



<b>Healthcare Without Bounds: Point of Care Computing for Nursing 2012</b>	
<b>TITLE:</b>	Healthcare Without Bounds: Point of Care Computing for Nursing 2012
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<b>Study Overview:</b>	 <p><b>Point of care computing</b> is poised to revolutionize the way nurses practice and deliver patient care enabling access to clinical information quickly and securely from any location, at any time to enhance patient safety, reduce the risk of medical errors and improve nursing productivity.</p> <p><b>Nurses are mobile professionals.</b> There are 2.9 million registered nurses in the United States representing the single largest healthcare professional group with approximately four nurses for every physician. Nurses are a scarce resource who work in high-stress, data-intensive environments dominated by inefficient paper-based processes. They are continuously on the go and have a constant need to access relevant clinical information and to collaborate with colleagues and patients.</p> <p><b>Nursing smartphone usage is exploding.</b> Sixty-nine percent of nurses interviewed indicated that nursing colleagues are using their personal Smartphones during work hours for personal and clinical communications BUT hospital IT is not willing to support their devices on the hospital's network.</p> <p><b>Nurses reject tablet computing to support bedside nursing.</b> Ninety-six percent of nurses interviewed believe that 1<sup>st</sup> generation TabletPCs were not the right devices to support bedside nursing. Apple iPad will also not be successful due to issues related to durability, infection control, limited data entry, and lack of native applications.</p> <p><b>Nurses continue to struggle with the quality and reliability of the wireless network.</b> Twenty-five percent of nurses interviewed were dissatisfied with the quality and reliability of the wireless network within their facilities. Hospital IT must provide a more reliable and scalable wireless infrastructure to support an increasing number of wireless users, devices and applications required at point of care.</p>

<p><b>Study Methodology</b></p>	<p><b>Point of Care Computing for Nursing 2012</b> presents the findings of an end-user market study focused on the current state of computing adoption by <b>nurses</b> across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for adopting computing solutions at the point of care to enhance patient safety, reduce the risk of medical errors and improve nursing productivity.</p> <p>This report is an outgrowth of a similar study published by Spyglass in November 2007 entitled <b>Point of Care Computing for Nursing 2007</b>. Throughout the report, Spyglass will compare and contrast interesting trends identified across both studies.</p> <p>Content for <b>Point of Care Computing for Nursing 2012</b> was derived from more than 100 in-depth interviews with nurses working in acute care environments nationwide. Nurses interviewed were technically competent and representative of a broad range of nursing specialties and institution sizes.</p> <p>Spyglass conducted the telephone interviews over a four-month period beginning May 2012. The purpose of the interviews was to identify the needs and requirements for point of care computing through discussions about:</p> <ul style="list-style-type: none"> <li>• existing workflow inefficiencies in accessing clinical information,</li> <li>• current usage models for computing devices and solutions, and</li> <li>• barriers for widespread adoption.</li> </ul> <p>Spyglass also evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed point of care solutions.</p>
<p><b>TARGET AUDIENCE</b></p>	<ul style="list-style-type: none"> <li>• <b>Software and hardware vendors, systems integrators and management consulting groups</b> who are selling hardware, applications and services into the healthcare industry</li> <li>• <b>Healthcare administrators and IT executives</b> who are making strategic decisions to fund clinical information technology solutions</li> <li>• <b>Clinicians</b> who are involved in informatics and clinical system evaluation and selection</li> <li>• <b>Investment banking and private equity investors</b></li> </ul>

**ABOUT  
SPYGLASS  
CONSULTING  
GROUP**

**Spyglass Consulting Group** is a market intelligence firm and consultancy focused on the nexus of information technology and healthcare. Spyglass offers products and services in customer and market intelligence, strategic partnership development, product marketing and investment due diligence. Spyglass' current research is entitled **Healthcare without Bounds** that focuses on the current and future potential of mobile computing and wireless technologies within the healthcare industry.

Spyglass customers include more than 140 leading high technology vendors, management consulting organizations and healthcare providers

including **Cisco, IBM, Microsoft, Intel, Hewlett Packard, Johnson & Johnson, Pfizer, Siemens, GE Healthcare, Philips Medical, Sprint, and Kaiser Permanente.**

**Gregg Malkary** is the **founder** and **Managing Director** of **Spyglass Consulting Group**. He has more than 20 years' experience in the high technology industry working with Fortune 2000 companies to help them use information technology for competitive advantage. Malkary has domain expertise in mobile computing, wireless and broadband technologies with direct experience in the healthcare, hospitality, manufacturing, communications and entertainment markets.

Prior to founding **Spyglass Consulting Group** in August 2002, Malkary was an Associate Partner at **Outlook Ventures**, a venture capital firm focused on early stage investments in enterprise software and communications companies. Previously, Malkary was the Director of Strategic Planning for **Exodus Communications** where he was responsible for identifying, evaluating and executing growth initiatives for Exodus in the managed web-hosting marketplace. Malkary has also held consulting and senior management roles in business development, strategic planning and product marketing for public and private technology companies including **IBM, Hewlett Packard, Accenture, Silicon Graphics** and **Skytel Communications**.

Malkary frequently speaks at regional and national conferences focused on mobile computing, wireless technologies and healthcare related issues. Numerous industry publications have written about and quoted Malkary including the *Wall Street Journal*, *CIO*, *Business 2.0*, *MIT Technology Review*, *Network World* and *eWeek*.

Malkary is an honors graduate of **Brown University** having earned a MS and BA in Computer Science. He was awarded the prestigious North American Philips Corporation Fellowship for his graduate research work in graphical simulation environments.

For additional information about this study, please contact Gregg Malkary at [gmalkary@spyglass-consulting.com](mailto:gmalkary@spyglass-consulting.com).

# Point of Care Computing for Nursing 2012

## November 2012

**Spyglass Consulting Group**  
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