

# MCN Healthcare Case Study:

## *Poplar Bluff Regional Medical Center*



### About Poplar Bluff

Poplar Bluff Regional Medical Center, part of Health Management Associates, serves southeastern Missouri with general and acute care services. The hospital's offerings range from cardiology and pediatrics to home care and maternity services. It also has centers devoted to such areas as cancer care, pain management, and rehabilitation. The two-campus hospital has about 425 beds.

### In their Words

*“With Policy Manager, MCN Healthcare has provided us a policy management system that’s light years ahead of what we had previously.”*

**Brenda Bell**  
Poplar Bluff Regional Medical Center

### The Challenge

Poplar Bluff Regional Medical Center initiated its search for a policy management solution in early 2010. As a growing community hospital, Poplar Bluff department managers and executives were increasingly challenged to efficiently update and create policy and procedure documents. Without a centralized system for managing policies, review and approval processes varied greatly among the more than 20 line-of-care departments at Poplar Bluff.

“While documents were circulated electronically, some reviewers preferred to print and edit them manually,” said Brenda Bell, Assistant to the CNO for Poplar Bluff. “This part-paper, part-electronic workflow presented numerous version control problems and often resulted in policy reviews lasting several weeks.”

Document access was another area Poplar Bluff hoped to address with their new system. Without a centralized, facility-wide location for storing and organizing policy documents, simply locating the correct version of a policy could be a time-consuming challenge in some departments.

“The volume of policies was growing, and the time available to review and approve them was shrinking,” said Bell. “Even one extra hour spent locating one policy became more than we could afford.”





## Solution

In March 2010, Poplar Bluff selected Policy Manager from MCN Healthcare to streamline their policy management activities. Policy Manager is a robust document control and workflow management software solution that simplifies and automates policy access, review and approval throughout a healthcare organization. Developed by MCN's experienced staff of clinical and IT professionals, Policy Manager is designed to meet the specific needs of the healthcare industry.

"With Policy Manager, MCN Healthcare has provided us a policy management system that's light years ahead of what we had previously," said Bell. "Every part of the process, from locating policies to tracking them through approval and beyond, can now be done faster and more accurately than before."

MCN's healthcare regulatory compliance expertise and additional policy development resources were also important factors for Poplar Bluff. As the hospital identified policies that were outdated or required extensive revisions, they had access to the MCN Policy Library, which includes more than 18,000 customizable, up-to-date policy and procedure documents. This online resource provided Poplar Bluff instant access to compliance-ready policy content.

"With policies in multiple formats and stages of readiness and quality, it was so nice to simply access the MCN Policy Library to find exactly what we needed," said Bell. "And their customer service is unbeatable; they have walked us through the entire process of overhauling and converting our entire policy domain."

## Results

Poplar Bluff has been using Policy Manager for more than two years, and now manages more than 400 policies, procedures and forms for 25 departments with a single, Web-based solution.

But Poplar Bluff has gone a step further by leveraging that efficiency to create a more collaborative policy development process. Policy Manager enables customizable review groups and workflow tasks. As a Web-based solution, staff can review policies assigned to them any time, from any computer with an Internet connection.

"Our approval process now involves representatives from every department that will be affected by a particular policy," said Bell. "The system automatically alerts the right staff members by email when it's their turn to review a policy. MCN has made collaboration so much easier, which has allowed us to develop more accurate policy documents much faster than we ever could before."

*“ With MCN’s Policy Manager, department leaders and staff are saving significant time whenever a policy is accessed, updated, reviewed and approved.*

Brenda Bell  
Poplar Bluff Regional Medical Center