

Franciscan St. Elizabeth's use of Breeza® from Beekley Medical Increases Patient Satisfaction and Imaging Throughput

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While patient satisfaction is the prime focus at any successful imaging center, unpleasant-tasting oral contrast and the negative implications it can cause are well-known detractors. To overcome that, Franciscan St. Elizabeth Health – Lafayette East in Lafayette, IN, took a bold step forward and began mixing specially formulated Breeza® flavored beverage with oral iodinated contrast. The results appear to have been dramatic. Presented here is the hospital's experience over the past three years using Breeza compared with prior oral contrast studies.

About St. Elizabeth Health

Founded in 1976, Franciscan St. Elizabeth Health has remained true to its mission: to compassionately and expertly care for all who pass through its doors. The Lafayette East facility stands as a unique, state-of-the-art hospital designed for the future and equipped to deliver clinical excellence in a caring environment. Since it opened in 2010 it has served as Franciscan St. Elizabeth Health's primary center for surgery, cardiac care, and women's services.



Franciscan St. Elizabeth Health, Lafayette East in Lafayette, IN



Goals with Breeza®: Improve Taste and Reduce Time to Study

Franciscan St. Elizabeth began mixing Breeza, a tropical fruit-flavored, sugar-free beverage, with oral iodinated contrast.

There were several goals from the outset of using Breeza: to improve taste, help eliminate nausea, help speed patient ingestion of oral contrast, reduce time-to-study, and permit optimal visualization of anatomy within the shortest amount of time. Breeza helped enable staff to achieve each goal.

“The worst thing you can do is scan a patient, have an inadequate study, and have to return and rescan the patient because he or she needed to drink more contrast or the contrast hadn't had time to circulate throughout the GI tract,” said Robert Mehl, M.D., Medical Director, Lafayette Radiology. “If a patient is more willing to drink oral contrast because it tastes good or doesn't cause nausea, then we will get a better study.”

Greater Patient Compliance

Before Breeza was used, patients often dreaded drinking oral contrast, and therefore dreaded coming in for imaging exams. Contrast tasted bad, sometimes caused nausea, and often slowed the overall imaging process.

“With our old product, patients procrastinated due to the taste,” said Pamela Crowell, a radiology technologist. “It tasted bad and patients took forever to finish it. With Breeza, patients drink it right down and there are no complaints.”

Stephanie McCarty, a regular imaging patient at Franciscan St. Elizabeth, is a testament to that. Someone who once feared her next scan due to the taste of oral contrast, she is now a willing patient. “I’m not dreading the next scan because I know I’m not going to sit in the waiting room for 90 minutes half drinking something that tastes bad and upsets my stomach,” she said.

The staff also was delighted. Unlike other makeshift products that require mixing and measuring, which can result in product waste and added time, Breeza comes in

an under-filled 16-ounce bottle to accommodate mixing it with oral contrast. The bottle includes patient information, helping facilities to be JCAHO compliant.

Increased Throughput Justified Investment

While staff and patients alike are pleased, so, too, are administrators. Breeza has increased throughput by one patient per day, resulting in increased revenue and further justifying the investment in Breeza.

“ Breeza has allowed us to scan one more patient a day, and because of that revenues have increased and the cost becomes easily justifiable to my CFO. ”
said Carlos Vasquez, Division Director, Radiology Services.

“Breeza has improved patient satisfaction, allowed us to increase our capacity, and eliminated many woeful processes, such as mixing contrast,” Carlos added. “Now, my technologists just focus on doing what they do best: caring for their patients and getting good images.”

Franciscan St. Elizabeth Health’s overall experience using Breeza was unique to the Lafayette East facility, and results may vary depending upon the individual hospital using the product.

To learn more about Franciscan St. Elizabeth Health’s experience with Breeza, visit www.beekley.com to watch their video testimonial.
