

# Onward and Upward

## Navigating Modern Care Communication

A visual guide to dodging pitfalls and driving success on your healthcare communications journey



### A Look Back: Secure, HIPAA-Compliant Texting

It's been nearly a decade since HIPAA-compliant, secure text messaging arrived on the scene, and still, unsecured texting continues.

**70%**

**of providers are currently texting unsecurely<sup>1</sup>**

<sup>1</sup>Reducing Alert & Information Fatigue in Clinical Settings, MEDarchon, Inc., January 5, 2019

### **WARNING!**

Health delivery organization CIOs should phase out stand-alone secure messaging systems and phase in care team collaboration and coordination platforms...<sup>2</sup>

<sup>2</sup>Stand-Alone Secure Messaging Is No Longer Sufficient for Digital Healthcare Delivery, Gartner

**Gartner**

## The Journey Begins Here



### PHASE 1 Role-Based Scheduling

Driven by shift schedules and role assignments, users can reach any member of a care team anytime – no name or phone number required.

**3x**

**typical rise in user adoption after adding role-based scheduling<sup>3</sup>**

<sup>3</sup>TigerConnect data from role-based customers

#### Before starting, be sure to have:

- A defined set of roles based on the staff directory
- A formalized device policy
- Dashboards for tracking user adoption

#### Organizational objectives:

- Assign roles to all clinical and non-clinical staff
- Link role assignments to internal shift schedules
- Explore more advanced integrations (EHR, nurse call, etc.)

## Integrate, Integrate, Integrate



### PHASE 2 Integrate Systems Across Facilities

Advanced integrations take center stage to support communication and transitions of care across facilities.

**80%**

**of all serious medical errors involve miscommunication during care transitions<sup>4</sup>**

<sup>4</sup>Referral MD

#### Before starting, be sure to have:

- A rollout plan for integrating the EHR, nurse call, lab, etc.
- Updated clinical protocols that reflect new messaging capabilities
- Expanded set of workflows by department and facility type

#### Organizational objectives:

- Ensure all facilities are on a single communication platform
- Track improvements against organization's key metrics
- Identify critical system data and integrate it with the messaging platform

## Text, Video & Voice – The Future of Patient Care



### PHASE 3 Virtual Care & Patient Communication

Connect with patients by text, voice, or video to reduce costs, lower readmissions, and improve patient outcomes and satisfaction.

**73%**

**of Americans sent or read a text in the past 24 hours<sup>5</sup>**

<sup>5</sup>Gallup Organization – The New Era of Communication Among Americans, November 10, 2014

**70%**

**of Americans won't answer calls from a phone number they don't recognize<sup>6</sup>**

<sup>6</sup>Consumer Reports – Why Robocalls Are Even Worse Than You Thought, May 15, 2019

**65%**

**of U.S. hospitals connect with patients and consulting practitioners through the use of video and other technology<sup>7</sup>**

<sup>7</sup>American Hospital Association

#### Organizational objectives:

- Implement text-based patient messaging as part of your communications platform
- Identify a manageable set of video, voice, or text-based workflows and train staff
- Compare before/after metrics for patient engagement, readmissions, HCAHPS scores, and loyalty

