Communication Where It Matters

Enabling world-class healthcare

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Meet Unify

- Premier provider of enterprise communications solutions and services
- #2 Global / #1 Europe* market share
- Ranked market ‘Leader’ by top analysts
- Trusted by over 75% of the Fortune 500
- 15,000+ healthcare implementations

*Source: Dell’Oro Enterprise Telephony Quarterly Summary – 1Q13
Continuous innovation

A unified world tips its hat to the past, and envisions a new way to work.
The way we live and work is changing
The Way We (really) Work today

• Independent study of 9000 knowledge workers in UK, US and Germany
• Establish true work patterns
• Explore behaviours in the work environment
• Define the attitudes towards the workplace and to each other
Positive but the future will bring change

- 92% positive contribution
- 79% have opportunity to express ideas
- 73% feel they are listened to within their companies
74% reveal that digital technology, the internet and social media has fundamentally changed the way we behave in the workplace.
And what about technology....

- Email most essential
- But it is the tool most (28%) would like to see removed
- On demand tools (cloud) is on increase – esp. in growing business
- 22% think they don’t have the correct tools for today’s work
Healthcare is evolving

• In the Healthcare industry
  • Consolidation
  • New market players
  • Technology evolving at rapid pace
  • Consumerization
  • Internet of Things & Healthy Things
  • Patients/customers are expecting high levels of service
  • Regulation and Penalties for non compliance increasing
But one thing has not changed

• To deliver cost effective quality care requires team effort and that team needs to be able to communicate & collaborate at the right time in an effective efficient manner.

• That team includes:
  • Provider organizations
  • Care professionals
  • Back of House services
  • Front of house Services
  • Back office
  • Patients
Lets have a quick look at some key transformed industries and how that can relate to healthcare

• Travel and Hospitality
  • Airline industry needed to reduce costs significantly
  • They needed to manage resource more effectively,
  • Resolved utilization by over booking
  • Needed to retain customers through better experiences
  • Improve the quality of their brand

• Healthcare
  • Budget pressures – to reduce the cost of care
  • Reduce length of stay whilst improving outcomes
  • Reduce outpatient clinic over runs
  • Improve HCHAPS through patient experience
  • Become the patient’s/insurer’s provider of choice
Lets have a quick look at some key transformed industries and how that can relate to healthcare

• Manufacturing
  • Reduce costs to market
  • They needed to manage resource more effectively,
  • Improve productivity through Automation where applicable
  • Attract high quality staff
  • Needed to innovate to survive

• Healthcare
  • Reduce costs of care delivery
  • Need to make carers more effective by giving them more time to care
  • Automated care delivery without de-humanizing the service
  • Attract high quality staff
  • Innovation is key to modern care delivery

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Let's have a quick look at some key transformed industries and how that can relate to healthcare

• Corporate
  • Automation of Back Office function
  • Reduction of estate
  • Outsourcing non core Business Functions

• Healthcare
  • Reduce cost of Administration
  • Increase estate utilization
  • Need to find ways to improve and grow internal services
So where does communications fit in

• Lets first have a look at Unify and how we have Changed the way we work......

Benefits can include:
• Reduction of Real estate by enabling virtual working
• Reduced time wastage by knowing when I can and cant communicate with someone
• Virtual meetings reduce time wastage and reduce costs
• A single extensible environment to maximize investment in technology based tools
So where does communications fit in health?

• How can UC give Doctors and Nurses more time to Care?
  • Firstly let’s look at how we can remove dependence upon a device

  • Now we no longer are device dependent we are free to use the most appropriate tool for the task including your own phone or any other.
Presentation of the mobile baton
Collaborate now

Know who is available, how

Instant connection

Point-of-care updates

Messaging flexibility

Mobile
But what about the patient experience?

• Would you stay at a hotel that didn’t know why you were there?
  • Surely the same should be for the provider and patient?
• Does your Patient participate in hospital operations?
  • Wouldn’t it help if they could be your eyes on the ground supporting key functions like infection control good practice?
Openscape - Contact Centre

• Provides a single point of contact for your organization
• Deliver many services from Appointment Bureau to tele-health consultations with professionals
• Utilizes a common look and feel to our personal tools
• Ensures that calls are handled by those with the correct skills
• Allows you to effectively manage periods of high demand
• Enables automation of certain functions within your Organization
  • E.g. re-booking/ cancellation of appointments
  • Growth of specialist services and remote Consultation based services
Openscape - Contact Centre
Openscape - Contact Centre
Openscape - Contact Centre

‘OpenScape Web Collaboration’

‘OpenScape Web Client’
Other industry solutions that can play a part

• Finance industry - Openscape Xpert designed for Trading
  • Plays an major role in Command and Control (911 services)
Birmingham Children’s Hospital

Streamline clinical decision processes

“We are incredibly well positioned for the future, and with Unify’s next generation technologies Birmingham Children’s Hospital is really setting the standard for other children’s hospitals in the country to follow in terms of highly responsive patient-care.”

David Marshall, Head of IT, Birmingham Children’s Hospital

Solution

• OpenScape Xpert – brings together the right care team for the 1,668 referrals received each year by KIDS (Kids Intensive Care and Decision Support)

• This service is responsible for coordinating all West Midland Referrals to PICU (Pediatric Intensive Care Unit)

Why Unify?

• Through a collaborative outcomes based approach to understand the process and requirements needed by KIDS, Unify were able to develop, deploy and support an efficient and reliable system to enhance the logistical and clinical decision making service

Results

• Improved call management for paediatric intensive care advice and transport

• Multiple cases can be handled simultaneously

• Streamlining the decision making process and positively influencing the clinical outcomes of very sick children

Headquarters: West Midlands, UK
Business: Provides a wide range of children’s health services (including largest single paediatric intensive care unit in the UK) with 240,000 patient visits every year.
Empowering the dispatcher

**Personal control with dramatic customization capabilities**

- 24 programmable speaker channels
- 4 handsets, headsets, gooseneck ports
- 12,000 programmable keys
- 6 USB ports
- Supports video and IPTV
- 60 soft keys per page
- Programmable soft and hard keys
- Integrated Call Journal
- Electronic Telephone Book
- Soft client option with exact lay out to the device
- Floating dial pad
- 32 programmable macro keys
- Free seating
- Presence on speed keys
Dispatch solution delivers significant time savings to rescue lives

OpenScape Xpert provides the opportunity to handle multiple emergencies in parallel. The single device concept of the solution streamlines the process and reduces the desktop footprint. OpenScape Xpert improves the patient handover and emergency transport handing times significantly.

Solution
- OpenScape 4000
- OpenScape Contact center
- OpenScape Xpert
- Radio Integration
- ASC Voice Recording

Results
- Increased patient turn-over
- Improved patient experience
- Increased hospital profits via improved operational efficiency

• Healthcare sector
• 5,000 emergency transports / year
• 2,500 doctor to doctor consultations / year
• 2,000 patient transfers / year
Other industry solutions that can play a part

• Manufacturing – Openscape Alarm and Response
  • Specialist alert services
  • Hospital Bleeps
  • Monitoring of essential supplies and equipment

• Can Communication Tools now start to become a true Clinical Support Tool
Circuit
Proactive engagement

- Self service
- Resolution on the first try
- Post-care surveys and reminders
- Monitoring and analysis
De-stressing the engagement

De-stress improves patient outcomes
IHE-Online.com

Mindfulness-based stress reduction and health benefits

Protected engagement Time study by
Chris Fox, Richard Cheston, David Turner, Allan Clark, Emily Dodd, Mary-Ellen Khoo and Richard Gray 2015

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Impact of De-stressing

Outcomes of many conditions improve

Discharge time can reduce

Better patient staff experience

Greater efficiencies
So how can communications help

Automation without de-humanizing

Improved Customer service

Improved Management & Patient data

Budget efficiencies without pain

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So how can communications help

- Creates a more flexible work place
- Provides Health and Safety for home workers
- Enables more time to care
- Real people only one step away
Questions!

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