

“Mobile Health – Enhancing Care Delivery with Intelligent Connected Devices”

a complimentary webinar from
healthsystemCIO.com,
sponsored by Imprivata

Housekeeping

- **Moderator** – Anthony Guerra, editor-in-chief, healthsystemCIO.com
- **Ask A Question**
 - We will be holding a Q&A session after the formal presentations.
 - You may submit your questions at any time by clicking on the QA panel located in the lower right corner of your screen, type in your questions in the text field and hit send.
 - Please keep the send to default as “All Panelists.”

Housekeeping

- **Download the Deck**
 - Download was offered when you logged into today's event.
 - Go to: <http://healthsystemcio.com/presentation/imprivata-webinar-2.pdf>
(link will also be offered during our extended Q&A session)
 - Email me at aguerra@healthsystemCIO.com
- **View the Archive** – You will receive an email notification when our archive recording of this event is ready for viewing. Please note that separate registration is required.
- **Get Help** – If you experience difficulties, please contact WebEx Technical Support at 1-866-229-3239

Objectives

- To learn from those who – through trial and error – have found success
- To leave today's presentation with specific, actionable advice which can immediately be put into practice
- To absorb the underlying principles which have made a “win” possible, so they may be applied in your facility

Agenda – Panelists



Robert Slep

VP/CIO

John C. Lincoln Health Network



Daniel Morreale

VP/CIO

Kingsbrook Jewish Medical Center

Agenda – Continued



A Word From Our Sponsor

James Millington

**Director of Product Marketing
Imprivata**



Q&A Moderated By

Anthony Guerra

Editor-in-Chief

healthsystemCIO.com

Robert Slepian, VP/CIO

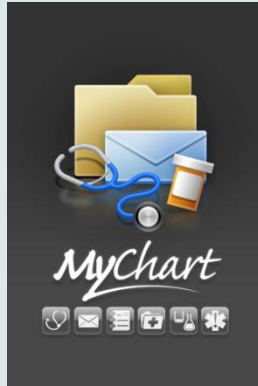
John C. Lincoln Health Network (JCL)



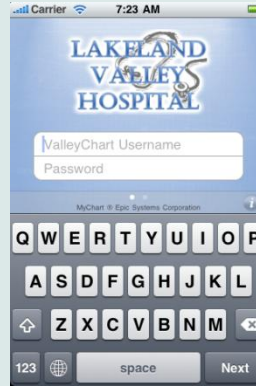
Mobile Health – Enhancing Care Delivery with Intelligent Connected Devices

JCLMyChart App

Splash Screen



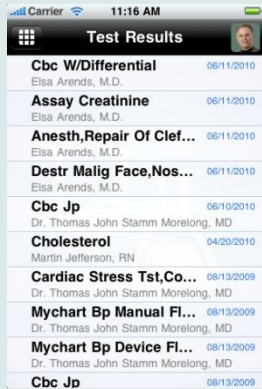
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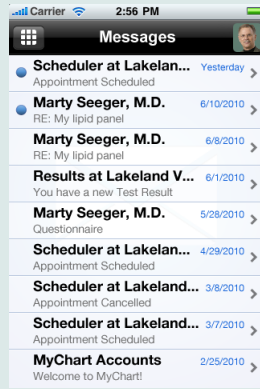
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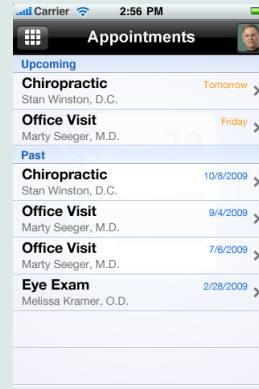
Test Results List



Messages List



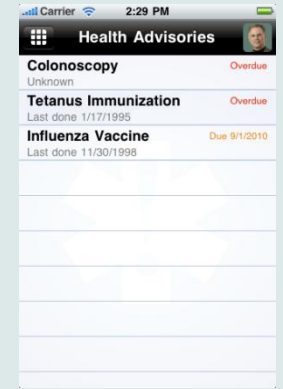
Appointments List



Meds Summary



Health Reminders



Implementation

- JCL Connect Go-Lives
 - March 2012 – pilot at 5 primary care practices
 - June 2012 – big bang at 14 primary care practices
- JCLMyChart Schedule
 - Early-mid 2012 - validation/build
 - September 2012 - complete build
 - October 2012 - pilot
 - November 2012 - big bang
- Early outcomes
 - 2,855 patients have activated JCLMyChart
 - 17% of 16,476 registration keys distributed on after visit summaries

Resources

- Project manager – part time to plan and coordinate work
- Certified Epic ambulatory build analyst – dedicated 1-2 months
- Trainer – part time
- Practice managers – part time support for policy and workflow changes, internal communications, and guiding people through change

Challenges

- Increased transparency
 - How much information to share (e.g. lab results before physician review)?
 - Self scheduling?
- Patient-facing
 - User registration process
 - Help desk
- Does not work 100% out of the box
 - Model system a starting point
 - IT project discipline required

Guiding Principles

- Project Sponsorship
 - Owned and driven by JCL's operations executives, clinical and business leadership.
- Technology Strategy
 - We deploy generally available software and hardware.
- Training
 - All users must attend training and pass a competency / proficiency test.
- 80-20 Rule For Go Live
 - Go live quickly and focus on improving.
- Core System Design
 - We'll use the Epic model system and best practices for the most part.
- Timely
 - Make and enforce dates and timelines. Don't revisit decisions.

Daniel Morreale, VP/CIO, Kingsbrook Jewish Medical Center







The extraordinary innovation that exploits digital information
has turned our world upside down
-E. Topol 2012

Mobile Health – Enhancing Care Delivery with Intelligent Connected Devices

Kingsbrook Health System

- 866 Beds providing Acute, Sub Acute, Rehabilitation, and LTC
- Located In Central Brooklyn
- Non academic medical center with residents in Medicine, Rehabilitation, Surgery, Pharmacy

-  Analytics Stage 6 Facility
- Full CPOE since 1998
- Leapfrog Group Rating of  in Patient Safety
- Joint Commission recognition as a TOP PERFORMER ON KQM 
- Recognized by  as one of the most connected hospitals



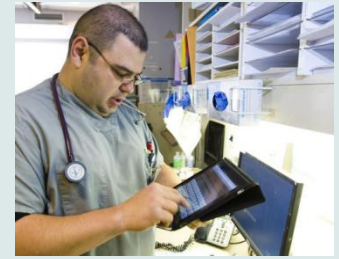
Why be Mobile



- It's strategic to supporting high quality care and patient safety
 - Providing current Information at the point of care
 - Providing critical Information at the time of care
 - Providing understandable information to the right patient
 - Providing an environment of collaborative care
- It is critical to patient and staff satisfaction
 - Could not provide enough devices on nursing units
 - Staff did not like machines in the Patient room
 - Computers on wheels just become \$5000 desks
 - Staff was tired of signing in and signing in and signing in
 - Physicians and nurses use the devices to show videos and instructions



Why be Mobile



- It is part of a virtualization paradigm
 - Virtualized servers
 - Virtualized storage
 - Virtualized desktops
 - Virtualized CIO
- Joining the digital revolution for better healthcare
 - Prepared for Informed consumers
 - Using Medicine in social media (a website is not enough)
 - Data driven medical decisions, and best practices at fingertips
 - Moving healthcare out of the hospital

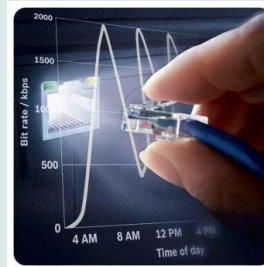


The downside

- Robust wireless
 - No drop points or weak signal
- Single sign-on
 - Self service password resets
- Fast, reliable authentication
 - Application sets
 - order signing
 - E-prescribing
- Roaming profiles

The downside

- A whole lot of bandwidth



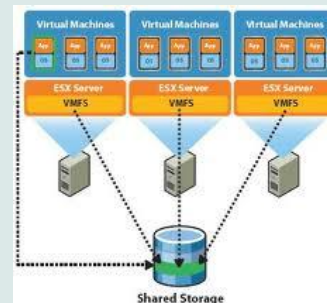
- A whole lot of cost

- Security and HIPAA

- Access control - who, how, and why
- Audit control - ability to scrutinize files and logs
- Integrity - the data is valid and reliable
- Authentication - the who is who they say they are
- Transmission - it is not prone to revelation
- Security - the data is safeguarded from unintended disclosure

What we did

- 80 % server virtualization
- Commitment to 90% desktop virtualization
- Provided 50 “seed” devices to key stakeholders



- Created Patient-Net - a wireless “open” environment
- Made available **CITRIX**® receivers for iphone/pad and android devices
- Established a BYOD policy



Lessons Learned

- Needed more seed devices
- Was not prepared for Physicians expecting IT to pay for data plan
- There is no such thing as enough bandwidth
- Most applications do not work well on the smaller form factor
- GEEK doctors can never be made happy



Enabling Healthcare. Securely.™

James Millington
Director of Product Marketing

Proven healthcare leadership

- 1300 healthcare customers and 2M healthcare users
- Strategic partnerships with more than 30 leading EMR and technology vendors
- Recognized as leader by Gartner and KLAS and AHA
- Successfully enabled 140 healthcare organizations last year alone



Text messaging in healthcare

- Americans sent 2 trillion text messages in 2011*
- 98% of physicians have smartphones**
- 43% use text to “support patient care and administrative activities”
- Texting PHI is a HIPAA violation putting hospitals and patients at risk

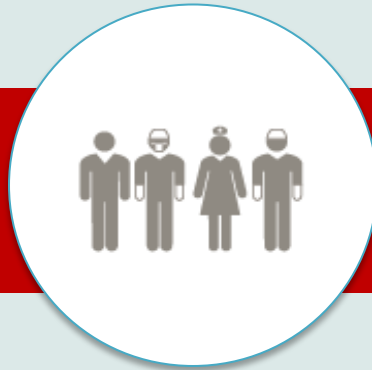
- *International association for the wireless telecommunication industry
<http://www.ctia.org/advocacy/research/index.cfm/aid/10323>

- **Spyglass Secure Texting Whitepaper available from Cortext.com

What is Imprivata Cortext?



HIPAA compliant
text messaging



Improved care team
communication



Cloud-based
SaaS offering

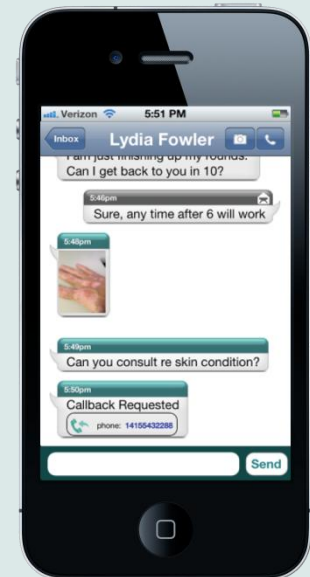
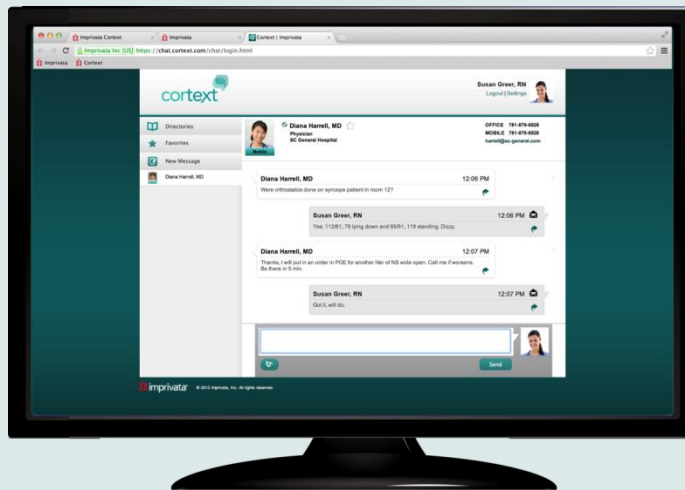


250+ hospitals
enrolled

Imprivata Cortext™
The fastest growing secure texting solution for healthcare.

Designed for Care Providers

- Secure text and photo messaging
- Support for iPhones, Androids & PC/Mac
- Read receipts
- Callback requests for fast response



Designed for IT

- Authentication, encryption, archiving and auditing
- SaaS service with web admin console
- Easy to provision and manage
- Automated AD sync through Directory Connector

Getting Cortext

1. Enroll: www.cortext.com
2. Add users via the Cortext Admin Center
 - Webform entry
 - Upload a .csv spreadsheet
 - Synchronize to Microsoft Active Directory
3. Email or print invitations
4. Begin Cortexting



Enabling Healthcare. Securely.™

Q&A

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Closing

- You will receive an email notification when our archive recording is ready. (Separate registration required)
- As we close our event, you will be taken to **Imprivata's** Site, where you can learn more about the company's approach to some of the issues discussed today.
- We hope you will join us for more healthsystemCIO.com Webinars in the future
- Questions/Comments – Anthony Guerra aguerra@healthsystemCIO.com
201-638-2727

Thank You!