

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 unsecurely¹

¹Reducing 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...²

²Stand-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 scheduling³

³TigerConnect 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 transitions⁴

⁴Referral 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 hours⁵

⁵Gallup 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 recognize⁶

⁶Consumer 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 technology⁷

⁷American 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

