Emergency Department Service Standards:
A Best Practices Approach

Length: 1.5 hours

Target Audience: Chief Nursing Officer/Chief Medical Officers, Chief Operating Officers/VPs of Ambulatory Services, Chief Financial Officers

Description: The Emergency Department is considered the “Front Door” to the hospital. Hospital executives recognize that in many cases the majority of hospital admissions come in directly through the ED.

The hospital C-Suite realizes that they are two primary ways to increase hospital admissions through the ED. The first is to either build out or renovate the current ED, which in many cases creates the “if we build it they will come scenario,” and the second is to repack the ED through consistent and effective marketing initiatives focusing on clinical care, patient satisfaction and state-of-the-art technology.

Over the past several years, there has been a significant push by hospitals across the country to promote emergency department service standards, with the objective of attracting new patients, retaining current patients and positioning the hospital in a favorable light to the community.

Before a hospital embarks on an emergency department service standard it is imperative that they recognize the comprehensive house-wide approach that is required in order to provide, sustain and reap the benefits of an emergency department service standard.

Focusing on a variety of emergency department types (suburban hospital ED; satellite ED and urban hospital ED) this presentation will address various approaches with respect to ED service standards. This presentation will address the operational requirements, the impact on patient safety, required resource allocation, physical plant requirements and marketing requirements necessary for the successful implementation of emergency department service standards across a variety of hospitals, in addition to addressing the commitment required by the C-suite and respective departments for long-term sustainability and success.

Faculty: Moderator plus two to three panelists.

The moderator should be a senior healthcare executive, or seasoned healthcare consultant, with extensive ED service line experience. The moderator should be well versed in ED operations across a wide variety of
hospital emergency departments, actively engaged in ED planning, expansion, resource allocation, patient safety, patient satisfaction and hospital finance.

Panelists could be other hospital and healthcare leaders, such as VPs of hospital ambulatory services lines which include the ED, Chief Nursing Officers, hospital CEOs or COOs who have a comprehensive understanding on the clinical, financial and operational requirements implementing an ED service standard, ED-specific medical leaders (e.g. ED Chairman and ED Nurse Manager) who have experience with regards to the impact of an ED service standard with respect to staff allocation, patient safety, patient satisfaction and the operational requirements necessary for other departments (e.g. Radiology) to adhere to in order to achieve both long and short term success. Additionally, they can provide a real world, best practices approach to addressing increased ED volume, high quality clinical care and patient satisfaction.

**Topics for Discussion:**

- Various Models of Successful ED Service Standards
- ED Operations
- Patient Safety
- ED Resource Allocation (Staffing, Space, Equipment, Bed Size)
- Achieving Departmental Buy In
- Community Outreach/Marketing

**Questions for Discussion:**

1. Please describe the planning process used in the development of your ED service standard?
2. What components are required to be in place in order to successfully develop an emergency department service standard?
3. Please describe the types of intake/triage models which was adopted in order to support efficient patient flow?
4. Please describe the role of hospital administration in supporting/sponsoring an ED service standard?
5. What other departments need to be involved with the effort?
6. Please describe the benefits that both your ED and hospital achieved with the implementation of an ED service standard?
7. Describe the pre and post implementation marketing and planning efforts required to effectively promote this initiative to the public?

**Materials for Distribution:**

- The PowerPoint on “Emergency Department Service Standards: A Best Practices Approach”
Additional Resources:

Thomas A. Mayer, MD, FACEP, Kirk Jensen, MD, FACEP “Hardwiring Flow.” Fire Starter Publishing