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STUDY: HOSPITAL IT SMARTPHONE INVESTMENTS ARE DRIVING CLINICAL TRANSFORMATION, SAYS SPYGLASS CONSULTING GROUP

90% of hospitals surveyed have made or are planning significant investments in Smartphones and secure unified communications

MENLO PARK, CA, April 2, 2018. Today, Spyglass Consulting Group released its most recent healthcare study, **Trends in Clinical Communications and Collaboration 2018**. The study shows that 90% of hospitals surveyed are making significant enterprise-wide investments in **Smartphones and secure mobile communications platforms** to drive clinical transformation and address the mission- and patient-critical communications requirements of clinical and non-clinical mobile workers within the hospital and across the care continuum.

Hospitals surveyed have identified common communications challenges experienced by mobile clinical workers that include:

- **Communications overload.** Clinicians are overwhelmed by the overhead paging system, incoming voice and text communications, and a continuous stream of device alarms which is creating alarm fatigue and leaving them little time for direct patient care.
- **Lack of standardized processes.** Clinicians are resistant to utilizing standardized communications processes and tools especially during transitions which can introduce medical errors into care process.
- **Dissatisfaction with existing communications tools.** Clinicians are dissatisfied with the antiquated communication options provided by hospital IT including overhead paging, landline phones, pagers, and proprietary VoIP handsets. EHR-based messaging tools are poorly designed and not well integrated with their workflow.

With the transition toward patient centered care models and value-based purchasing, hospitals surveyed are evaluating next generation communications platforms and upgrading their technical infrastructure to help achieve the Triple AIM framework by reducing healthcare costs, improving care quality and outcomes, and increasing patient and staff satisfaction.

Next generation communications platforms are providing:

- **Cross platform support** enabling clinicians to use a different mobile devices and/or web-based interfaces to support anytime, anywhere communications
- **Unified communications** enabling clinicians to use different communication modalities including Voice over IP, secure text messaging, and video conferencing
- **Enterprise-wide directories** integrated with the on-call scheduling system and care assignments database enabling clinicians to connect with team members
- **Event-driven communications** enabling clinicians to receive critical notifications from hospital legacy systems providing actionable content to close the communications loop

- **Analytics and reporting tools** enabling hospital IT to measure communications tools usage and effectiveness to drive clinical workflow improvements.

ADDITIONAL HIGHLIGHTS OF THE TRENDS IN CLINICAL COMMUNICATIONS & COLLABORATION REPORT:

Developed comprehensive mobile strategies. 73 percent of hospitals surveyed have developed or were developing mobile strategies to address the communications, collaboration, and computing requirements of clinical professionals and other mobile workers across medical departments, standalone hospitals, and ambulatory environments.

Identified compelling return on investments. 48 percent of hospitals surveyed have identified or were identifying compelling ROI models to justify mobile investments that provide quantifiable metrics to demonstrate cost reductions, outcome improvements, and staff/patient satisfaction.

Leveraged middleware to support event-driven notifications. 68 percent of hospitals surveyed are using middleware to collect, monitor and manage data, alerts and alarms generated from hospital legacy systems including nurse call, biomedical devices, EHR, pharmacy, and laboratory.

ABOUT SPYGLASS' TRENDS IN CLINICAL COMMUNICATIONS & COLLABORATION 2018 REPORT

Trends in Clinical Communications & Collaboration 2018 presents the findings of an end-user market study identifying the market opportunities and challenges for hospitals and health systems within the United States who are evaluating large-scale investments in Smartphones and secure mobile communications platforms to address the mission- and patient-critical communications requirements of clinical and non-clinical mobile workers within the hospital and across the care continuum.

Content for **Trends in Clinical Communications & Collaboration 2018** was derived from more than 100 in-depth interviews with healthcare professionals working in hospital-based environments who are 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 September 2017. During the interviews, Spyglass identified the market requirements for Smartphone-based communications platform through discussions about:

- workflow inefficiencies in communicating with care team members and patients,
- current usage models for Smartphones and mobile communications 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.

Trends in Clinical Communications and Collaboration 2018 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: Trends in Clinical Communications and Collaboration 2018**," 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.

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