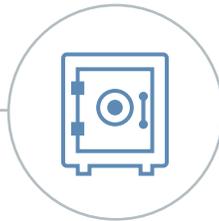


# Cosmopolitan Medical Communications Increases Staff Efficiency and Saves Clients Time & Money



Improved Productivity



Enhanced Security & HIPAA Compliance



Saved Time And Money



## About The Company

For over 35 years, Cosmopolitan Medical Communications (CMC) has been a leading answering service provider to healthcare clients of all sizes. CMC prides itself on using the latest technology to quickly, and professionally deliver time sensitive patient calls to their clients via pages, phone calls and text messages.

### Organization Information

- 37 Years of Innovative Operator Services
- 3,000 Medical Clients

### Major Communication Concerns

- HIPAA Compliant Solution
- Customer Satisfaction
- One Software Platform for Agents

## Communication Challenges

The recent HIPAA Omnibus Rule changes redefined HIPAA-compliant communications, affecting how answering services forward patient concerns to on-call physicians. In order to stay HIPAA compliant, CMC realized it would need to change its operating procedures as it could no longer utilize standard text messaging to relay patient calls to physicians.

## Call To Action

With the need to keep all communications HIPAA compliant, CMC needed to quickly find a secure messaging solution that would ensure:



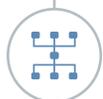
### Accountability

All messages sent by CMC's agents can be logged and tracked to ensure all messages were delivered to clients in a timely manner.



### Client Satisfaction

They needed a solution that embraced its clients' preferred method of communication, yet complied with HIPAA regulations.



### Seamless Integration

CMC also needed a solution with quick and easy set-up that integrated with its current answering service software, Startel, to prevent disruption to their clients and their own staff's workflow.

CMC chose TigerConnect for its secure messaging needs as it not only had the features and functionality it desired, but it also seamlessly integrated with Startel, the answering service platform the company uses. The TigerConnect-Startel integration was key as it enables CMC's agents to communicate with clients via secure text messaging without having to leave the Startel interface.

## Results

With the TigerConnect-Startel integration, CMC experienced immediate benefits for their staff and clients. The instant integration and security has allowed CMC to:



### Improve Productivity

Staff members are able to communicate with clients via secure SMS without having to leave their current software interface, helping increase staff efficiency.



### Enhance Security and Stay HIPAA Compliant

The integration allows CMC to leverage texting to communicate with clients while also being HIPAA compliant.



### Save Time and Money

By having one integrated messaging solution, clients can avoid fee increases of 10%- 30% on their bills as there is less live operator time needed to service the account. Instead of making a manual phone call to a provider, CMC can simply send a secure text message.



*Keeping all communications compliant with the new Omnibus Rule was critical for us. TigerConnect has allowed us to efficiently and securely communicate with our clients without any major workflow changes which has kept our operations running smoothly, and most importantly, our clients happy.*

— Michelle W., VP CMC



*The TigerConnect integration into Startel is seamless — our team members send messages straight from the Startel system. There was no additional training needed, no significant costs involved, and no loss of productivity.*

— Michelle W., VP CMC



## Conclusion

The HIPAA Omnibus Rule posed a significant operational and monetary challenge for many answering service companies by eliminating the ability to send unsecure text messages to clients. With that in mind, Cosmopolitan Medical Communications needed to quickly find a communication solution that provided the same ease and efficiency of texting but with the security and encryption required by HIPAA. TigerConnect has provided CMC with the ability to utilize encrypted text messaging directly from their current software platform, Startel, allowing them to save time and money while also ensuring client satisfaction. CMC continues to be known as a reliable, technologically advanced answering service that takes both regulatory and client concerns seriously, balancing them with efficient and secure tools such as Sartel and TigerConnect.

## About TigerConnect

As healthcare's largest provider of clinical communication solutions, TigerConnect helps physicians, nurses, and other staff communicate and collaborate more effectively, accelerating productivity, reducing costs, and improving patient outcomes. With 6,000 facilities, 99.99% uptime, and over 10 million messages processed each day, TigerConnect continually delivers advanced product innovations and integrates with critical hospital systems such as the EHR, nurse call, and scheduling solutions. The company's commitment is reflected in its broad support organization that works directly with clients at every stage to streamline communication workflows and achieve the highest ROIs.

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