

The Secret Formula for Using Secure Texting Hospital-Wide



Today's Presenters



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Froedtert Hospital is the major teaching affiliate of The Medical College of Wisconsin (the “Medical College”)

HOSPITAL STAFF



816

Froedtert staff serving as faculty members at Medical College

330

full-time residents at Froedtert Hospital

413

medical students at Medical College

655
LICENSED BEDS



The Challenges

- Many devices and paging carriers used for provider communication
- No standardized approach for provider communication
- No ability to ensure receipt of critical messages
- HIPAA and HITECH considerations (message security)
- Over 1.5 million pages sent to staff & providers each year



The Challenge: A Clinical Example

Answering service receives call from patient requiring call-back from on-call provider

- Telephone encounter is created in EHR and provider is notified on pager via Amcom
- **Newest Challenge** Staff view provider profile to determine type of PHI that's included in message
- Provider receives page and either calls answering service back or begins work in EHR
- Answering service staff monitor EHR to ensure the provider is working the encounter
- Provider uses land line or cell phone to call patient

The Plan and Evaluation Process

Roll out one app to the community hospitals to integrate the entire health system with the same smartphone communications platform.

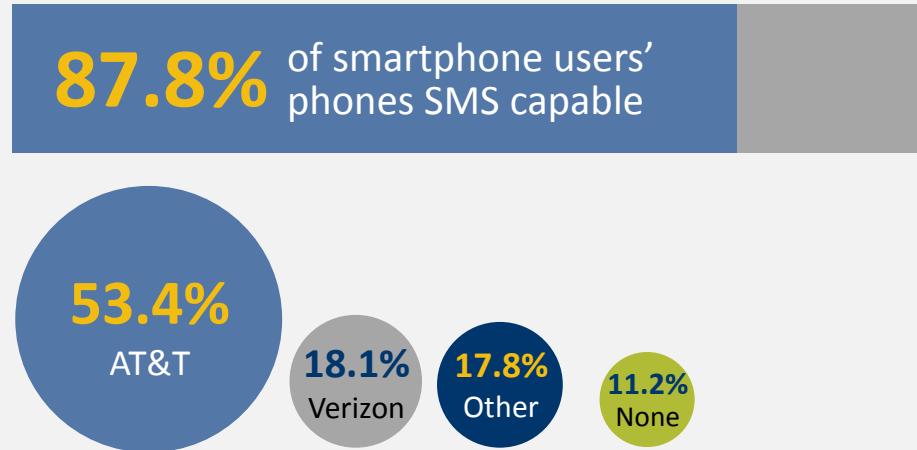
- Would providers be receptive?
- What solutions are available?
- Is two-way communication/message tracking possible?
- What devices and plans would be supported?
- Which devices were in use?
- What about switching devices or plans?

Survey Results

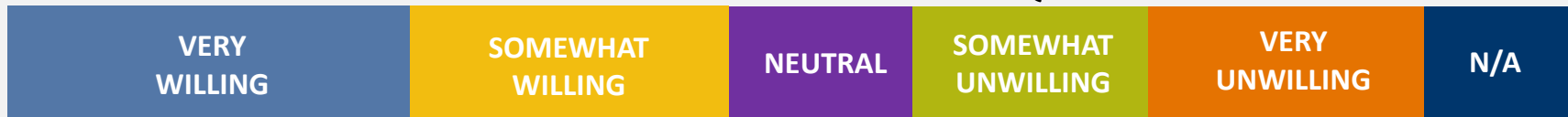
WHICH DEVICE?



CARRIERS



WILLINGNESS TO CHANGE DEVICE IF HOSPITAL REQUIRED IT?



WILLINGNESS TO SWITCH CARRIERS?



1,000 members of medical staff surveyed.
747 responded. Completed Dec 2010.

Solution Requirements

- Needs to support major device platforms and data plans
- Needs to utilize cellular Wi-Fi coverage
- Desire to work within current Amcom solutions
- User-friendly (staff and end user)



Our Solution: **Mobile Connect**



Successful with academic physicians

Secure messaging

Critical messages have separate inbox

Two-way communications

Full audit trail of all messages

Integrates with existing Amcom solutions

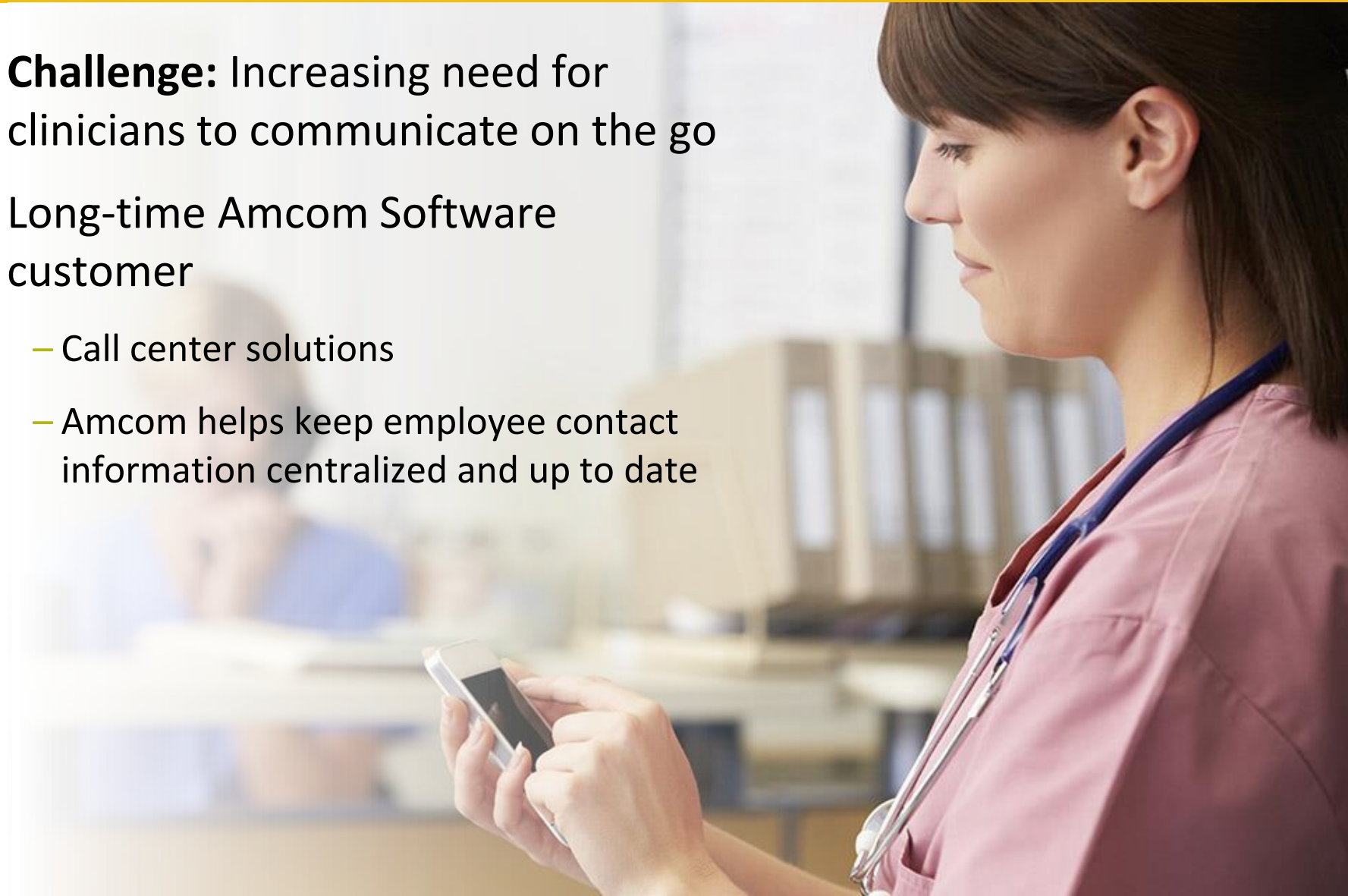
The Ottawa Hospital Overview

- Largest tertiary hospital in the region
- Serves a population of 1.3 million
- Three campuses
 - Trauma, brain, and cardiac care
 - Surgery and ambulatory care
 - Cancer services
- 12,000 staff
- 1,200 physicians
- 4,000 nurses



Challenge and Solution Evaluation Process

- **Challenge:** Increasing need for clinicians to communicate on the go
- Long-time Amcom Software customer
 - Call center solutions
 - Amcom helps keep employee contact information centralized and up to date



Solution Requirements

- Enable more secure communications
- Establish an audit trail of message receipts
- Supports fast, secure communication via smartphones
- Ability to support diverse device types



The Solution

- Mobile Connect
 - Flexible messaging
 - Audit trail
 - Uses the hospital's online directory to reach the right person at all times
 - Used by physicians, nurse managers, family medicine, residents, and call center staff



How is the rollout of Mobile Connect going?

How are you using the
audit trail functionality?

How did you encourage
staff adoption?

How has Mobile Connect improved clinician communications?

What are your plans for
further improving clinician
communications?

Case Study Video:

Secure Texting at The Ottawa Hospital

info.amcomsoftware.com/TOH



Questions?

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