



Healthcare without Bounds: Point of Care Communications for Nursing 2014	
<b>TITLE:</b>	Healthcare without Bounds: Point of Care Communications for Nursing 2014
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<b>STUDY OVERVIEW:</b>	 <p>According to the Joint Commission, the primary root cause of more than 70 percent of treatment delays and sentinel events is a breakdown in communications. In 2010, the Joint Commission identified improvement in staff communication as a national safety goal for hospitals.<sup>1 2</sup></p> <p>Nurses are the single largest healthcare professional group in the United States with 2.9 million registered members. They are mobile professionals working in high-stress, data-intensive environments dominated by inefficient paper-based processes. They are under increased pressure to communicate, collaborate and coordinate care more effectively across a wider array of team members. Unfortunately, continuous colleague interruptions, increased documentation requirements, and alert and alarm fatigue leave the nurse with little time for direct patient care at the bedside.</p> <p>Despite advancements in mobile devices and unified communications, hospital IT has underinvested in technologies and processes to support nurses at point of care to help eliminate communications bottlenecks, streamline productivity, improve care quality, and increase nursing satisfaction. With the passage of the Affordable Care Act, hospitals are facing the realities of stringent readmissions penalties, new patient centered care models, and new financial incentives focused on patient safety and outcomes. Hospital IT has an imperative to evaluate leading Smartphone technology and enterprise class Smartphones to support collaborative team-based care.</p> <p><b>Nurses using personal Smartphones at point of care.</b> Despite hospital policy restrictions, 67 percent of hospitals report staff nurses are using personal Smartphones to support clinical communications and workflow.</p> <p><b>Hospital IT Smartphone investments limited but interest is high.</b> While hospitals interviewed have made limited investments in nursing Smartphone solutions, 51 percent plan to invest or evaluate enterprise-class Smartphone solutions over next 18 months.</p> <p><b>Hospital IT concerned Smartphone usage poses security risk.</b> Eighty-eight percent of hospitals interviewed expressed concerns about the recent HIPAA Omnibus Ruling and the risk of unprotected mobile devices on the hospital's network, which could introduce malicious attacks, malware and viruses.</p>

<p><b>STUDY METHODOLOGY</b></p>	<p><b>Point of Care Communications for Nursing 2014</b> presents the findings of an end-user market study focused on the current state of communications adoption by nurses across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for adopting solutions at point of care to enhance communications and collaboration, streamline nursing productivity, improve patient care quality and safety, and increase nursing satisfaction.</p> <p>Point of Care Communications for Nursing 2014 is an outgrowth of a similar study published by Spyglass in November 2009 entitled Point of Care Communications for Nursing 2009.</p> <p>Content for Point of Care Communications for Nursing 2014 was derived from more than 100 in-depth interviews with care providers working in hospital-based environments nationwide. Providers interviewed were technically competent and representative of a broad range of medical specialties, organization types, and organization sizes.</p> <p>The telephone interviews were conducted over a three-month period starting in October 2013. The purpose of the interviews was to identify the needs and requirements for communications at point of care through discussions about:</p> <ul style="list-style-type: none"> <li>• existing workflow inefficiencies in communicating with care team members,</li> <li>• current usage models for mobile communications devices and solutions, and</li> <li>• barriers for widespread mobile communications adoption.</li> </ul> <p>Spyglass also evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed these solutions.</p>
<p><b>TARGET AUDIENCE</b></p>	<ul style="list-style-type: none"> <li>• Software and hardware vendors, systems integrators and management consulting groups who are selling hardware, applications and services into the healthcare industry</li> <li>• Healthcare administrators and IT executives who are making strategic decisions to fund clinical information technology solutions</li> <li>• Clinicians who are involved in informatics and clinical system evaluation and selection</li> <li>• Investment banking and private equity investors</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).

<sup>1</sup> Joint Commission, Improving America's Hospitals, Annual Report on Safety and Quality, 2007

<sup>2</sup> Joint Commission, Sentinel Event Data, Root Causes by Event Type, 2012

# POC Communications for Nursing 2014

## March 2014

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**IN THIS STUDY .....5**

**METHODOLOGY ..... 5**

**TARGET AUDIENCE ..... 5**

**INTRODUCTION..... 6**

**EXECUTIVE SUMMARY ..... 7**

**DEMOGRAPHICS..... 14**

**ACKNOWLEDGEMENTS ..... 20**

**MARKET SURVEY RESULTS .....21**

**COMMUNICATIONS CHALLENGES..... 21**  
*What challenges do nurses face communicating with care team members? ..... 21*

**COMMUNICATIONS INVESTMENTS ..... 27**  
*Is hospital IT planning nursing Smartphone investments over next 18 months?..... 27*

**COMMUNICATIONS DEVICES ..... 29**  
*Primary communications devices..... 29*  
What is primary communications device used by staff nurses?..... 29  
How many mobile communications devices are staff nurses carrying?..... 33  
*Smartphones ..... 34*  
Are nurses using personal Smartphones to support clinical communications? ..... 34  
Is Smartphone the right device to support clinical communications?..... 36

**COMMUNICATIONS APPLICATIONS ..... 39**  
*Smartphone Applications ..... 39*  
Which Smartphone applications are nurses using to support workflow? ..... 39  
Is hospital IT willing to support consumer grade Smartphone applications? ..... 43  
Is enterprise-class nursing Smartphone solutions ready for deployment? ..... 44  
*Text Messaging ..... 50*  
Are nurses using secure text messages to support clinical workflow? ..... 50  
Are clinically relevant text messages stored within the EMR? ..... 52  
*Alert and alarm notifications ..... 53*  
Are nurses receiving text-based alerts on mobile devices? ..... 53  
*Presence Management ..... 56*  
How do nurses determine care team member availability? ..... 56  
*E-mail..... 58*  
Are nurses using e-mail to support patient care? ..... 58  
*Video Conferencing ..... 59*  
Are staff nurses using video conferencing to support patient care? ..... 59

**COMMUNICATIONS INFRASTRUCTURE ..... 60**



*Security*..... 60  
    Are nurses enabling security to protect personal Smartphones?..... 60  
    Does hospital IT have tools to monitor, manage and support mobile devices? ..... 61  
*Wireless Infrastructure*..... 65  
    Is hospital’s wireless infrastructure reliable to support mobile technologies? ..... 65  
*Technical Support*..... 67  
    Does hospital IT have dedicated personnel to support mobile technologies? ..... 67  
**HOSPITAL POLICIES ..... 68**  
    *Mobile Governance Strategies* ..... 68  
        Are staff nurses allowed to use personal Smartphones during work shift? ..... 68  
        Has hospital IT defined a mobile governance strategy? ..... 69  
    *Bring Your Own Device (BYOD)* ..... 70  
        Do hospital sponsored BYOD programs include staff nurses? ..... 70  
**FUTURE OUTLOOK ..... 72**  
**RECOMMENDATIONS ..... 73**  
**ABOUT SPYGLASS CONSULTING GROUP ..... 75**  
**LIST OF FIGURES ..... 76**  
**ENDNOTES ..... 78**

