The patient is in PEA"

Recognize Hyperkalemia from Lab Results

Recognize VFib after 2nd shock  
"We're still in vfib. We're going to

Recognize VFib after 3rd shock  
"We're still in vfib. We're going to

### Medical Knowledge

Interview first Responder  
"His background?"

Recognize VFib after 4th shock  
"We're still in vfib. We're going to

Request Medical Records  
"Yes, please find them"

Recognize VFib after 5th shock  
"We're still in vfib. We're going to

### Intervention Knowledge

Recognize EKG Anomalies  
"This doesn't look right. See his

Recognize ROSC  
"Check for a pulse and request an

Review Hs and Ps  
...

Use Manual Mode Defibrillation  
"Switch to manual mode"

### Return to LOBBY

Properly Electrocute Pts  
"Hypothermia"

Recap Actions Taken  
"Analyze and resume CPR"



# Role-Based Scenarios

## ROLE I Team Leader



## ROLE II Airway



## ROLE III Medication



## ROLE IV Compression

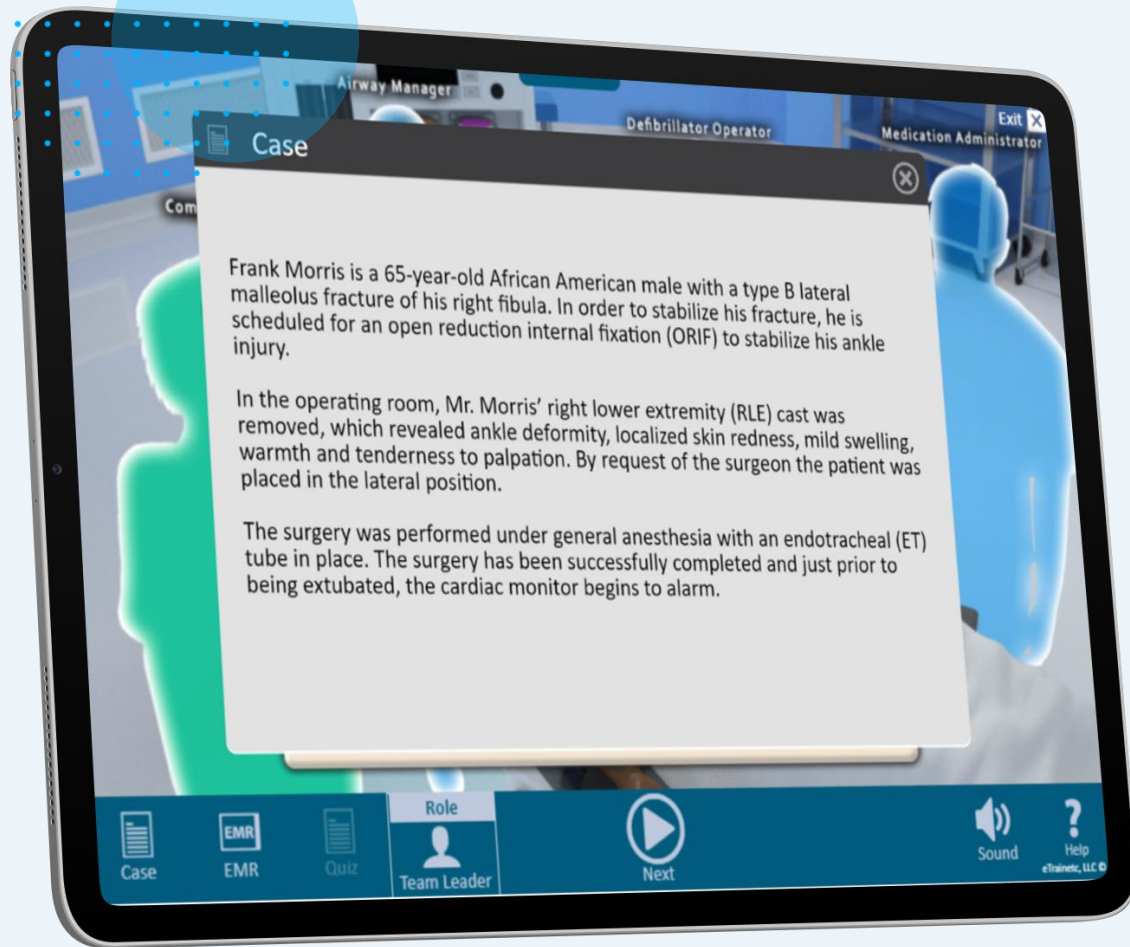


## ROLE V Defibrillation

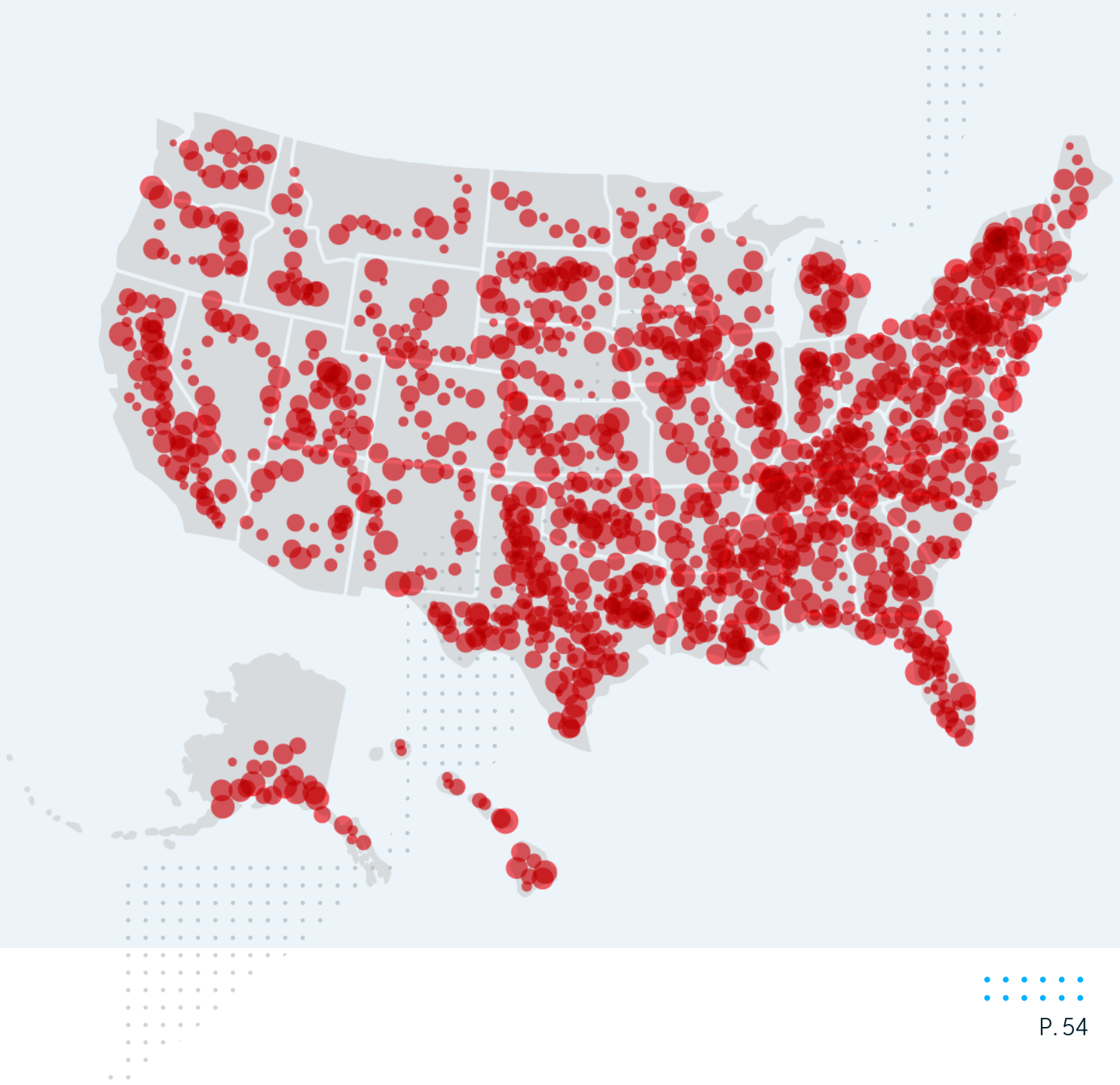




# Specialty-Focused Micro Simulations



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U.S. Healthcare  
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Have Embraced The  
Smarter, More  
Flexible Choice







# A Smarter, More Flexible Way to Deliver High-Quality Resuscitation



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HealthStream™

# QUESTIONS?

