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STUDY: SIGNIFICANT COMMUNICATIONS PROBLEMS EXIST FOR HOSPITAL-BASED NURSES AT POINT OF CARE

Spyglass Consulting Group finds incompatible hospital communications networks are making it difficult for nurses to effectively communicate with patients and collaborate with care team members

MENLO PARK, CA, December 8, 2009. Spyglass Consulting Group's most recent healthcare study, **Point of Care Communications for Nursing**, reveals how incompatible hospital communications solutions are making it difficult for nurses to effectively communicate with patients and collaborate with care team members.

"Hospitals are purchasing communications solutions from different vendors requiring different mobile handsets that operate over different wireless frequencies," said Gregg Malkary, Managing Director of Spyglass Consulting Group. Nurses are forced to carry multiple communications devices to address specific job functions and responsibilities. Critical messages, non-critical messages and spam are frequently interspersed on the same or different devices making it difficult to filter, manage and prioritize communications from team members.

HIGHLIGHTS OF THE POINT OF CARE COMMUNICATIONS FOR NURSING REPORT:

WIRELESS NETWORKS NOT OPTIMIZED TO SUPPORT NURSES AT POINT OF CARE

Seventy-one percent of hospital-based nurses interviewed indicated their wireless networks were poorly designed resulting in coverage gaps, wireless interference, and overloaded access points. Frequent dropped data and voice connections make it difficult for nurses to document patient care at the bedside or use VoIP handsets to communicate with team members.

HOSPITALS ARE INVESTING IN POINT OF CARE COMMUNICATIONS BUT DEPLOYMENTS ARE LIMITED

Sixty-six percent of hospital-based nurses interviewed reported their organizations had deployed VoIP-based communications to provide nurses greater mobility to perform their jobs more effectively at point of care. Cost considerations have focused deployments on specific hospital departments and limited distribution of VoIP handsets to key nursing personnel.

VOIP COMMUNICATIONS CAN BE DISRUPTIVE AT POINT OF CARE

Hospital-based nurses interviewed thought VoIP communications can be disruptive at point of care for the nurse who receives phone calls from team members while performing patient procedures or treatments. Interrupting a nurse's train of thought can easily introduce medical errors into the patient care process.

POINT OF CARE DEPLOYMENTS REQUIRE NURSING INVOLVEMENT

Nurses interviewed believe successful point of care deployments require nursing involvement during the design phases of the IT project. Hospital IT must collaborate with nursing staff to understand existing workflow inefficiencies and how wireless communications and mobile computing technology can be used to support new and existing processes at point of care.

ABOUT SPYGLASS' POINT OF CARE COMMUNICATIONS FOR NURSING REPORT

Point of Care Communications for Nursing 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 improve communications and collaboration, streamline nursing productivity, and enhance patient care and safety.

Point of Care Communications for Nursing is an outgrowth of a similar study published by Spyglass in November 2006 entitled **Trends in Mobile Communications**.

Content for **Point of Care Communications for Nursing** was derived from more than 100 in-depth interviews with nurses working in **acute care** and **home health** nursing environments nationwide. Nurses interviewed were technically competent and representative of a broad range of nursing specialties, organization types, and organization sizes.

The telephone interviews were conducted over a three-month period starting in June 2009. The purpose of the interviews was to identify the needs and requirements for communications at point of care through discussions about:

- existing workflow inefficiencies in communicating with colleagues and patients,
- current usage models for mobile communications devices and solutions, and
- barriers for widespread mobile communications adoption.

Spyglass evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed point of care solutions.

The **Point of Care Communications for Nursing** report is targeted at:

- **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, and
- **investment banking and private equity investors.**

The complete market study, "**Healthcare Without Bounds: Point of Care Communications for Nursing**," is available for \$2,495 (USD) from Spyglass Consulting Group at www.spyglass-consulting.com.

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. © 2009, Spyglass Consulting Group. All rights reserved.

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