FOR IMMEDIATE RELEASE

STUDY: HOSPITAL IT INVESTMENTS IN NURSING SMARTPHONE SOLUTIONS POISED FOR EXPLOSIVE GROWTH, SAYS SPYGLASS CONSULTING GROUP

51% hospitals interviewed plan to evaluate enterprise-class nursing Smartphone solutions to support collaborative team-based care

MENLO PARK, CA, March 25, 2014. Today, Spyglass Consulting Group released its most recent healthcare study entitled **Point of Care Communications for Nursing 2014**. Report shows 51 percent of hospitals interviewed are evaluating enterprise-class nursing Smartphone solutions to support collaborative team-based care over the next 12 to 18 months. Next generation solutions based upon the Smartphone provide hospital IT with a vendor neutral and scalable architecture to address current and future application requirements that are tightly integrated with the hospital's PBX, clinical information, systems, biomedical devices, and nurse call system.

Hospital-based nurses work in high-stress, data-intensive environments dominated by inefficient paper-based processes. They are responsible for sicker patients who are staying for shorter periods and require complex multi-disciplinary care. Nurses are under increased pressure to communicate, collaborate and coordinate care more effectively across a wider array of team members. Continuous colleague interruptions, increased documentation requirements, and alert and alarm fatigue leave the nurse with little time for direct patient bedside care.

"Despite advancements in mobile devices and unified communications, hospital IT has underinvested in technologies and processes to support nurses at point of care," said Gregg Malkary, Managing Director of Spyglass Consulting Group. "Nearly 42 percent of hospitals interviewed are still reliant on pagers, noisy overhead paging systems and landline phones for communications and care coordination."

Passage of the Affordable Care Act is forcing hospitals to face the harsh 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 and deploy innovative mobile technologies and unified communications solutions to support collaborative team-based care to help enhance communications, streamline clinician productivity, improve care quality, and increase clinician satisfaction.

HIGHLIGHTS OF THE POINT OF CARE COMMUNICATIONS FOR NURSING 2014 REPORT:

NURSES USING PERSONAL SMARTPHONES AT POINT OF CARE

Despite hospital policy restrictions, 67 percent of hospitals interviewed report that staff nurses are using personal Smartphones to support clinical communications and workflow.

HOSPITAL IT SMARTPHONE INVESTMENTS LIMITED BUT INTEREST IS HIGH

While hospitals interviewed have made limited investments in nursing Smartphone solutions today, 51 percent plan to invest or evaluate enterprise-class Smartphone solutions over next 18 months.

HOSPITAL IT CONCERNED SMARTPHONE USAGE POSES SECURITY RISK

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.

ABOUT SPYGLASS' POINT OF CARE COMMUNICATIONS FOR NURSING 2014 REPORT

Point of Care Communications for Nursing 2014 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.

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. Content for **Point of Care Communications for Nursing 2**014 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.

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 existing workflow inefficiencies in communicating with care team members, current usage models for mobile communications devices and solutions, and barriers for widespread mobile communications adoption.

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

The **Point of Care Communications for Nursing 2014** 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
- **investment banking and private equity investors.**

The complete market study, "**Healthcare Without Bounds: Point of Care Communications for Nursing 2014**," 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 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 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. © 2014, Spyglass Consulting Group. All rights reserved.

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