

Four Keys To Successfully Build Your Sleep Center Tech Stack

An introductory guide to successfully
implementing software solutions in
private and public sleep centers



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Introduction

Over the past year, many sleep centers have leveraged the decrease of in-lab testing volume to research new technologies that streamline processes in their clinics. From evaluating tools to help facilitate telemedicine, to looking at software to simplify patient intake and patient engagement, to launching new or optimizing existing programs like HSAT or Sleep Navigation, innovation is evident across the board.

Many of the technologies sleep centers implemented during the pandemic were done so out of necessity to adjust to this new environment for providing healthcare. However, some labs were also using the down time to look at and implement tools and solutions that would help grow their business post-pandemic, when sleep testing volumes would be back on the rise.

In our recent webinar, [How to Successfully Build Your Sleep Center Tech Stack](#), we spoke with three EnsoData customers about their experience implementing EnsoSleep in their sleep centers and what they learned from the process.

From the conversation, we identified four keys to consider when adding new technology to your business: **identifying timing, getting staff and/or management buy-in, managing the implementation, and measuring success.**



How to Successfully Build Your Sleep Center Tech Stack



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1. Identify Timing

How to know when the time is right to add new technology to your sleep center

It could be argued that the best time to invest in new technology is the day you find a technology that can improve the care and services you offer your patient population. Why wait to take your sleep center productivity to the next level with solutions that can enhance patient experiences and optimize your workflow?

However it's important to make sure an implementation doesn't overlap with other new initiatives. Tandem workflows with other software updates or new equipment, or even during other sweeping changes that are happening in your clinic can lead to a rocky implementation.

In addition to considering how new technology will improve your clinic's services and make your sleep center more efficient, it's critical to take into account how a new tool will affect staff. You don't want to overwhelm or stress out your team by asking them to take on too much at once.

Then, consider the stability of your current staff. Are there upcoming vacations or life events that will require staff to be out of the office for a significant amount of time? Are you in the process of hiring new employees? Does your team have capacity to take on the additional work and time involved with bringing a new tool into their daily workflow? Understanding how these types of events will affect the process is important to know up front, as that helps both sides lay the groundwork for a successful implementation of new technology.

Whether staff is ready or not, the next key to success is regarding the importance of adequately communicating the benefits of the change, and getting your team excited to embrace the update to your process.

2. Earn Buy-In

How to get staff and/or management on board when adding new technology

Once you've decided to add technology to your clinic, the next step is convincing management and staff that a solution is necessary. Start by making a list of pros and cons. Including potential obstacles will not only help solidify your resolve, but can prepare you to more effectively communicate the short and long term benefits new technology will provide your sleep center.

Gaining buy-in will be even easier if you've done your due diligence and have data to support making the change. Do you know how much time your staff spends on specific activities and how each task translates to ROI? How else can staff grow revenue? Identify how the new technology will create more time for improving patient outcomes, then provide that information to staff.

Employees might initially fear technology will replace them, when in reality, it supports them. Reinforce trust in your team by demonstrating their importance, while explaining how roles will evolve up front. Some work will remain constant, but in many cases, you will need to outline the new opportunities for your staff.

Instead of being replaced by the new tool, technology will allow staff to focus more on patient facing activities, like managing CPAP fittings and education sessions, building a sleep navigation program, or growing testing volume. Time might be spent building a referral base with drop-in visits, marketing your sleep center services in local social media and in-person groups, or working on center accreditation, individual credentialing, and continued staff education. This all translates into direct benefits for your clinic. Proper communication on what the direct implications are for your staff, as well as reassuring them of what their responsibilities will be in the future, will go a long way in getting buy-in and creating enthusiasm about the new process.

3. Manage the Implementation

How to manage the implementation of new technology

It's imperative to set expectations and identify measurable goals for both staff and management in order to properly manage the implementation process. Lay out the timelines from the start of this process, to when staff will use the new solution or tool in your live environment.

Set up check-ins with your team and the solution provider throughout the implementation timeline, including tasks to be completed at each step of the implementation and who is responsible for each task.

Gathering honest feedback from staff throughout the implementation process is critical. Make sure concerns or obstacles are addressed internally with your team, and externally with your solution providers as soon as they arise. It's also helpful to write down specific issues and provide corresponding examples to address during check in calls.

Don't be afraid to ask questions of your solution provider during the implementation. They want to make your adoption of the new solution an enjoyable and successful experience as well.

Remember to be patient and recognize that making changes to process and learning new technology is not always easy. Stay optimistic, encourage your team, and remind everyone of the benefits you'll realize in your clinic when you achieve your goals.

4. Measure and Celebrate Success

How to measure the success of bringing in new technology

Start with the end in mind. Make sure you lay out specific goals before bringing on new technology and then measure and report on your success.

Is your goal to standardize scoring across your night techs? Make sure you monitor scoring variability before and after implementing the technology. Do you want to free up time for day techs so they can help prevent no-shows or provide patient education? Do you want your sleep lab manager to focus on increasing physician referrals?

Again, measure how much time is dedicated to these activities before bringing on the new solution as well as the eventual results post-implementation. Did you add more physicians to your referral network? Is your no-show rate declining? Is your HSAT program growing? Are patients more compliant?

Finally, celebrate with your team! Learning and implementing new technology is not always easy and it may stretch your team to step outside their comfort zone. Reward your team for their dedication to the project with a team lunch or team-building outing and give recognition for their efforts with executive management.

Staying informed on new technology and evaluating how technology adoption can improve your business is critical to providing the best services for your patients and growing your business. Don't let the challenge of implementing new technology deter you from improving your sleep center, instead consider it an opportunity to bring your team closer together as you work towards achieving the goals of your sleep center.

Take the Next Step

Watch our on-demand webinar to hear advice and guidance from three EnsoData customers on their experience implementing EnsoSleep AI-assisted sleep test scoring. Or, if you'd like to set up a demo of EnsoSleep with our sales team, [simply click here](#).

Watch the On-Demand Webinar

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