



Case Study • Advocate Health

How Advocate Health Exceeded MyChart Bedside Utilization Goals with Swank Patient Entertainment

Embedding Swank Patient Entertainment helped one of the nation's largest health systems push

Bedside utilization as high as 54% –

nearly double a 30% goal – while lifting patient satisfaction and proving ROI to leadership.

The Story at a Glance

When Advocate Health migrated its North Carolina and Georgia division to Epic in 2022, the team saw a chance to do more with its entertainment vendor. By embedding **Swank** directly inside Epic MyChart Bedside, Advocate gave patients a familiar, frictionless on-ramp to the platform.

The result: utilization that blew past their 30% goal and kept climbing.



Our hypothesis was correct. Patients and their families began to engage in the MyChart Bedside application while finding comfort in the Swank entertainment offerings.

— Kelley Allen, Enterprise IT Program Manager – MyChart Bedside, Advocate Health



The Challenge

Drive Epic MyChart Bedside utilization above 30% across a newly migrated health system — without adding friction for patients or IT burden for teams.



The Solution

- ✓ Embed Swank Patient Entertainment inside MyChart Bedside, not next to it.
- ✓ Entertainment became the entry point.
- ✓ Care engagement followed.



The Impact

- ✓ 54% bedside utilization at Levine Children's Charlotte.
- ✓ Every Swank-enabled site exceeded the goal.
- ✓ Under 15 hours of technical lift to go live.
- ✓ And a measurable link to patient satisfaction.

A new EMR. A chance to do more.

In 2022, Advocate Health's North Carolina and Georgia division made the leap to Epic. The migration retired a legacy patient entertainment vendor and rolled out hospital-provided tablets loaded with MyChart Bedside, putting care team notes, real-time vitals, lab results, medications and messaging in patients' hands like never before in the inpatient setting.

The Epic MyChart Bedside team at Atrium, which also owned patient experience, saw the

entertainment gap as a chance to do something bigger. The right solution could comfort patients in stressful moments, build familiarity with the technology, close the digital divide and pull families deeper into MyChart Bedside, where the rest of their care information was waiting.

Epic set a clear goal for Advocate: drive at least **30% MyChart Bedside utilization** across the system. The question for the team was simple. **Could entertainment fuel adoption?**

THE SOLUTION

Embed entertainment inside MyChart Bedside, not next to it.

Rather than dropping entertainment into a separate app, Advocate embedded Swank directly inside MyChart Bedside. Every patient who wanted to watch a movie or use relaxation content engaged with the bedside platform first.



Swank delivered exactly what the team needed:



Curated, age-appropriate content for pediatric and adult populations



Licensed, ad-free streaming with no patient login or setup



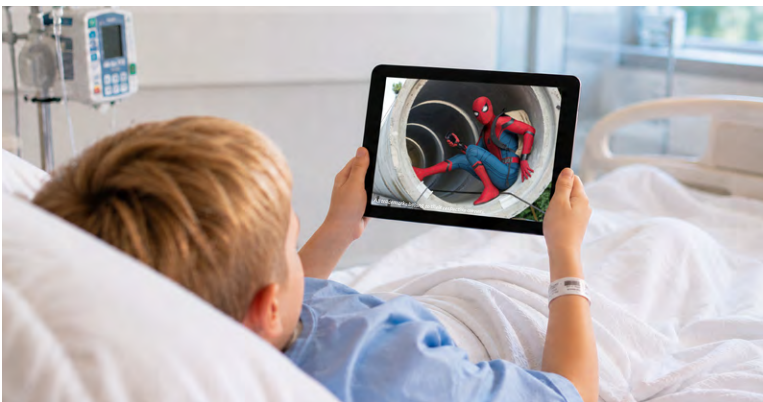
Relaxation content nurses could use during procedures



A seamless embed inside the MyChart Bedside experience

Engagement that exceeded the goal, year after year.

After the initial 2022 launch, Advocate Health extended **Swank** to three additional children's hospitals, creating a model that could be implemented with minimal technical lift. Today, every Swank-enabled site exceeds the 30% goal. Atrium Health Levine Children's Hospital Charlotte, the longest-running site, leads the system with 54% utilization, up from 38% at launch in 2022. But the wins go well beyond logins.



Atrium Health Levine Children's Hospital Charlotte led the system at

54%

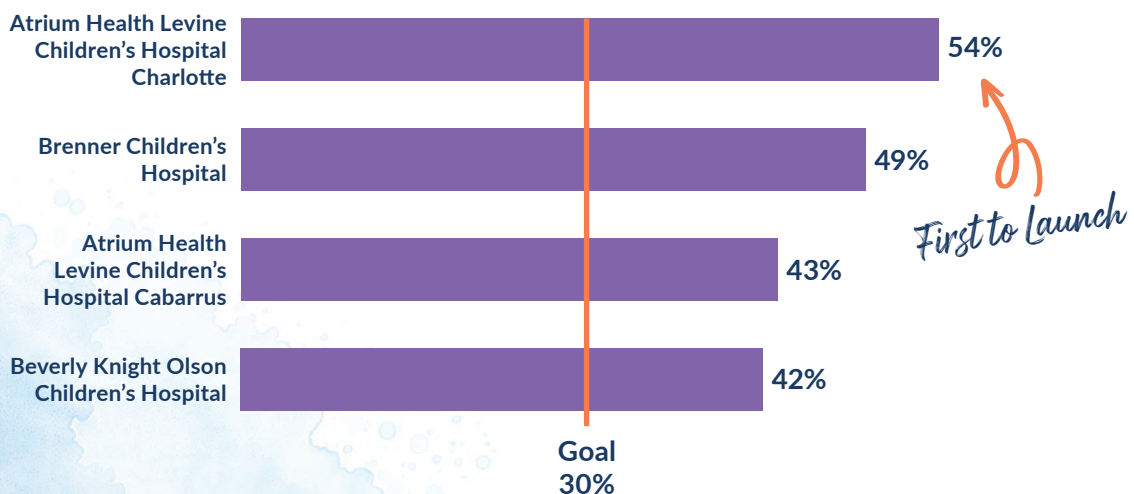
up from 38% at launch in 2022.

<15hrs

Total technical lift across Epic, mobile management and network teams to go live.

SWANK-ENABLED SITES • APRIL 2026

Every Swank-enabled site cleared the 30% goal. Levine Children's Charlotte, first to launch in 2022, now leads at 54% and is still growing.



A win for patients, teams and the platform.



Patients & Families

- ✓ Increased comfort and familiarity, reduced anxiety
- ✓ Greater motivation to explore MyChart Bedside features
- ✓ Improved overall perception of the hospital stay



Team Experience

- ✓ Fewer low-value interruptions
- ✓ More efficient workflows
- ✓ Easier education delivery and handoffs



Epic Utilization

- ✓ Increased logins and feature usage
- ✓ Higher adoption vs. non-Swank sites
- ✓ Stronger patient satisfaction tied to Bedside engagement



Our care team began to notice patients and families exploring a little bit more of our other features like viewing their care team, test results and education materials.

— Kelley Allen, Enterprise IT Program Manager – MyChart Bedside, Advocate Health

ON THE FLOOR

Frontline feedback validated the data.

Parents told the patient experience team they appreciated the hospital-provided tablet, the visibility into their child's care and the comfort entertainment brought to a stressful moment, all in one place. Nurses reported using Swank's relaxation content to help nervous children through procedures. Once families got comfortable with the tablet, they kept exploring.

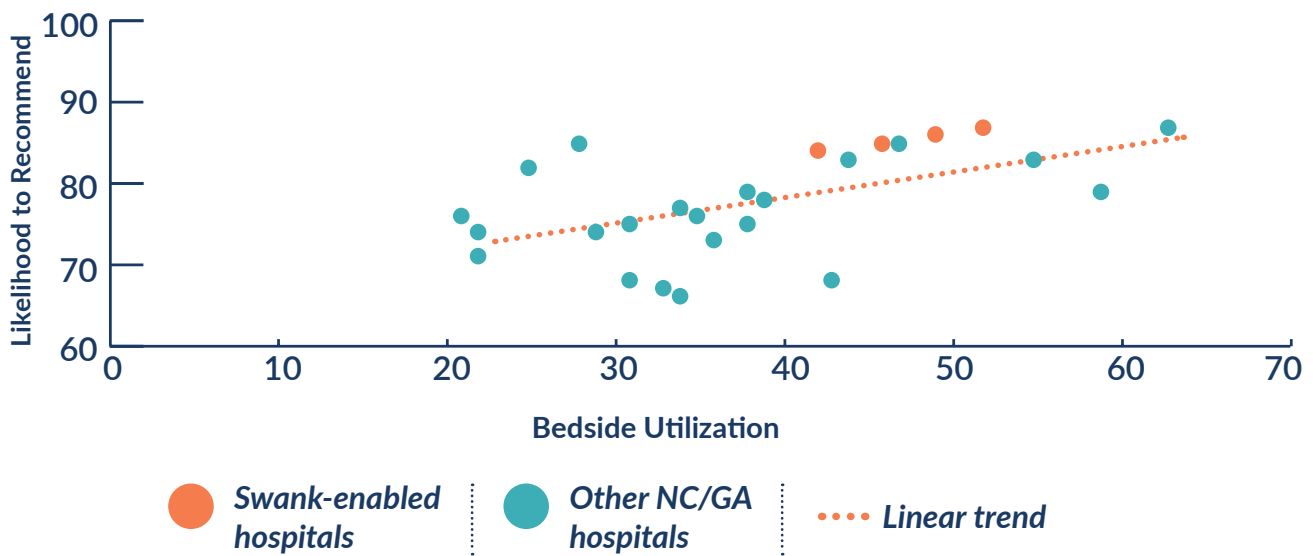
Swank helps hospitals turn the moments between care into moments of connection, comfort and engagement inside MyChart Bedside.

More MyChart Bedside use, happier patients.

Advocate's business intelligence team didn't just track logins – they wanted to know what higher engagement actually meant for patient experience. What they found made the case even stronger.

Higher Bedside Utilization Correlates with **HIGHER PATIENT SATISFACTION**

NC/GA hospitals • Bedside utilization vs. Likelihood to Recommend, 2025



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When MyChart Bedside utilization increases, patient satisfaction scores also increase.

— Kelley Allen, Enterprise IT Program Manager – MyChart Bedside, Advocate Health

THE TAKEAWAY

The right entertainment tool inside MyChart Bedside does more than pass the time.

It drives utilization, makes MyChart Bedside's value visible to leadership and delivers a better experience for every patient.



Exceeded the 30% Goal

From day one — and grew engagement every year.



Lifted Satisfaction

With a measurable link to likelihood to recommend.



Earned Frontline Buy-in

From nurses, patients and families.



Scaled Across the System

To every Advocate children's hospital.

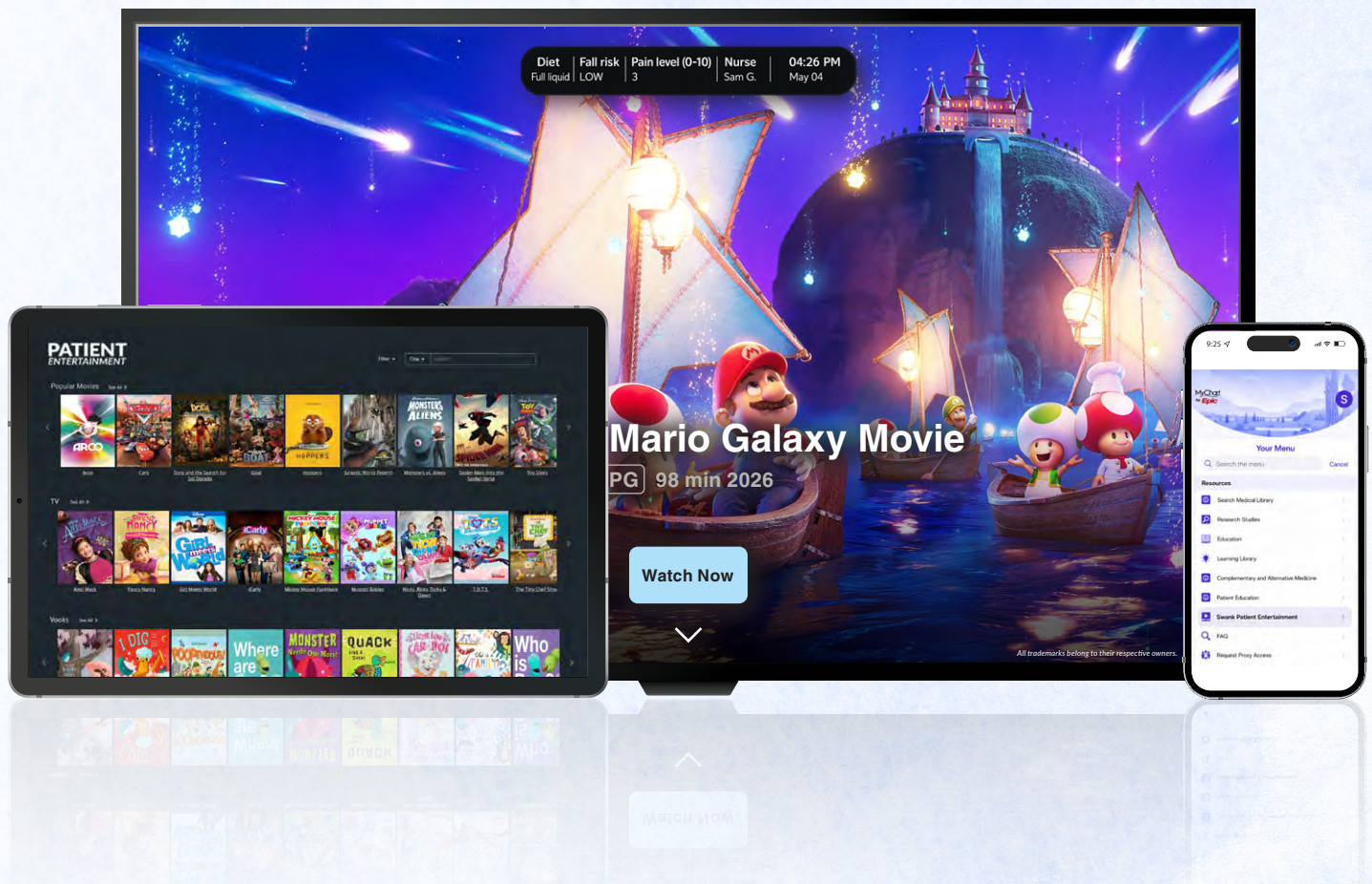
Make the MyChart Bedside experience more engaging on every screen.

Swank Patient Entertainment integrates into MyChart Bedside, bringing familiar movies, TV and relaxation content to patients across personal devices, bedside tablets and in-room TVs. By working within the MyChart Bedside ecosystem, Swank gives patients an engaging reason to use the tools hospitals rely on for information, communication and care, while helping teams improve comfort and strengthen utilization.

From new MyChart Bedside launches to growing utilization at sites already live, we'd love to show you what's possible.



Ready to turn entertainment into measurable patient engagement?



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