FOR IMMEDIATE RELEASE

SPYGLASS CONSULTING FINDS HEALTHCARE CLINICIANS ARE REQUIRED TO CARRY MULTIPLE MOBILE DEVICES TO EFFECTIVELY COMMUNICATE WITH COLLEAGUES AND PATIENTS

Study: Sixty-seven percent of clinicians interviewed carry multiple mobile communications devices to manage communications with different groups of people or to address communication requirements for specific job functions

MENLO PARK, CA, November 6, 2006. 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 mobile communications adoption by clinicians across the United States. Spyglass conducted more than 100 in-depth telephone interviews with physicians and nurses working in inpatient and outpatient environments nationwide to better understand how mobile communications solutions could be used to improve clinician mobility and responsiveness, enhance patient safety and reduce communications costs.

IDEAL MOBILE COMMUNICATIONS DEVICE

Clinicians are experimenting with a wide variety of different mobile devices including pagers, cell phones, smartphones and VoIP phones to improve their mobility and responsiveness, and enhance patient safety. Each device has its own set of strengths and weaknesses that depend upon work environment, job responsibilities and personal preferences.

CLINICIANS LACK TOOLS TO FILTER, MANAGE AND PRIORITIZE COMMUNICATIONS

Clinicians interviewed lack tools to filter, manage and prioritize communications to/from colleagues and patients. Clinicians create artificial barriers to prevent unnecessary interruptions and tend to prioritize communications based on whom they know.

CLINICIANS LACK STANDARDIZED PROCESSES TO COLLABORATE WITH COLLEAGUES

Clinicians interviewed are having difficulties communicating with colleagues due to a dependency on paper-based workflows and a lack of standardized tools and processes to collaborate with colleagues across the continuum of care.

CLINICIANS HAVE LIMITED TIME TO SPEND WITH PATIENTS

Clinicians interviewed are having difficulties communicating with patients because clinicians are overworked and have limited time to spend with their patients.

ABOUT SPYGLASS' HEALTHCARE WITHOUT BOUNDS: TRENDS IN MOBILE COMMUNICATIONS STUDY

Spyglass' most recent report, **Healthcare Without Bounds: Trends in Mobile Communications**, presents the findings of an end-user market study focused on the current state of mobile communications adoption by clinicians across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for adopting mobile solutions to improve clinician mobility and responsiveness, enhance patient safety and reduce communications costs.

The content for **Trends in Mobile Communications** was derived from more than 100 in-depth interviews with physicians and nurses working in inpatient and outpatient environments nationwide. Clinicians interviewed were technically competent and representative of a broad range of medical specialties and institution sizes.

The telephone interviews were conducted over a four-month period beginning July 2006. The purpose of the interviews was to identify the needs and requirements for mobile communications solutions 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.

The **Trends in Mobile Communications** 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 decision 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: Trends in Mobile Communications**," is available for $2,295 (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 is a frequent speaker 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. © 2006, Spyglass Consulting Group. All rights reserved.

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