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STUDY: NURSING SMARTPHONE USAGE IS EXPLODING SAYS SPYGLASS CONSULTING GROUP

69 percent of hospitals interviewed indicated that nursing staff are using personal Smartphones while on the job, but hospital IT is not willing to support their devices on the hospital's network

MENLO PARK, CA, December 3, 2012. Today, Spyglass Consulting Group released its most recent healthcare study, **Point of Care Computing for Nursing 2012**. It shows significant trends on how US-based hospital nurses are using mobile solutions at point of care to streamline productivity, enhance patient safety, and reduce the risk of medical errors.

The report reveals that 69 percent of hospitals interviewed indicated that nursing staff are using their personal Smartphones while on the job for personal and clinical communications. Smartphones fill in critical communication gaps with existing technologies provided by hospital IT, which nurses find difficult to use and have limited functionality. "Hospital IT is concerned that personal devices on the hospital's network pose a significant security threat to patient health information stored on the device or the network," said Gregg Malkary, Managing Director of Spyglass Consulting Group. "Supporting nursing 'Bring Your Own Device' initiatives would require hospital IT to define comprehensive mobile governance strategies and to deploy enterprise-class tools to centrally monitor, manage and protect mobile devices, apps and data."

HIGHLIGHTS OF THE POINT OF CARE COMPUTING FOR NURSING REPORT:

NURSES REJECT TABLET COMPUTING TO SUPPORT BEDSIDE NURSING

Ninety-six percent of hospitals interviewed believe that 1st generation TabletPCs were not the right device 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.

NURSES STRUGGLE WITH THE QUALITY AND RELIABILITY OF THE WIRELESS NETWORK

Twenty-five percent of hospitals 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.

ABOUT SPYGLASS' POINT OF CARE COMPUTING FOR NURSING 2012 REPORT

Point of Care Computing for Nursing 2012 presents the findings of an end-user market study focused on the current state of computing adoption by **nurses** 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.

This report is an outgrowth of a similar study published by Spyglass in November 2007 entitled **Point of Care Computing for Nursing 2007**. Throughout the report, Spyglass will compare and contrast interesting trends identified across both studies.

Content for **Point of Care Computing for Nursing 2012** 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.

Spyglass conducted the telephone interviews over a four-month period beginning **May 2011**. The purpose of the interviews was to identify the needs and requirements for point of care computing through discussions about:

- existing workflow inefficiencies in accessing clinical information,
- current usage models for computing devices and solutions, and
- barriers for widespread adoption.

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

The **Point of Care Computing for Nursing 2012** 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 Computing for Nursing 2012**," 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 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. © 2012, Spyglass Consulting Group. All rights reserved.

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