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FOR IMMEDIATE RELEASE

St. James Mercy Hospital Launches Patient Education Channels

December 30, 2013...Hornell, NY...St. James Mercy Hospital (SJMH) announced that The Patient Channel and Newborn Channel are now available in patient rooms and online to the public.

Funded by St. James Mercy Foundation, these 24-hour patient education TV channels provide free network-quality programming. The goals are to educate patients and their families to increase their awareness of medical and health issues, encourage informed communication with medical providers, and promote a sense of empowerment during the times when accurate information is most needed.

Programming on The Patient Channel covers a wide range of topics including asthma, cancer, diabetes, heart disease, high blood pressure, smoking cessation, health/wellness and other topics. Programming on The Newborn Channel includes breastfeeding, child safety, baby and mom wellness, child development and more. New programs are added throughout the year.

“St. James Mercy Foundation proudly supported this initiative to help patients and their families take a more active role in their own care,” said Sylvia Bryant, foundation executive director.

“Programming includes real patients and doctors who share their stories to help others understand not just the ‘what’ and ‘why’ of a health issue, but also ‘how’ they can positively deal with it.”

Content on The Patient and Newborn Channels is controlled by independent advisory boards consisting of experts in medicine, patient care, education and ethics, whose objective is to ensure the accuracy and appropriateness of programming. They review all content prior to airing and identify new opportunities for topics that are contemporary and of high interest to the general public.

“The Patient Channel and Newborn Channel increase access to education 24/7, whether online or in patient rooms,” said DeNae Gibson, Nurse Manager of Women’s Services. “The outcome is that our nursing staff is able to recommend quality, up-to-date educational programming for patients in their time of need. The programming is also available online to the community.”

Access to The Patient Channel is on TV channel 7 in SJMH patient rooms or by visiting www.ThePatientChannelNow.com, and entering the passcode 06802. The Newborn Channel is on TV channel 46 in patient rooms or by visiting www.thenewbornchannelnow.com, and entering the password 06802.

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