

Nursing First's MyAction Hub

**PATENTED SOLUTION:
EMPOWERING NURSES +
ENHANCING AI AGENT SAFETY &
EFFECTIVENESS**

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Nursing First: An Introduction

Nursing First is an outcomes-focused framework that transforms outcomes, patient experience, and staff experience through data-driven innovation. Its tenets ensure success by focusing on reimagining and reinventing healthcare, leveraging data and digitally engaged transformation to create new standards, best practices, and the removal of non-value-added tasks.

Nursing First is the journey to achieve consistent excellence in care delivery while supporting and building trust and resilience among the nation's most prominent and most trusted professionals in healthcare: Nurses. **Nursing First** drives the most efficient use of all staff supporting nursing activities while eliminating non-value-added tasks. Considering the widely known challenges the nursing profession faces; **Nursing First** shifts the focus from recruitment and retention to outcomes.

Nursing First's proven methodology can address decade-old challenges by building resilience among nursing personnel, improving patient care quality, building trust and camaraderie between patients and nurses, and bridging the capacity gaps in today's changing healthcare landscape.

Nursing First aims to create incredible experience by better supporting nurses to practice at the top of their license through a nurse-led care delivery model redesign, which fundamentally and sustainably resolves the challenges faced across the nursing profession^{1,2,3,4} while embracing applicable technologies. This approach directly involves nurses in creating new ways of working, which ultimately empowers them to operate in a professionally safe and supportive environment, elevates the patient care experience, and drives the necessary policy and behavioral changes required for continuous improvements.



Nursing First Mindset

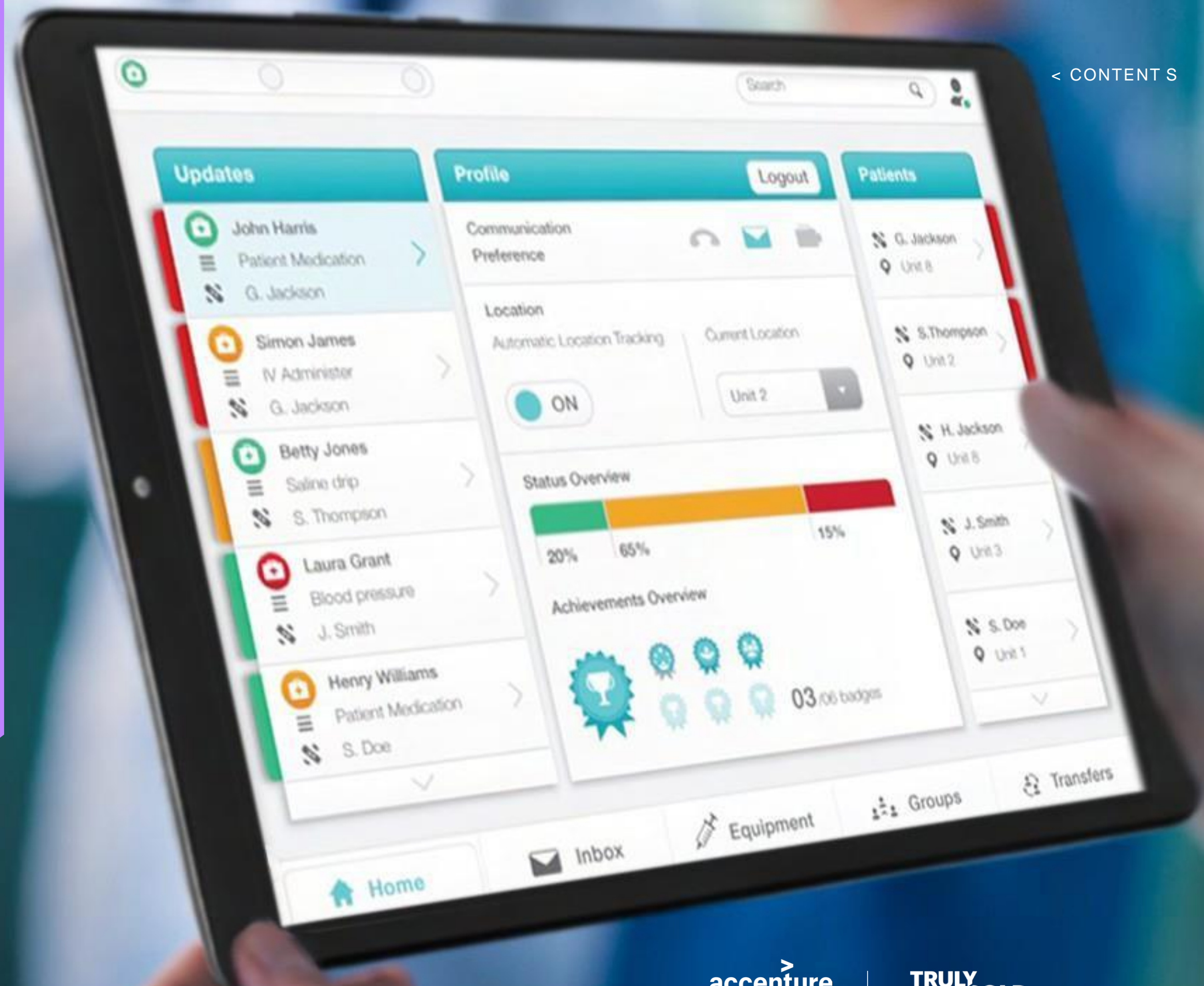
Empowering Nurses by Building
Resiliency, Quality and Capacity in a
Changing Healthcare Landscape

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Nursing First MyAction Hub

Activating empowerment and
improving coordination and
collaboration



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Nursing First's MyAction Hub⁵ is based on research highlighting the common barriers to a nurse's success.⁶ MyAction Hub was co- created with nurses to support new ways of working and task allocations. It gives each nurse a real-time and clear understanding of who and what they are responsible for and what other professionals or resources they can rely on when delivering care, including a Virtual Nurse colleague or a Gen AI/AI agent. The primary goal is to promote new **Nursing First** care models that enhance communication, coordination, and collaboration. More specifically, the goals are:

- Lean into trust, allowing nurses to operate at the "top of the license" and focus on patients.
- Promote joy and intellect, motivating participation.
- Ensure well-being, safety, and confidence.
- Permanently reduces stress on clinical staff and the organization.
- Achieve value from more than 40 nursing care model outcomes.

MyAction Hub enables nurses to access meaningful and relevant information readily available at any point in time at the palm of their hands so they can focus on a specific task without distractions, seek assistance from their virtual colleagues when needed and ensure their current focus and location are known to other care team members, leading to a safer, better quality of care, satisfied patients, and more fulfilled and focused nurses.



Nursing First's MyAction Hub intends to be every nurse's pocket assistant, helping nurses navigate through their busy day efficiently while focusing on what matters most – The Patient. Along with redesigned task allocation and processes, it removes the feeling of being overburdened or distracted during critical care by activities like medication administration. The nurse can leverage MyAction Hub to communicate clearly and coordinate the needs of patient care assistance with their Virtual Nurse colleagues.

The core capabilities found in Accenture's patented capabilities include:

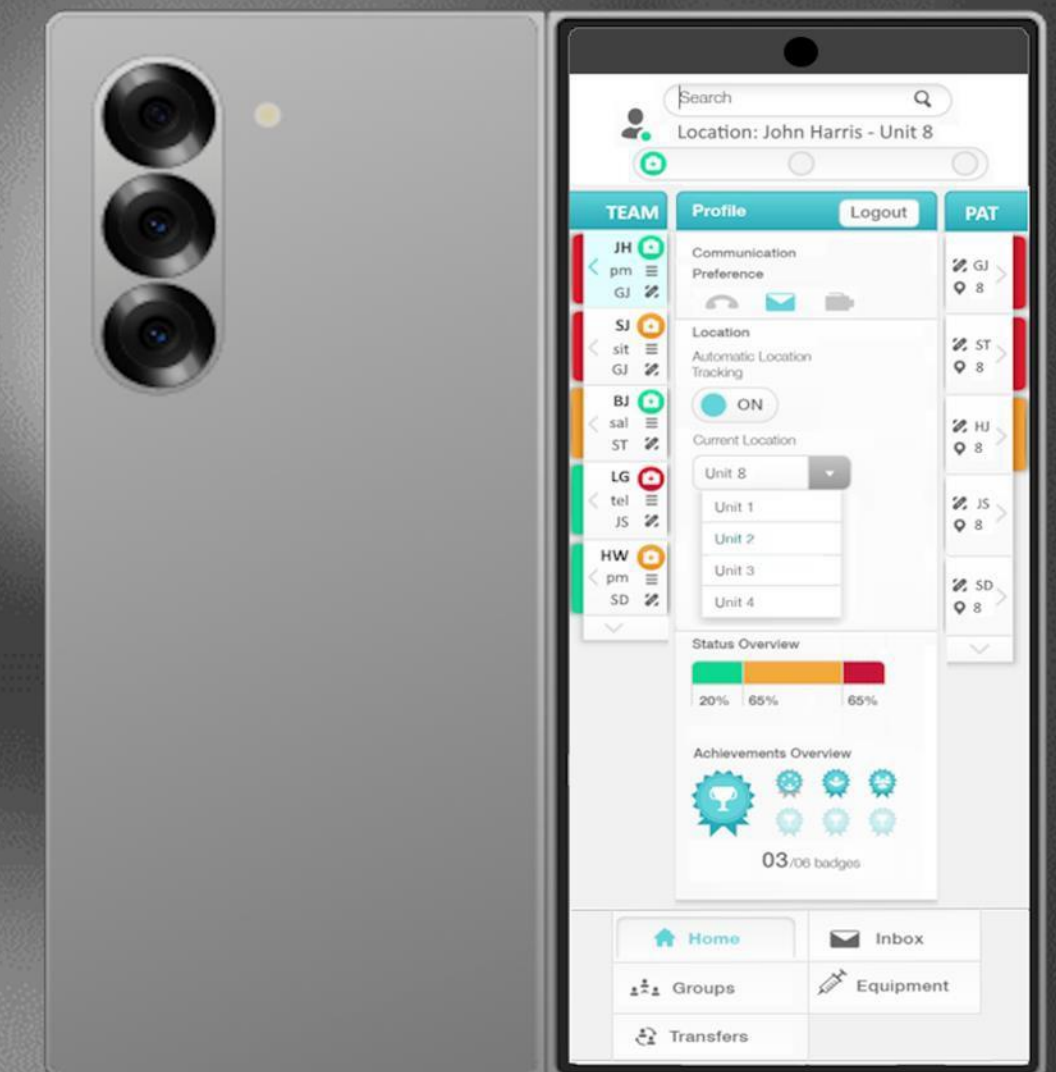
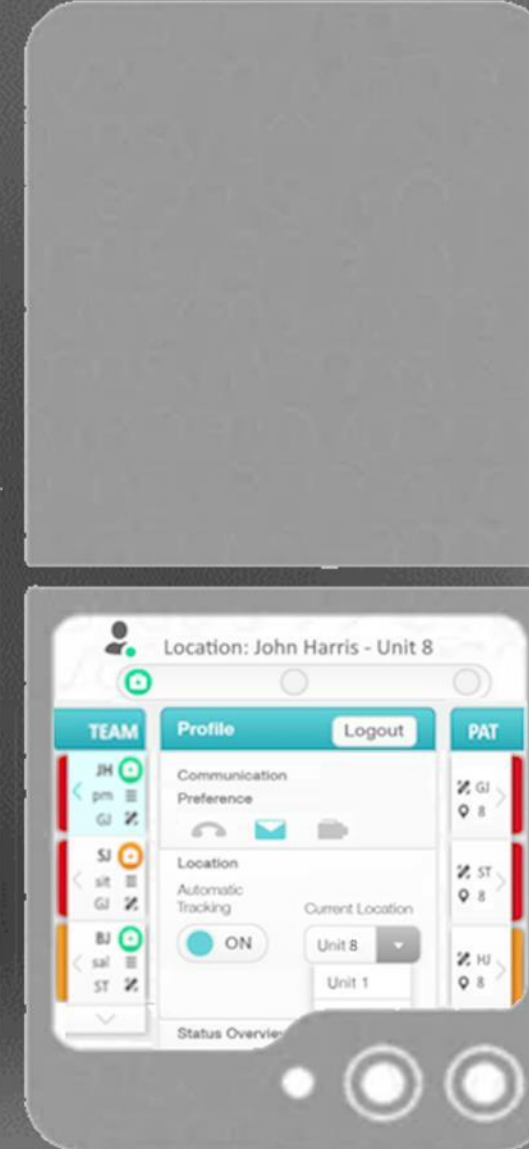
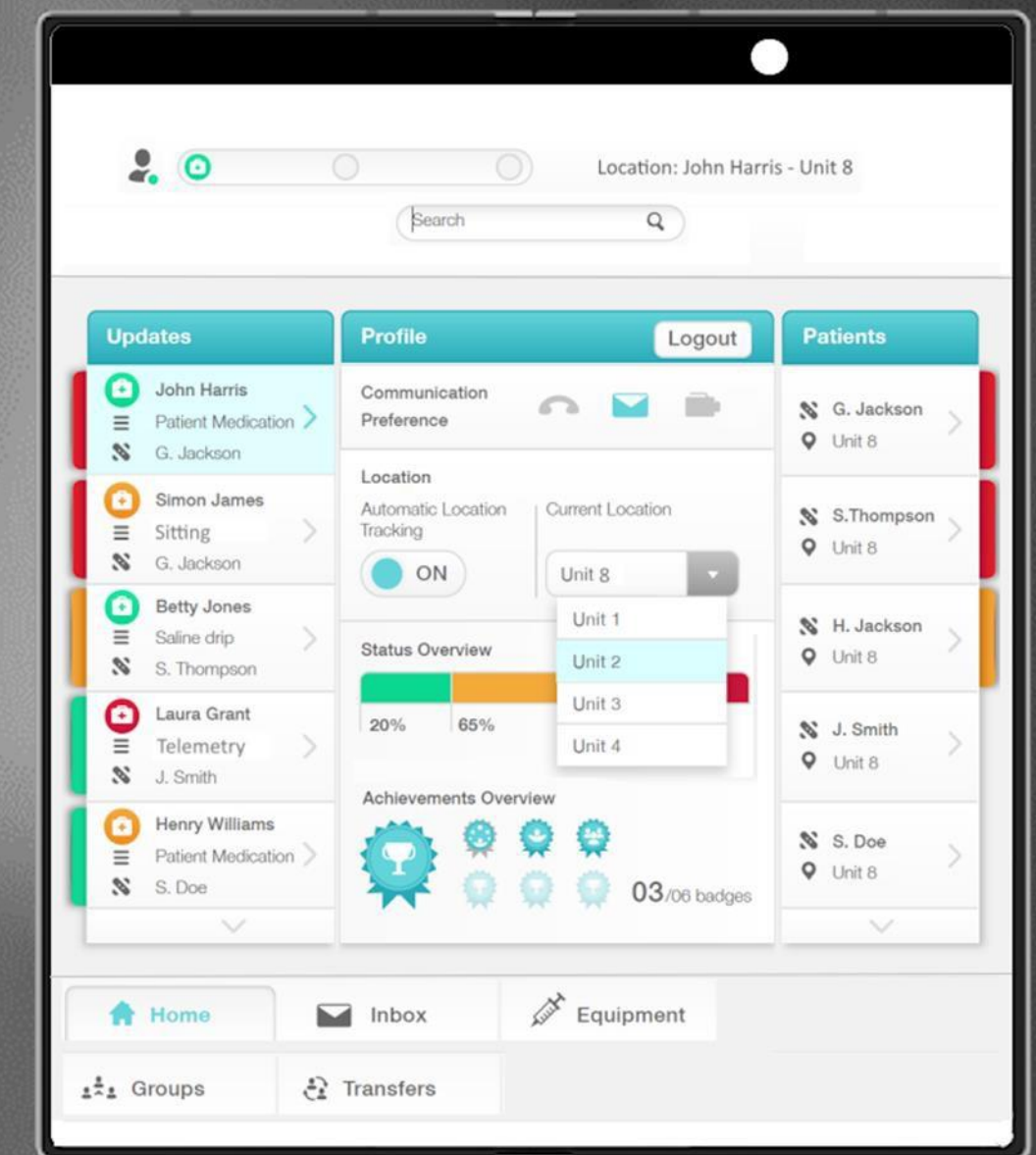
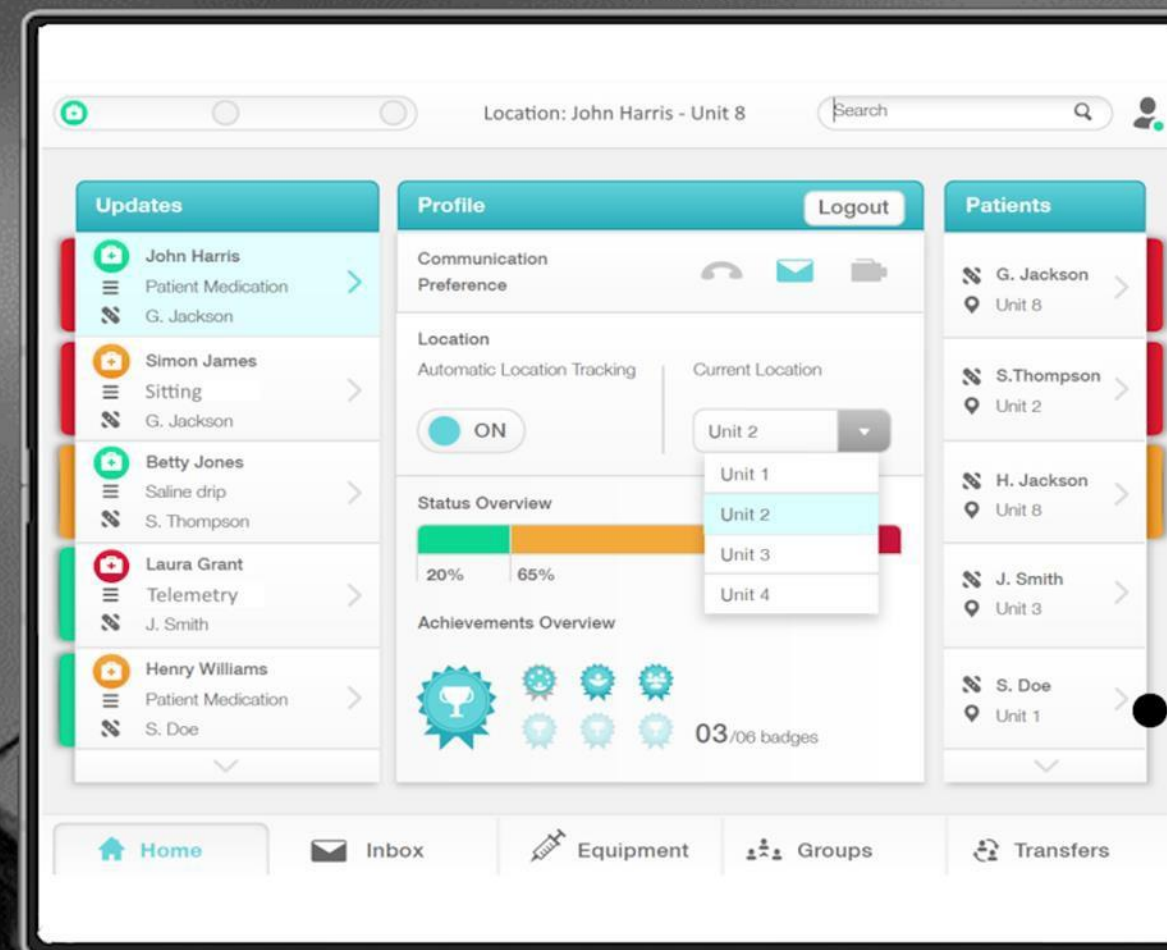
- A user interface that presents a command and actionable view of key data about a nurse's responsibilities and the actions taken by the care team, including Virtual Nurses, Gen AI/AI Agents, or even robotics.
- A true command center view, where information persists and is updated in real-time.
- A nurse's status, location, and preferred communication
- See the status of others; the ability to determine the relative location of another care team member.
- Other selected features include i) gamification to provide positive reinforcement to reinforce the **Nursing First** care model, ii) achievements from behaviors, iii) impact of behaviors to meet a communication capability, and iv) access to additional tools and information.

Core capability enhancement can include assessing the nurses' well-being, an often-overlooked critical element of care delivery. Nurses report burnout, moral distress, compassion fatigue, psychological safety, resilience, and workplace stress, which all contribute directly and indirectly to poor care communication and coordination.



Patented MyAction Hub

Based on U.S. Patent #11404169

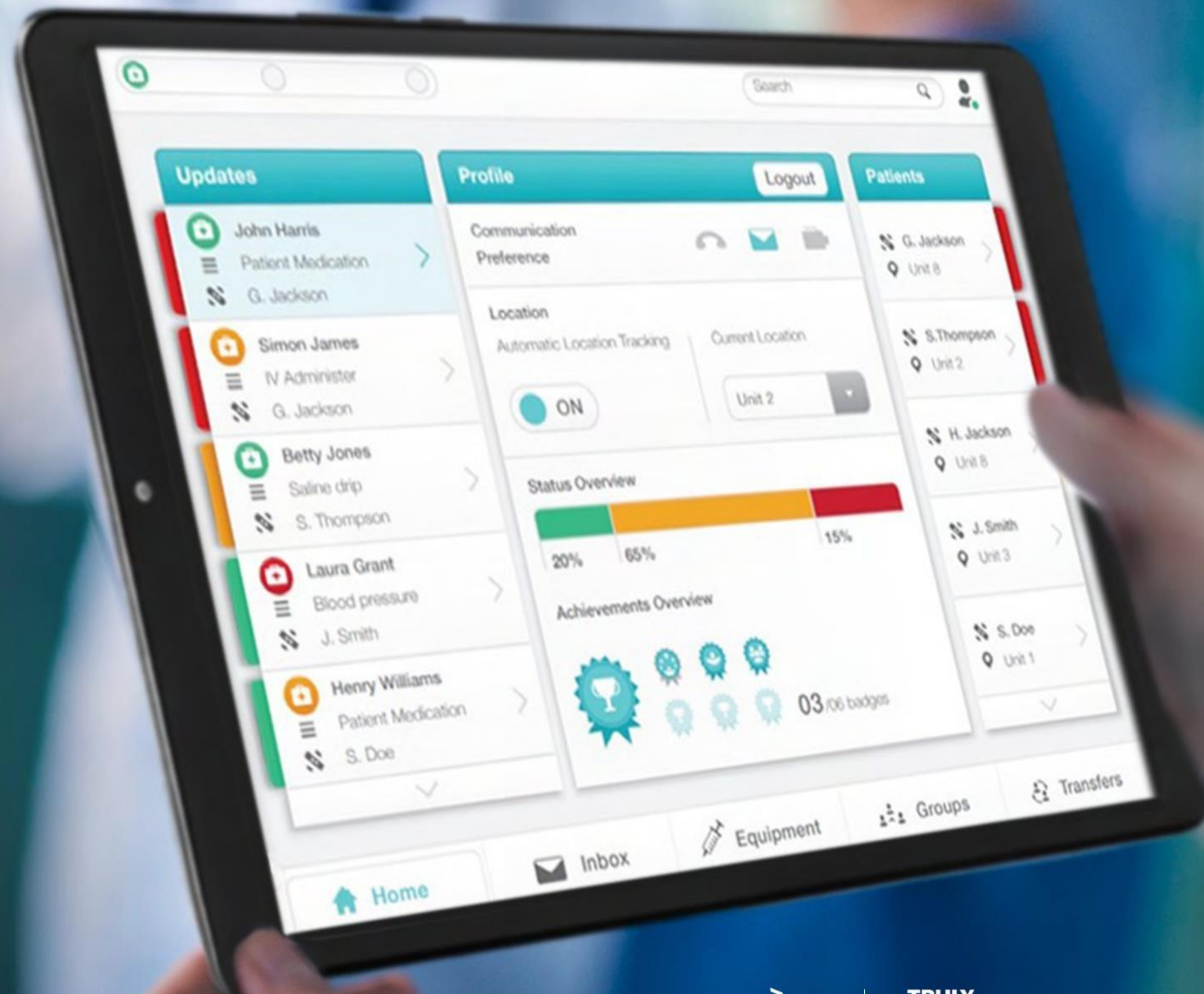


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MyAction Hub Capabilities

Bringing the Hub to life to empower nurses in a new care model



The **Nursing First** Mindset & Approach supported by the personal MyAction Hub highlights how future-focused health organizations can achieve tangible transformation of their nursing departments across the care continuum to quickly respond to these challenges and be better positioned for the future of healthcare demands, while holding on to their most valued human resource.

Nursing First's MyAction Hub drives resilience by:

1

Leveraging Behavior Change:

A new care model, including new uses of people, automation, GenAI, etc., will accentuate the need to leverage behavior change to reach value and improve communication and coordination. Within the context of cultural pillars and a new care model, gamification to affect behaviors that get outcomes and improve coordination and coordination.

Reinventing the Care Model:

Reinventing how 40+ nursing activities can be done using the levers of virtual nursing, automation/augmentation, team-based staffing, and consultation support build a new, setting-specific care model. Recognize the behaviors that create success within the reinvented care model.

3

Easy Access to Nursing Tools & Capabilities:

In the new care model, follow the approach to define who in the care model is doing what/when, and how they will meet that expectation. MyAction Hub triggers action – an action that is often supported by access to data, tools, and automation.

Nursing First's MyAction Hub brings those tools along with enhanced communication and collaboration to the nurse's fingertips.

1

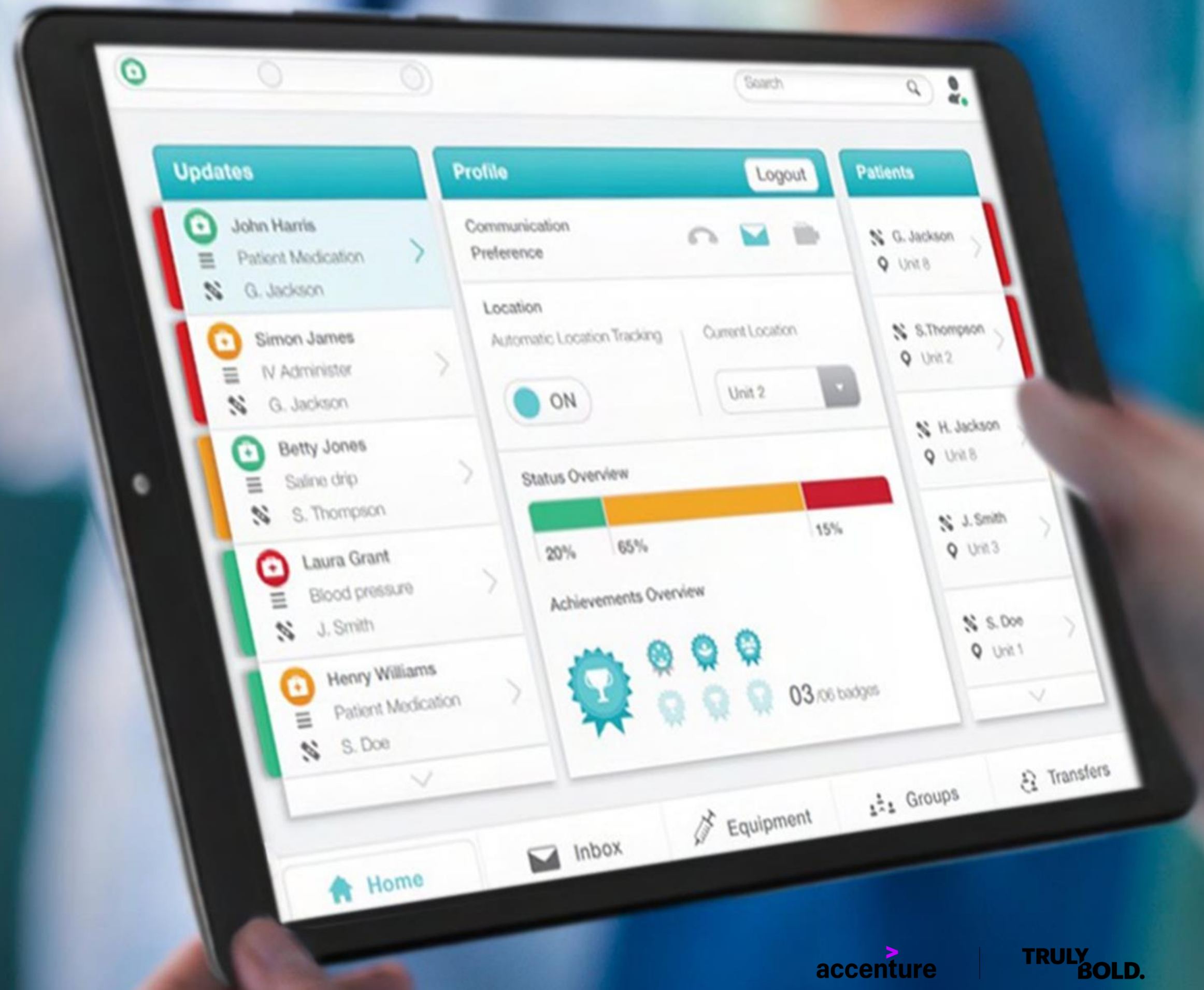
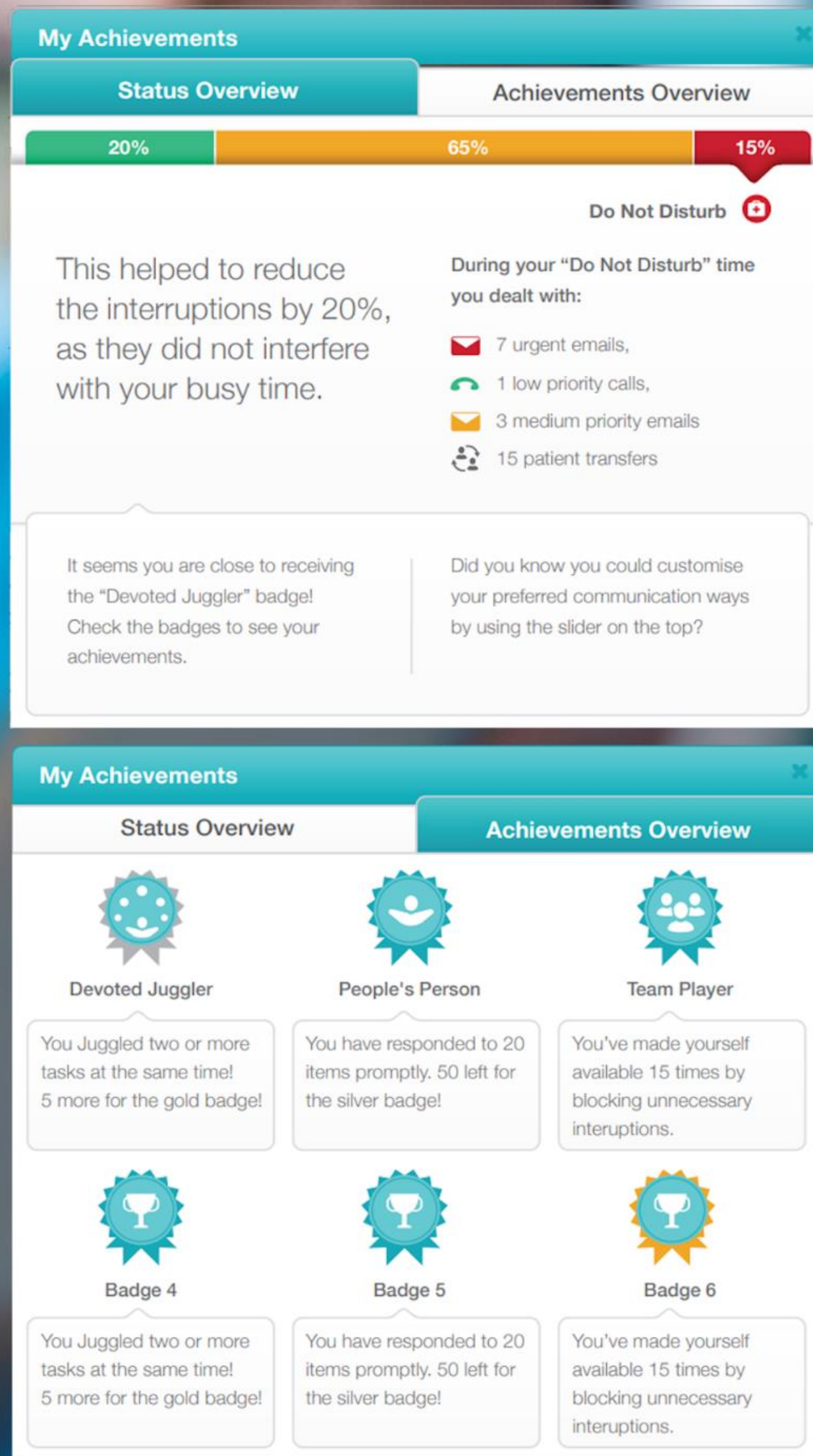
Leverage behavior changes to reach value and improved communication and coordination

Research-Based. Accenture has focused on resolving new care model challenges for a decade. In 2014, the research found \$12B annually in waste from poor communication, which resulted in interruptions, patient/family communications, nurse/physician communications, and transitions.⁶ We faced similar core challenges when Accenture partnered with CommonSpirit (formerly Catholic Health Initiatives) in innovating virtual nursing. This research highlighted the need to focus on behavior changes and change management to ensure new care models reached anticipated outcome.

Gamification. Interactions among a care team, including automation and augmentation, are crucial in any new care model. Behavioral change is increasingly important, given the number of new nurses in many care settings. Ensuring interactions are successful often requires focusing on good behaviors—e.g., making others aware when a nurse shouldn't be interrupted. MyAction Hub uses gamification to encourage these behaviors and align with cultural pillars. The “Status Overview” reflected how practical a nurse was at taking positive steps to meet the expectations in the care model.

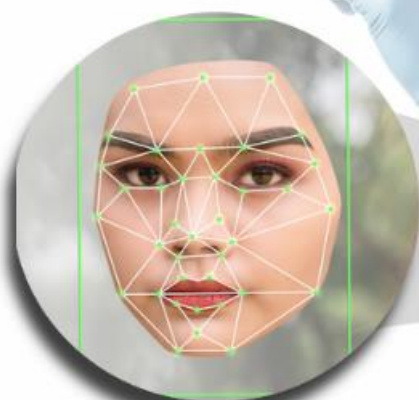
Achievements & Outcomes. MyAction Hub used “badges” or identifiable achievements to emphasize correct behaviors. It took steps that produced positive outcomes, awarded a badge, and focused on positive reinforcement. Behaviors are tied to achievements that lead to the more than forty potential outcomes identified in **Nursing First**.







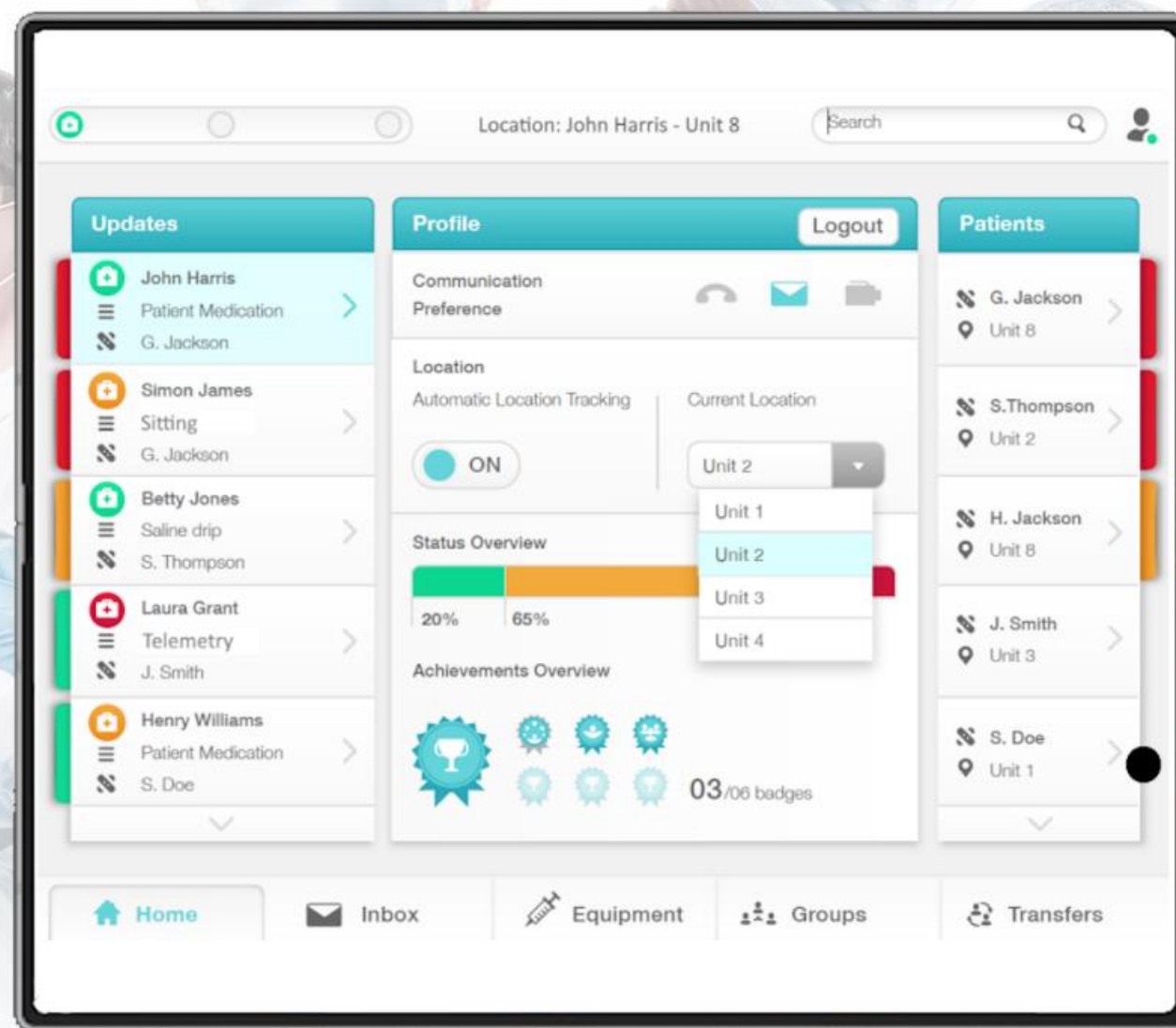
Virtual Nurse



AI Agents



Clinician Support



My Care

Reinvent the Nursing First care model

New Care Models. The goal is to meet nurses' real-time communication, coordination, and awareness needs in a care model. **Nursing First** empowers nurses in a care setting through a team culture and realigning nursing tasks to support in-person nurses with virtual nurses, automation/augmentation through technology, a non-clinical resource, and access to other clinicians. Each nurse, virtual nurse, etc., will play a role in a new care model. The MyAction Hub, on the right side, identifies the patients, patient responsibilities, and status of a particular nurse using MyAction Hub. The left side lists the responsibilities and status of others in the care model, including other in-person nurses, virtual nurses, AI agents, physicians, etc.

Leverage Advancements in GenAI and AI Agents. Nursing and clinician shortages persist. New care models must leverage automation and augmentation through technology. AvaSure⁷ and Hippocratic.ai⁸ are deploying AI agents embedded into care models, and robot use is expanding.⁹ Care model activities will utilize these technologies and improve as they move beyond generic digital humans to care team-centric digital humans.

Achieve Anticipated Outcomes. More than 40 positive outcomes have been identified in **Nursing First** initiatives (see **Nursing First** Outcomes: Revision 1). Each outcome results from a new care model—adding a virtual nurse at minimum. Adding responsible parties to the care model increases the need for improved awareness, communication, and coordination. **Nursing First's** MyAction Hub provides a holistic view of responsibilities to achieve anticipated outcomes.



Easy Access to Nursing Tools & Capabilities

Easy Access to Nursing Tools. MyAction Hub connects each member of the care team, in particular nurses, to perform actions to meet responsibilities and to support the care team in meeting the outcomes of the care model. To do so, MyAction Hub matches care model actions to the tools needed to complete these actions. MyAction Hub is the launch point for these tools and provides the integrations required to ensure that nurses use the tools effectively. The tools shown to the right are illustrative and demonstrate the foundational capabilities of tools needed to drive improved coordination and communication. Each care model will define the necessary tools (e.g., bar code scanning, EHR access, etc.).

Leverage Advancements in GenAI and AI. Embedding AI and GenAI advancements improve communication, documentation, and administrative activities are easily embedded into MyAction Hub. Increasing evidence shows that using AI and GenAI within tools provides improved capability. For example, as seen in the examples, the right GenAI facilitates transfers and other communications as part of ambient listening capabilities. GenAI can improve communications among the care team and with patients and family.

Retain View of Patient Status. A key to MyAction Hub, illustrated to the right and a core feature of the patent, is that the view of a nurse's responsibility (e.g., actions, status) as well as the status and activities of the care team are persistent—the real-time status of the care model is always available to each member of the care team.



Updates

Equipment location



Equipment location:
Building: A
Floor: 4
Unit: 7
Room No.: 713

Distance:
Current location A to
Destination B: 1.6km

Home

Updates

Patient File

Name: Jack Richards
DOB: 08-08-88
Patient ID: 0882-3475

Family Contact: Jane Richards
Relationship: Wife
Contact Information: 555-555-555

Dr. Alex Brown
Unit 3

Dr. Tom Howard
Unit 2

Dr. Simon James
Cancer

Notes:
• Lorem ipsum dolor sit amet
• consectetur adipiscing elit
• sed do eiusmod tempor
incididunt ut labore et dolore
magna aliqua
• ut enim ad minim veniam,
quis nostrud exercitation
ullamco laboris nisi ut aliquip

Transfers Discharge EMR

Home Inbox Equipment Groups Transfers

Updates

Transfers

+ Create New

Patient: George Jackson, 0987 2345
Current Nurse: Mary Marshall → Future Nurse: Betty Smith
Current Unit: 3 → Future Unit: 6

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Home Inbox Equipment Groups Transfers

Updates Admin Outbox Create

Priority: General Important Critical

Category: Patient Updates Admin

Content

Send Cancel

Home Inbox Equipment Groups Transfers

Nursing First reinvents the care model to empower nurses to achieve better outcomes by pulling levers of virtual nursing, automation/augmentation with technology, other team-based staffing, and provider consultations. Automation/augmentation continues to explore the use of AI, particularly AI agents or digital humans responsible for aspects of nursing activities. AvaSure⁷ and Hippocratic.ai⁸ have recently received press coverage demonstrating their AI agents as part of the care model.¹⁰ **Nursing First's** MyAction Hub anticipates that AI agents may be part of the care model as described to the right. These initial AI agents are enabled with the **Nursing First** MyAction Hub as described below.

Nursing First's MyAction Hub enhances the use of AI Agents by:

1

AI Agents Join the Care Team:

A nurse's MyAction Hub shows their responsibilities along with other care team members' responsibilities. AI agents are becoming part of the care team, taking on at least portions of tasks currently performed by a nurse in the care setting. Therefore, as illustrated on the right and earlier, a nurse will be able to see where an AI agent is performing a task as well as the status of the task. In the example, the AI agent's task is "red," indicating that there is a potential issue the others in the team may need to help resolve.

2

Realism in AI Agents:

A common practice is to let the patient, family, or individual know they are interacting with an AI agent. This awareness should be considered best practice because there is also a reaction to the quality and realism of some digital humans used in AI agents. In **Nursing First**, there is a missed opportunity. **Nursing First** anticipates the nurse in a care setting, and virtual nurses will interact. A library of those interactions (separate from any patient or family content) is possible and results in the video and audio of the actual nurses who care for patients. This audio and video should be the baseline for creating or

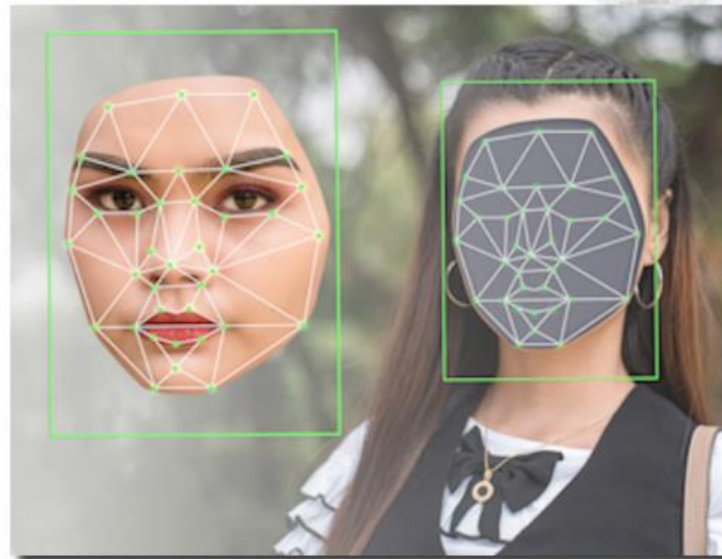
3

Ensuring Safety & Effectiveness:

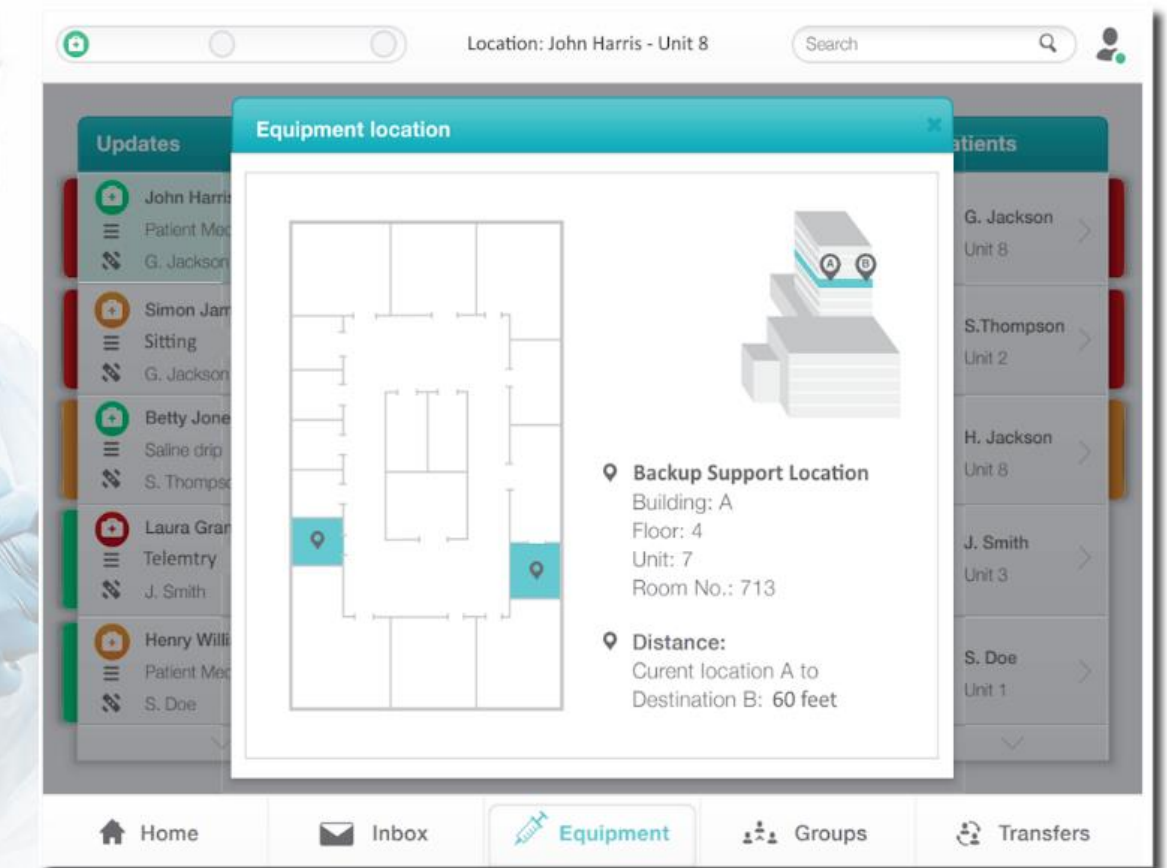
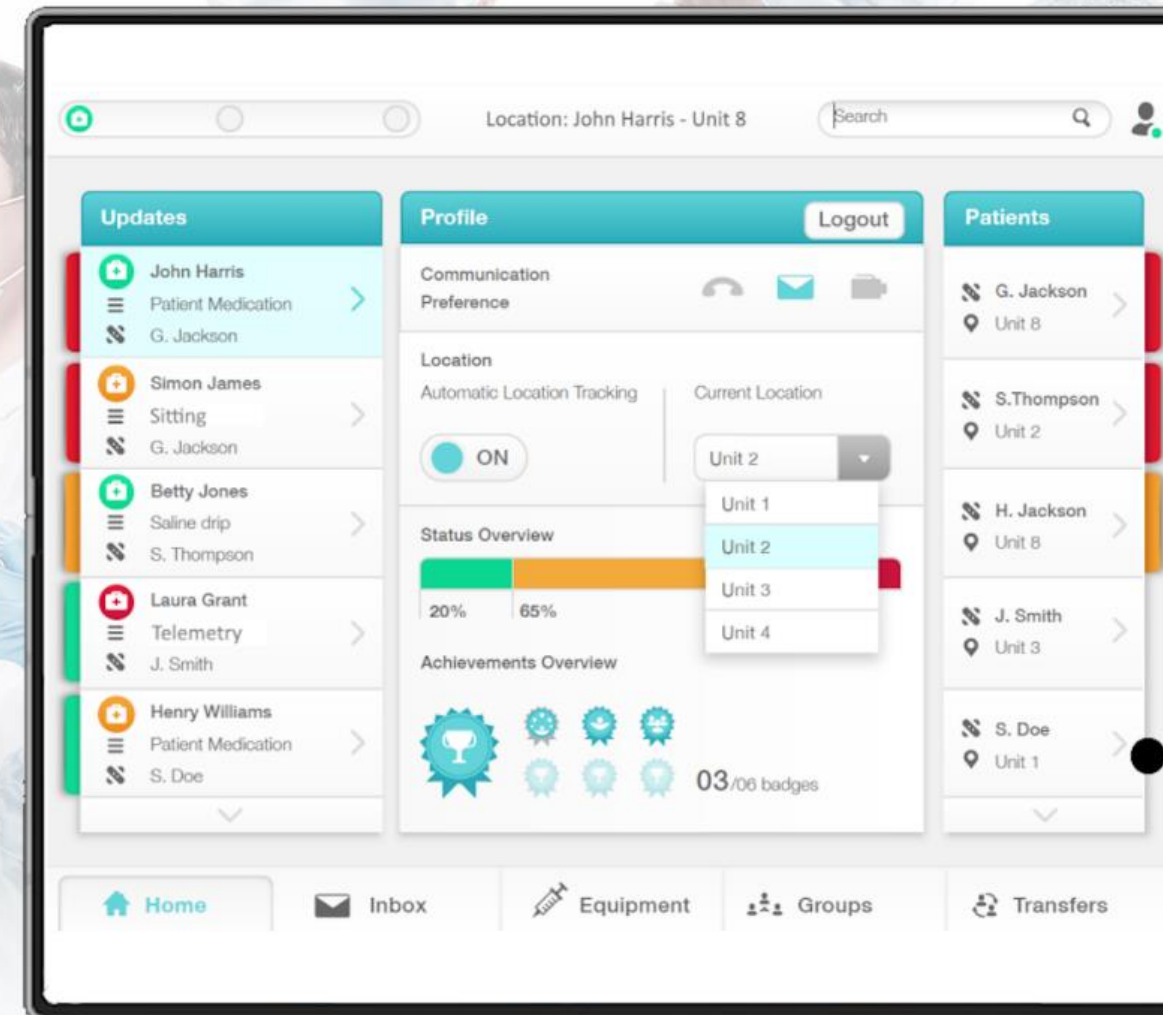
Team care is at the heart of most care models. AI agents should utilize the information known across the care team's use of MyAction Hub to ensure safety and adequate care. Specifically, an AI agent should be able to escalate care to a care team member who is available and within the patient's proximity. At times, an AI agent may divert responsibilities for a patient to a nurse in the care setting who is closer and available.



AI Agents part of the care team
(performing sitting, answering call lights,
patient education, etc.)



Realism in AI Agents
(from video/audio interactions
make digital humans real nurses)



Ensuring Safety & Effectiveness
(where is the support in case something
goes wrong)

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About Accenture

Accenture is a leading global professional services company that helps the world’s leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth, and enhance citizen services – creating tangible value at speed and scale. We are a talent and innovation led company with 750,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world’s leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise, and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners, and communities. Visit us at [accenture.com](https://www.accenture.com).

