

THE STATE OF

Healthcare Communications

Healthcare still grapples with modernizing communication. TigerConnect surveyed nearly 200 healthcare leaders and more than 850 patients and **here's what they had to say:**

Communication in Healthcare Is Broken

Use of antiquated technology among healthcare organizations is still a challenge.

4 out of 10 use pagers¹

9 out of 10 use fax machines¹

Communication channels are badly fragmented, with groups across the health system using different tools to communicate.

Top Channels for:

Physicians	Nurses	Allied Health Professionals	Staff Outside the Hospital
Secure Messaging	Secure Messaging	Landline Phones	Landline Phones
Personal Smartphone	Landline Phones	Email	Email
EHR	EHR	Secure Messaging	Fax

Healthcare organizations recognize **there is a problem**.

52%

The majority of healthcare organizations experience **communication disconnects that impact patients** daily or at least multiple times a week.

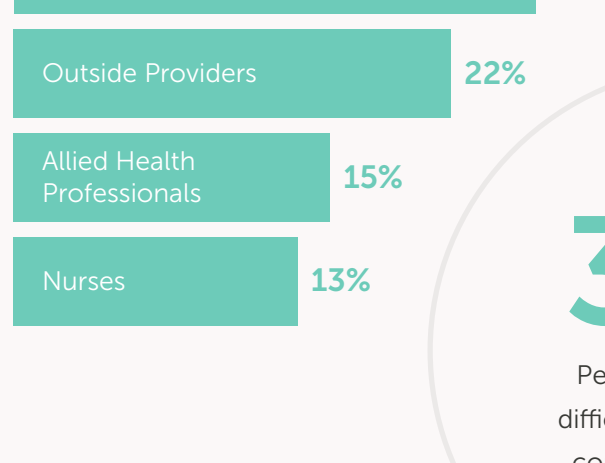
Most also believe the industry is **behind or very behind in adoption of modern communication technology**.

55%

Impact Health Organizations Operate Inefficiently

FINDING: Care coordination is a challenge.

Ranking of roles that are hardest to reach:



39%

Percentage who find it difficult or very difficult to communicate with one or more role.

PROBLEM: Bottlenecks are common when moving patients through the health system. The top three include:

50%
Delayed Discharge

40%
Consult Delays

38%
ED Wait Times



SOLUTION: Use secure messaging organization-wide.

When secure messaging is used organization-wide, survey respondents were 31% less likely to report experiencing communication disconnects.

Impact Clinical & Non-Clinical Staff Are Not Aligned

PROBLEM: Non-clinical staff underestimate the frequency of communication disconnects that impact patients.

Daily Communication Disconnects Impacting Patients

7%
Non-Clinical

22%
Clinical



SOLUTION: Include clinical leadership in technology decisions and solution design.

"Through a strong clinical and IT partnership, Geisinger was able to implement a lab alert integration to ensure near real-time delivery of critical labs via secure message to the appropriate physician. As a result, we have reduced turnaround time for critical lab values from 12.1 minutes to 2.5 minutes."

Dr. Jordan Olson, MD
Director, Clinical Pathology Informatics & Quality
Geisinger

Impact Patients Are Taking Notice

PROBLEM: 74% of U.S. adults who spent time in a hospital in the past two years indicated being frustrated by one or more inefficient processes.²

Top three patient frustrations indicate a need for healthcare to streamline internal communication:

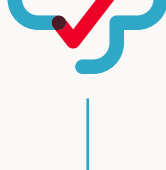
31%
Slow Discharge/Transfer Time

22%
Limited Time with Doctor During Stay

22%
Long Waiting Room Wait Time

PROBLEM: Patient-preferred communication method² does not match what healthcare organizations actually use:

Overutilized	Underutilized
Patient Portals	Text/SMS
Postal Mail	Email
Phone	Messaging Apps



SOLUTION: Streamline internal communication and test patient text messaging.

"We see technology as an enabler to scale our clinical staff to service 10x more patients. A phone call is just not scalable, so we foresee the growth of patient text messaging and we're preparing ourselves operationally to be able to handle and do that."

Matthew Fenty
Director of Innovation
St. Luke's University Health Network

Read Our Full State of Healthcare Communication Survey Report [Here](#)

¹ Used in some departments or roles or even organization-wide.

² A survey was conducted online within the United States by The Harris Poll on behalf of TigerConnect from August 26-28, 2019 among 2,014 U.S. adults ages 18 and older, of whom 870 have spent time in a hospital in the past two years because they have and/or an immediate family member has been admitted and stayed overnight. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.