

How CaringBridge Assists Hospitals with Patient and Family Centered Care



“I knew that I wanted and needed the support and prayers from our family and friends.”

*Chiloé Kottke,
CaringBridge User,
Breast Cancer Survivor,
Emergency Room Nurse*

What is CaringBridge?

CaringBridge helps people going through health-related challenges stay connected with friends and loved ones by providing a secure, ad-free place to post updates and give and receive encouragement.

Hospitals across the country are offering CaringBridge to preserve critical personal connections between hospitalized patients and their loved ones, as well as those vulnerable patient populations and family caregivers physically distancing from their personal support communities.

For nearly 25 years, CaringBridge has made it simple and safe for patients and family caregivers to offer or ask for support when it's needed most. CaringBridge replaces a family's countless texts and emails with a free, easy-to-use communications platform.

CaringBridge is a resource offered to organizations, hospitals, and health systems with no financial or contractual obligations. CaringBridge is a nonprofit 501C3.

Why do hospitals share CaringBridge?

Healthcare teams nurture the emotional needs of patients and know the value of personal connections on a patient's health. CaringBridge is referred by healthcare facilities, organizations, and nonprofits across the country to patients and family caregivers impacted by a health situation. Nurses, Social Work, Child Life, Chaplains, and other care providers refer CaringBridge at diagnosis, hospitalization and rehabilitation to establish a communication process and allow families to mobilize support.

Who uses CaringBridge?

CaringBridge is for any patient or family caregiver facing any health condition: big or small, acute or long term, available for as long as you need. Our services are used worldwide.

What are the benefits to a healthcare facility?

CaringBridge can enhance the family support system, increasing patient satisfaction. Our services make it simple for families to share their own health updates setting their community of support in motion. This allows staff to spend more time focused on providing quality care.


What kind of privacy can people expect?

We offer multiple privacy levels to fit everyone's needs. Patients and caregivers control their privacy settings. A site can be as private or as public as desired and the privacy level can be changed at any time. Personal data is protected and not sold. Patients and caregivers control the information on their site.

How is CaringBridge funded?

CaringBridge is a nonprofit made possible thanks to individuals and families who donate. Nearly 90% of our funding comes from families who have used CaringBridge and pay it forward for the next family in need.

Why CaringBridge is Better for Health Updates than Other Social Platforms.

FEATURES	OTHER SOCIAL PLATFORMS*	CARING  BRIDGE.
Free of Charge to Refer and for Patients to Use	✓	✓
U.S. Based Phone and Chat Support	✗	✓
No Advertising	✗	✓
Personal Data is Never Shared	✗	✓
Range of Privacy Controls	✗	✓
Referred with Confidence by Healthcare Teams to Patients and Family Caregivers	✗	✓

*Compared to Facebook, Instagram, YouTube, What's App, TikTok, Snapchat, LinkedIn, Twitter, Pinterest

CaringBridge Platform

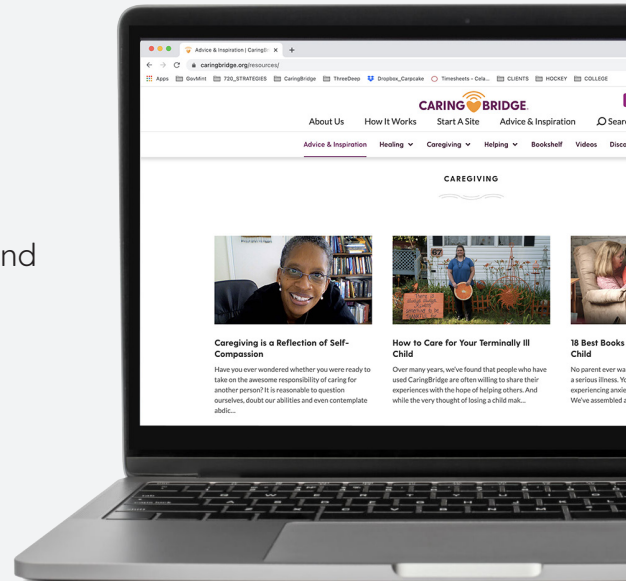
- **Journal:** Patient or family caregiver uses free communications platform to share health news with loved ones at once.
- **Support:** Easy to request financial support for medical expense through GoFundMe, and ask for meals through Meal Train, and use the Planner to schedule help.
- **Sharing:** Loved ones receive automated notifications when updates are made by family.
- **Ease:** Mobile optimized, simple set up, templated site (for all technical abilities).
- **App:** CaringBridge App is available for iOS and Android at the app stores.
- **No cost:** Service is free to patients, visitors and referring organizations.
- **Secure, Advertising free:** Data is secure and protected, never sold.
- **Trusted:** Nonprofit with nearly 25-year history, Charity Navigator 3-Star Rating, BBB accreditation

How Hospitals Share CaringBridge

A CaringBridge referral can come at diagnosis, surgery, rehabilitation, or any time a healthcare professional sees a patient or family caregiver struggling through the chaos and uncertainty that accompanies any health journey and could use the support of their caring community.

Below are several ways CaringBridge is shared within hospitals today:

- **Brochure Distribution to Patients and Family Caregivers**
Placement in family resource rooms, welcome desk, specialty departments (Oncology, Transplant, Cardiac, ER, etc.), new patient packets.
- **Online Communications to Patients and Staff**
Website profile, patient information/what to expect guides, visitor guidelines, resource directories and articles.
- **Hospital or Facility Intake and Discharge Paperwork**
Encourage families to establish a communications process and support during stay and recovery.
- **Bedside**
Install CaringBridge app on tablets/iPads and personal devices. Profile CaringBridge on TVs with hospital programming and information.
- **Hospital Software**
Patient portals, educational content, digital health platforms.
- **Social, Emotional & Spiritual Support**
Social work, nursing, child life, chaplaincy, all staff touchpoints.



“ Mayo Clinic Health System offers CaringBridge, free of charge, for our patients while they are at one of our sites. A CaringBridge site offers many ways for people to stay connected with loved ones back home and elsewhere during any type of health event. ”

Case Study: Johns Hopkins Medicine

CaringBridge is a resource the health system has been sharing with patients and family caregivers for years, including brochure distribution, website profile, articles, and verbal communications by staff to patients. In response to COVID-19's necessary visitor restrictions, JHM's facilities and other hospitals incorporated iPads with the CaringBridge app in all patient rooms and identified digital resources that enhance personal connections, including CaringBridge. In recognition of the importance of the family's extended personal support network and to reduce call volume on staff, JHM recommended CaringBridge to share health updates with the extended family through new articles and media interviews.

How CaringBridge Supports a Hospital or Health System

CaringBridge is a free resource that is shared by hospitals and care facilities without contractual, financial or workflow obligations. Each department or hospital determines the process that works best for them to share social support resources and leverages our marketing assets and materials to do so.

Our partnerships team equips your staff to recommend CaringBridge confidently and easily to maintain and build patient- and family-centered care through personal trainings, educational materials, and free patient-facing brochures.

Training Guides for staff and multiple versions of Patient Brochures can be accessed and ordered at CaringBridge.org/partnerships



Connect With CaringBridge

For nearly 25 years, CaringBridge has been the trusted platform for health journey communications. If your department or organization is looking for a trusted communications resource to offer patients, CaringBridge is that solution. CaringBridge can help reduce the social isolation and loneliness of those in your care and provide respite and support to family caregivers who may or may not be at bedside. Offer CaringBridge today to help your patients heal, communicate, and stay connected to loved ones. Learn more:

Susan Kerber

Partnerships and Outreach

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CaringBridge.org/partnerships

CaringBridge is used by hundreds of hospitals, health systems and care facilities across the country, including:



Quick Facts:

- Every 12 minutes a new CaringBridge website is created
- 1 in 7 people in the U.S. used CaringBridge in 2020
- CaringBridge has 2.5 billion cumulative site visits