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STUDY: LEADING MEDICAL CENTERS ARE MAKING SIGNIFICANT INVESTMENTS IN SMARTPHONE-BASED COMMUNICATIONS, SAYS SPYGLASS CONSULTING GROUP

63 percent of hospitals and health systems surveyed have widely deployed Smartphones to support nurses and other mobile workers across the enterprise

MENLO PARK, CA, May 18, 2016. Today, Spyglass Consulting Group released its most recent healthcare study entitled **Large-scale Smartphone-based deployments enable hospital-wide communications**. The study shows that 63 percent of hospitals and health systems surveyed have deployed or plan to deploy a mobile communications platform supporting more than 500 Smartphones over the next 12 to 18 months. These deployments address the mission- and patient-critical communications required by nurses and other mobile hospital workers across the enterprise. The average size deployment included 1,100 Smartphones while the largest deployment included more than 5,000 Smartphones.

Spyglass found that forty-four percent of organizations surveyed had developed comprehensive mobile communications strategies to address the current and future communications and collaboration requirements of nurses, care team members, and other mobile hospital workers. “While initial deployments are often limited to support clinical messaging between nurses and their support staff within targeted medical departments,” said Gregg Malkary, Managing Director of the Spyglass Consulting Group, “many organizations quickly expand the scope and usage models to include all hospital workers and workflows across medical departments, standalone hospitals, and ambulatory environments and clinics.”

Spyglass also identified four critical success factors for hospital IT to consider when widely deploying a Smartphone-based communications platform:

- **Scalability.** Deploying a highly reliable, manageable, and scalable platform to support mission-, patient- and life-critical communications
- **Interoperability.** Integrating with hospital IT systems infrastructure including the hospital’s PBX, clinical information systems, biomedical devices, and nurse call system to support data driven closed-loop communications
- **Multi-device support.** Providing support for hospital-owned Smartphones, personally-owned Smartphones (BYOD), and a desktop computer interface for enhancing and expanding care team collaboration within the hospital and across the community
- **Hospital leadership.** Driving widespread end user adoption through hospital administration leadership, commitment and investment

ABOUT “Large-scale Smartphone-based deployments enable hospital-wide communications”

This Spyglass Consulting Group study identifies the market opportunities and challenges for hospitals and health systems to consider when widely deploying a Smartphone-based communications platform to support nurses, patient care team members, and other mobile workers across the healthcare enterprise. In January 2016, Spyglass interviewed (19) leading-edge hospitals and health systems nationwide who had successfully deployed a large number of Smartphones to support mission and patient-critical communications.

The complete market study, **Large-scale Smartphone-based deployments enable Hospital-Wide Communications**, is available for free from Spyglass Consulting Group at www.spyglass-consulting.com/spyglass_comp_paper.

ABOUT SPYGLASS CONSULTING GROUP

Gregg Malkary is the Founder and Managing Director of the Spyglass Consulting Group. Spyglass is a market strategy firm focused on the mobile technologies and digital health. Mr. Malkary has more than over 25 years’ experience in the high technology industry with domain expertise in the mobile computing, wireless, and broadband technologies within the healthcare industry. He has worked for both public and private companies in senior management operational roles. Most recently, Mr. Malkary was an Associate Partner at Outlook Ventures, a San Francisco-based venture capital firm focusing on early stage investments in enterprise software companies.

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