DRIVING GROWTH AND CULTURAL TRANSFORMATION
THROUGH EXECUTIVE DEVELOPMENT

ACTIVATING INNOVATION: TRANSITION TO VIRTUAL NURSING CARE

Topic Area: Healthcare Innovation & Digital Transformation

Client Industry: Healthcare

EMORY GOIZUETA BUSINESS SCHOOL | Emory Executive Education

The Challenge

The client sought to reimagine the delivery of nursing care by integrating virtual nursing with in-hospital care, ensuring high-value nursing activities were optimized for both efficiency and patient experience.

The Approach

Using **Design Thinking**, the initiative focused on:

- **Defining and designing** the virtual nursing care model, including workflows and communication strategies.
- **Informing technology platform requirements** to enhance the user and patient experience.
- **Developing a pilot and scalable approach** to integrate virtual nursing across the hospital system.

The Outcome

- **Successful pilot implementation** of virtual nursing care.
- **Scalable model** to expand virtual nursing system-wide.

Key Questions

- How can we develop and implement a **scalable** virtual nursing care model across the healthcare system?
- How do we leverage **Design Thinking** to create effective processes, communication strategies, and technology solutions?