

FOR IMMEDIATE RELEASE



65% OF PHYSICIANS FEAR INFECTION RISK BY USING MOBILE COMPUTING DEVICES AT POINT OF CARE — 160% INCREASE FROM 2005

Spyglass Consulting Group study cites poor clinician hand washing habits, physician multi-tasking at bedside and ignorance as opportunities for spreading infection through mobile devices at point of care.

MENLO PARK, CA, October 8, 2007. **Spyglass Consulting Group**, a market intelligence firm and consultancy, today announced the results of a comprehensive end-user market study focused on the current state of computing adoption by **physicians** across the United States. Spyglass conducted more than 100 in-depth telephone interviews with physicians working in acute care and ambulatory environments nationwide to better understand how point of care computing can be used to improve physician productivity, enhance patient safety and reduce the risk of medical errors.

POINT OF CARE COMPUTING IS CHANGING THE PHYSICIAN/PATIENT RELATIONSHIP

Physicians interviewed were concerned point of care computing devices may interfere with the physician/patient relationship. Patients are not used to seeing physicians use computers during exams or treatments.

PHYSICIAN CLINICAL SYSTEMS USAGE AT POINT OF CARE IS ACCELERATING

Physicians interviewed are increasingly using clinical systems at point of care to access patient information, use productivity tools, and browse the Internet for healthcare related issues. They are taking advantage of multi-year, multi-million dollar IT investments their organizations have made upgrading their clinical information systems and infrastructure.

RIGHT COMPUTING DEVICE AT POINT OF CARE IS SITUATION DEPENDENT

Physicians interviewed believe the right point of care computing device is dependent upon a physician's physical location, urgency of the situation, tasks to be performed, complexity of the applications required and most importantly, the physician's personal preferences.

SMARTPHONES LIMITED CLINICAL UTILITY IF OTHER COMPUTING RESOURCES ARE AVAILABLE

Fewer than 14 percent of physicians interviewed were using Smartphones to access single function clinical applications to manage patient data, prescribe medications electronically and capture patient billing charges. Physicians preferred to use a full size terminal and keyboard to access clinical information systems at point of care.

ABOUT SPYGLASS' HEALTHCARE WITHOUT BOUNDS: POINT OF CARE COMPUTING FOR PHYSICIANS

Spyglass' most recent report, **Healthcare Without Bounds: Point of Care Computing for Physicians**, presents the findings of an end-user market study focused on the current state of computing adoption by **physicians** 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 improve physician productivity, enhance patient safety and reduce the risk of medical errors.

Point of Care Computing for Physicians is an outgrowth of a similar study published by Spyglass in January 2005 entitled **Mobile Computing for Physicians**. Throughout this report, Spyglass compares and contrasts trends identified across both studies.

Content for **Point of Care Computing for Physicians** comprises more than 100 in-depth interviews with physicians working in acute care and ambulatory environments nationwide. Clinicians interviewed were technically competent and representative of a broad range of medical specialties and institution sizes.

Spyglass conducted the telephone interviews over a four-month period beginning April 2007. 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.

The **Point of Care Computing for Physicians** 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 Physicians**," is available for \$2,495 (USD) from Spyglass Consulting Group Web site: <http://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 100 leading high technology vendors, management consulting organizations and healthcare providers including **Cisco, IBM, Microsoft, Intel, HP, Oracle, J&J, 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. © 2007, Spyglass Consulting Group. All rights reserved.

Contact:

Gregg Malkary, Managing Director
 Spyglass Consulting Group
 +1 650/575-9682
gmalkary@spyglass-consulting.com
www.spyglass-consulting.com