

Healthcare without Bounds: Trends in RFID 2008

TITLE:	Healthcare without Bounds: Trends in RFID 2008
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INTRODUCTION	<p>Trends in RFID 2008 presents the findings of an end-user market study focused on the current state of Radio Frequency Identification (RFID) adoption by larger healthcare organizations across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for deploying RFID solutions for accurate mobile asset and patient tracking, positive patient identification, and supply chain inventory management.</p> <p>Trends in RFID 2008 is an outgrowth of a similar study published by Spyglass in August 2005 entitled Trends in RFID. Throughout this report, Spyglass will compare and contrast interesting trends identified across both studies.</p> <p>The content for Trends in RFID 2008 was derived from 100 in-depth interviews with healthcare professionals working in pharmacy, clinical engineering, materials management, laboratory and medical/nursing informatics. These professionals were representative of a broad range of organization types and sizes.</p> <p>The telephone interviews were conducted over a three-month period starting in March 2008. The purpose of the interviews was to identify the critical needs and requirements for RFID through discussions about existing workflow inefficiencies, wireless and RFID solution usage today, and the potential impact for deploying RFID in the future.</p> <p>Spyglass evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed point of care solutions.</p>
TARGET AUDIENCE	<ul style="list-style-type: none"> • Software and hardware vendors, systems integrators and management consulting groups who are selling hardware, applications and services into the healthcare industry • Healthcare administrators and IT executives who are making strategic decisions to fund clinical information technology solutions • Clinicians who are involved in informatics and clinical system evaluation and selection • Investment banking and private equity investors

ABSTRACT:



Radio Frequency Identification (RFID) is an enabling technology that has broad applicability across the healthcare industry to enhance patient safety, increase operational efficiency, and improve business processes. With RFID, healthcare organizations can:

- track patient movements,
- locate high-value mobile assets,
- positively identify patients, and
- track and trace high-cost medical supplies and pharmaceuticals.

RFID excitement has been driven by mandates from Wal-Mart and the Department of Defense who have required suppliers to apply passive RFID tags on shipments to optimize supply chain management and logistics. RFID healthcare investment has also been influenced by external market factors including escalating healthcare costs, renewed industry focus on patient safety, and chronic labor shortages.

RFID healthcare investments are experiencing explosive growth. Larger provider organizations including regional hospitals, academic medical centers and healthcare delivery systems have significantly accelerated their adoption and investment in RFID. Larger organizations are more likely to make investments in RFID than smaller hospitals because they have a bigger physical footprint making it more difficult to track objects.

RFID investments are focused on departmental applications. Department heads and business-line managers are making investments in RFID to solve specific business problems. Hospital administrators are reluctant to embrace RFID solutions for enterprise-wide deployment until the clinical, financial and operational efficacy of these solutions can be demonstrated to provide value for the entire organization.

RFID tracking solutions provide compelling value proposition. RFID solutions for tracking high-value mobile assets, patients and medical staff provides healthcare organizations with a compelling value proposition to increase operational efficiency, optimize patient flow interactions and streamline workflow processes. These solutions automate manual paper-based workflow processes where few alternative IT solutions exist today.

Passive RFID solutions emerging for niche applications. Passive RFID solutions are emerging for niche applications within specific hospital departments for inventory management, patient identification and quality assurance applications.

**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 120 leading high technology vendors, management consulting organizations and healthcare providers

including **Cisco, IBM, Microsoft, Intel, Hewlett Packard, Oracle, 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.

<p>Customer Testimonials</p>	<p>Spyglass Consulting Group has provided the Cisco Healthcare Team with excellent, in-depth market research and analysis that clearly maps key healthcare related issues/trends to available mobile technologies and solutions. Spyglass has also been a key resource for Cisco's healthcare channel partners with educational sessions providing partners with detailed and meaningful insights about healthcare customer requirements. Spyglass engagements with Cisco and Cisco partners have been extremely professional and have provided excellent value-add. I strongly believe Spyglass' research could be useful for healthcare provider organizations and solutions vendors targeting healthcare industry.</p> <p>Kacey Carpenter Healthcare Solutions Marketing Cisco Systems</p> <p>Trends in RFID is an impressive and useful analysis of the current state of RFID technologies and solutions in healthcare. Its value to me and other hospital and health systems CIOs comes from the survey of operating managers and its analysis of opportunities for specific departments. Given our construction project and network infrastructure upgrades, the timing of the report's publication could not be better. Creative CIOs of leading organizations will gain many useful insights from the report as they consider investments in RFID solutions targeted to patient safety and operational quality improvements.</p> <p>Walter Fahey, VP and CIO Maimonides Medical Center Brooklyn, NY</p> <p>Spyglass Consulting Group's reports on technologies in healthcare are an absolute necessity to anyone in this business. I have learnt a terrific amount from his reports, Trends in Remote Patient Monitoring and Trends in RFID, and I refer to them constantly. The information that is provided is sufficient and succinct to provide the support for establishing our strategies. The reports are not a massive collection of everything to know about these topics, but rather a practical collection of the most relevant information with important directions for my group which is focusing on a new direction for Pfizer. These documents are wonderful and practical resources.</p> <p>David Lester, PhD Director, Pfizer Human Health Technologies Pfizer, Inc.</p> <p>Mobile Computing for Physicians and Mobile Computing in Nursing have become essential reference tools for the palmOne healthcare team as we develop our product and partner strategy for handhelds and smartphones. Because of the depth and breadth of the research, we are able to find answers to questions about a broad range of topics – from current and future usage patterns and preferences to workplace realities inhibiting adoption. What is particularly refreshing is the frank discussion of the gap between the panacea of e-health initiatives and the challenging environment in which our healthcare professionals must function today. I highly recommend their research for those seeking a comprehensive environmental scan of mobile technology usage among clinicians.</p> <p>Gail Moody-Byrd Director, Business And Healthcare Marketing Palm</p> <p>Trends in Mobile Computing is an excellent review. People of your caliber should be recognized at national meetings for your valuable contribution of legitimate end-user based research, so we can all better understand the market realities of mobile technology in healthcare. Your findings are both encouraging to those trying to advance the usage of mobile technologies, and words of caution to those who extrapolate or make assumptions solely based on anecdotal success stories.</p> <p>Andrew Barbash, MD Chief of Neurology Holycross Hospital (Silver Spring, MD)</p> <p>Mobile Computing for Physicians provided the Microsoft TabletPC Group with unique insights and perspectives to better understand how physicians are using mobile computing solutions at the point of care within a wide variety of healthcare settings. As a result of this report, we were able to better fine tune our value proposition and messaging toward different constituencies within the healthcare community.</p> <p>Chris Barry, Group Product Manager Windows Client PMG, Tablet PC Division Microsoft</p>
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Trends in RFID 2008

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