

Nurse Staff Huddle

System Standardization

Hospital Rebrand

Case Study

Standardizing Excellence at Scale.

A Custom VisiCare™ Communication Solution

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VAT Tier 1 Daily Readiness					
Date	Mission Status		Situational Awareness		
Lead VAT SN			IV 3	IV 1	IV 2
Pending POCs	AM	AM	AM	AM	AM
Pending Midlines	PM	PM	PM	PM	PM
Issue Details		Escalate		Success	
S Safety					
M Methods					
E Equipment					
S Supplies					
S Staffing					
Announcements					



PATIENT ROOM



► Executive Summary

Following a system-wide rebrand, a leading acute care hospital needed its in-room patient communication to reflect a refreshed identity while closing communication gaps between patients, families, and care teams. Partnering with VisiCare™, the hospital implemented custom-branded Glass and White Board Communication Dry Erase Boards to standardized nurse huddle and patient protocols across the facility.

The Result: a cohesive, brand-aligned patient experience and a steady HCAHPS improvement trend, with scores climbing from the low-70% range in 2023 to the mid-70% range by 2026.

The hospital is a leading acute care facility in Atlanta, recognized for its excellence in cardiology, cardiac surgery, and patient-centered care. As part of a large regional health system — Georgia's largest academically based, clinically integrated network, with 11 hospitals and more than 3,800 physicians — the facility operates within an organization that has long prioritized quality, safety, and innovation.

That commitment extends to VisiCare™, which has partnered with the health system since 2013, growing from a single-site deployment of VisiCare™ White Boards into a system-wide standard of more than 8,000 custom communication boards across multiple facilities.

Starting a new year, the health system unveiled a refreshed brand identity — introducing a new tagline, "The frontline of care, the forefront of discovery," and a signature color, innovative green, alongside its longstanding blue and white. As the system's chief marketing officer explained: "This brand evolution is about clearly and confidently expressing who we are today — and where we are going. It reflects the extraordinary care our teams provide every day, our leadership as an academic health system and our responsibility to continue advancing medicine and improving lives for the communities we serve."

THE CHALLENGE

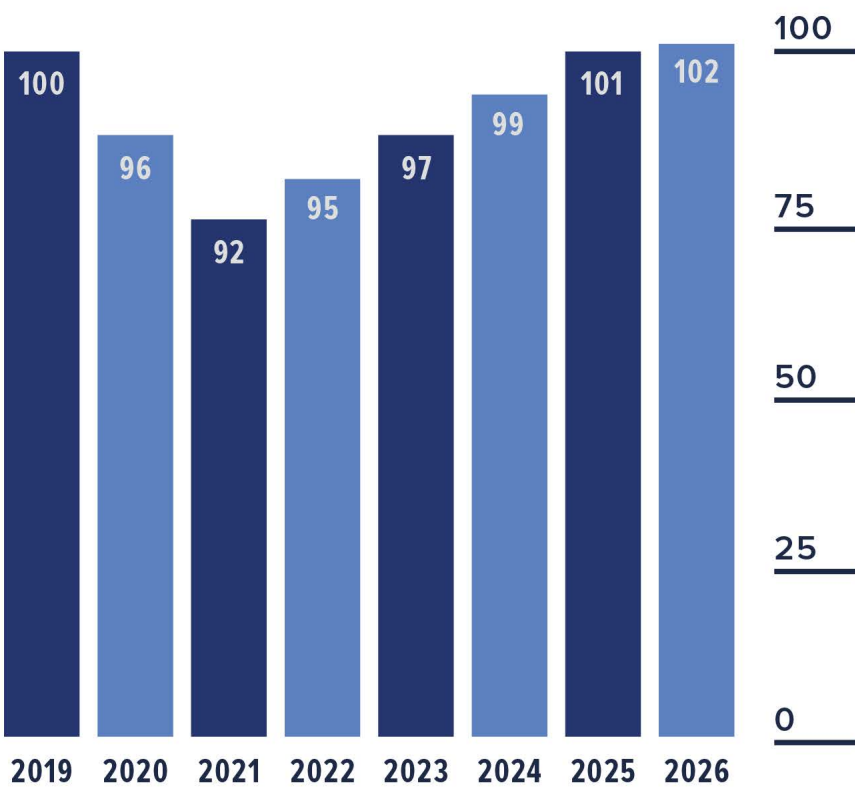
As the health system introduced an updated brand identity with a new tagline and expanded color palette to reflect its strengths, academic leadership, and future direction, the facility needed to evolve as well. For hospital leadership, that meant going beyond logos and signage. Patient communication boards—seen by every patient and family member during a stay—were inconsistent and outdated, creating a disconnect in how care information was delivered. Leadership also saw an opportunity to improve communication-related HCAHPS domains, which had only gradually recovered after the pandemic.

THE SOLUTION

The hospital partnered with Christine McAtee, President and CEO of VisiCare™, to implement custom VisiCare™ Glass Communication Boards tailored to the hospital's updated brand identity. The engagement included:

- **Brand alignment:** Custom branded graphics developed by VisiCare's in-house art team reflected the health system's refreshed identity, including its new innovative green palette.
- **Board standardization:** Standardized layouts used the Hybrid Profile style, most recently including the 36" x 36" Huddle Board at a key facility.
- **Workflow consistency:** Nurse staff huddle system standardization aligned how care teams shared patient goals, schedules, and bedside updates across the facility.

The boards kept essential information—care team details, daily schedules, patient goals, and discharge updates—visible and current, reducing uncertainty for patients and families while supporting key HCAHPS communication domains such as nurse communication, staff responsiveness, and discharge information.



YEAR-BY-YEAR S COMPOSITE SCORE SUMMARY



HUDDLE ROOM

EMORY SAINT JOSEPH'S HOSPITAL

Room # Phone Date OCT 4
684-582-6241

Preferred Name JORGE Language SPANISH

My Care Team		Caregiver Contacts	
MD	DR. YELANTS	1	RENEE 281-465-0040
RN	EVALINE	2	
PT/OT/SLP	DRUSILLA	Patient and Caregiver Communication	
Tech	WYRS	MED SIDE EFFECTS	
CM	OLIVE		
CNSC	ALBERT		
Charge RN	SID		

Patient Mobility		Activity Tracker	
☐ Chair Position in Bed	Date	Time	Notes
☐ Up to Chair/ Commode	10/4	12:01	WALK
☒ Walk			
Device / Assistance Level			

Please Call! Don't Fall!

1 2 3 4 5 6 7 8 9 10

Pain Goal 2

Today's Goals / Plan of Care

WALK X 3

Diet

Type FOOD AND DRINK

Frequency

Time

Blood Sugar

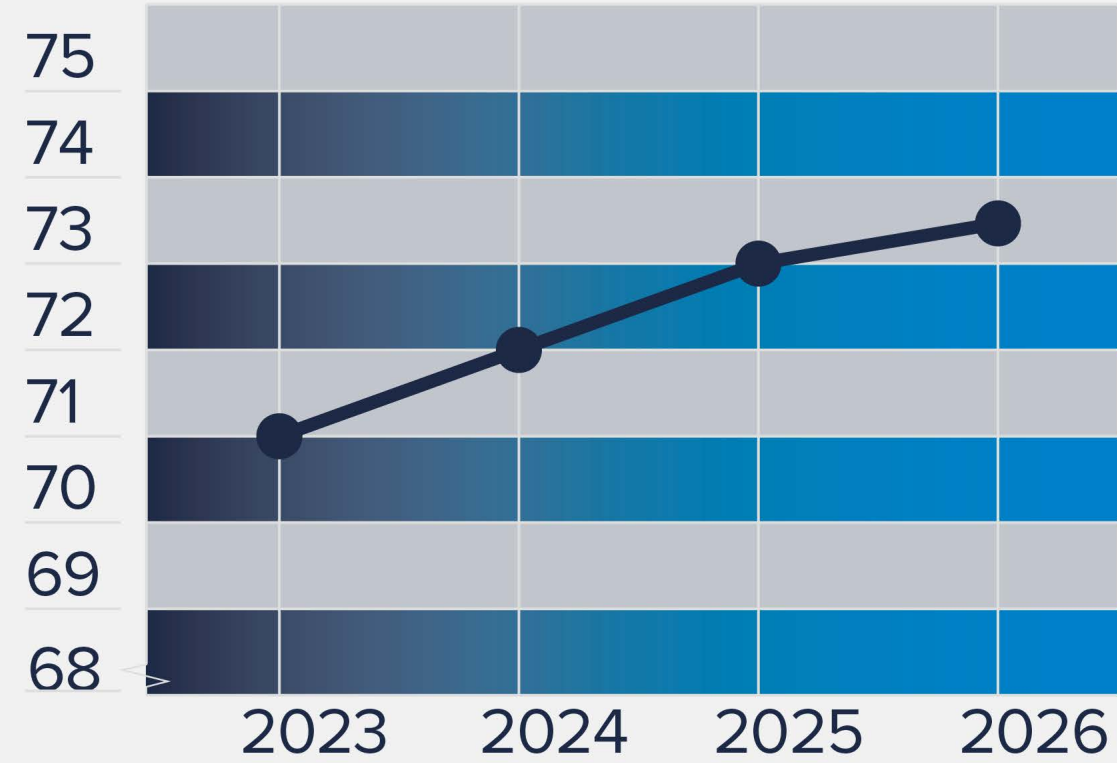
Anticipated Transfer Date OCT 6

► THE RESULTS

The initiative delivered measurable, sustained improvement:

- **HCAHPS improvement:** Scores rose from the low-70% range in 2023 to the mid-70% range by 2026, with the biggest gains in nurse and physician communication and discharge information.
- **System performance:** The broader health system maintained a steady upward trajectory, reaching a composite index score of 102 in 2026, up from 100 in 2019.
- **Patient experience:** The boards created a more cohesive patient experience that reflected the new brand and supported more consistent communication between patients and care teams.

As the system's chief marketing officer noted, the brand evolution was designed to reflect "the extraordinary care our teams provide every day" — and the standardized, brand-aligned communication boards gave that promise a tangible presence at every bedside and nurse huddle.



EMORY SAINT JOSEPH'S HOSPITAL HCAHPS TREND (2023-2026)



By pairing a system-wide brand evolution with standardized, purpose-built communication tools, the hospital demonstrated that a refreshed identity can extend meaningfully into the patient experience — not just in appearance, but in outcomes. The stable, upward HCAHPS trend from 2023 to 2026 reflects the tangible impact of clearer, more consistent bedside communication.

This project builds on more than a decade of collaboration between VisiCare™ and the health system, and it sets a benchmark for how academic health systems can align operational excellence with brand transformation. As the health system continues to expand its footprint across Georgia, VisiCare™ remains committed to supporting that growth with scalable, compliant, and brand-aligned communication solutions.

Ready to see how standardized communication boards can support your hospital's HCAHPS goals? Select VisiCare™ Glass Communication Boards at [VisiCare.com](https://visicare.com).

EMORY

HEALTHCARE

Project	Atlanta Based Hospital
Industry	Healthcare
Year	2026