

Med-Revu

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the same thing as the practices Med-Revu offers to hospitals and health care providers, who contract to have their nursing staffs taught patient engagement techniques and leadership acumen by Prince's organization.

"It's about helping health care professionals improve their patient engagement," he said. "The convention in health care is to tell patients what to do, but that doesn't work. Patients need guidance to self-realize a motivating reason to make a lifestyle change or do something that will take better care of their health, such as take medicine as prescribed. That's what we teach nurses to provide. Our approach and methods have directly led to a reduction in hospital readmission rates, which is a directive of the Affordable Care Act."

The idea is that health care organizations contract with Med-Revu to provide solutions and training in patient engagement for their nursing staffs and to develop patient-friendly, customized communication tools. The company also has been approved by the New Jersey State Nurses Association to provide six contact hours of nursing continuing education on the topic.

Prince said he might be seeking some educators with hands-on nursing experience as Med-Revu expands its NJSNA-approved educational offerings to nurses.

"We look for people who know how to teach and facilitate in addition to having that direct-to-patient care experience," he said. "We have a cadre of people as resources and associates who help develop the instruction."

As the program offerings expand, "I might possibly be looking for someone, on a part-time basis, with nursing education experience. We interview the person, not the résumé," he said. "I'm not just looking for command of nursing practices, but also how to teach those practices and apply them to patients."

Med-Revu began in 1998 with a mission to improve medical communications. The company assists health care providers in turning patients into satisfied customers as exemplified by their work in boosting patient experience scores, Prince said.

"But just because a person is an experienced nurse or health care professional doesn't mean that person will be well-suited to the training Med-Revu employs," he said. Finding the right combination of experience and teaching skills is not always simple.

"If someone is a really good baseball player, that doesn't mean they're going to be a good coach every time," Prince said.

"Our primary customer is nursing leadership, because nurses have more touch points with the patient than any other health care professional," Prince said. "We teach communication skills like active listening, framing a conversation, the teach-back method and health literacy and coaching, which lead to tangible improvements in patient care."

For more information on opportunities with Med-Revu Inc. and its continuing nurse education (CE) programs starting in January, call (973) 324-5336 or visit med-revu.com.