



Patient Education Videos

Informed Consent ROI

The Holvan Group's patient education videos are a simple and effective way to increase the efficiency of your radiology practice. The videos help patients better understand their procedures and will save time¹.

Studies have shown that a high-quality informed consent conversation with a patient can take nearly 18 minutes³. While physicians and advanced practice providers are utilizing precious time consenting patients, the angiography suite goes unused, costing money. The use of Holvan patient education videos reduce the time required for informed consent while improving quality of care. Physicians surveyed by Holvan say that the videos save an average of 10 minutes per procedure. This time savings will reduce staff time (overtime) and/or allow for more cases to be done in less time.

A study completed in 2006 by the Department of Radiology at Dartmouth-Hitchcock Medical Center found that the hourly rate for operating one angiography suite was \$690 per hour⁴. In 2013, the University of Arkansas published a median hourly cost of \$763 to operate one angiography suite². Accommodating for inflation, the current hourly rate to operate one angiography suite is \$890 per hour.



ROI Analysis

IR Suite cost per hour	\$890
Cases per day	6
Minutes saved per case	10
Minutes saved per day	60
IR Suite hours per day	8
IR Suite hours saved per day	1
Savings per day	\$890
Working days per year	252
Suite hours saved per year	252
Savings per year	\$224,280
Annual investment in Holvan	\$12,000
Return on Investment	1769%

Additional Benefits

Malpractice Risk Reduction

Holvan videos have already saved several clients from potential malpractice lawsuits.

Improved Patient Satisfaction

97% of patients felt prepared for their procedure after watching the videos, prior to speaking with the physician. SVRMC Survey

Staff Education

Holvan videos can be used to educate non-IR staff on procedures

Uniform Messaging

Each patient receives the same information no matter the day, provider or facility.

References

- Jonathan Martin, Haris Shekhani, et al. Quality Improvement Project to Increase Patients' Knowledge About Their Impending Procedures During the Consent Process. JACR. 2018;4:652-653
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