

Hot Health Tech:

Envisioning a Mobile-Only Future

A Complimentary Webinar From healthsystemCIO.com

Sponsored by Spok

Your Line Will Be Silent Until Our Event Begins at 12:00 ET

Thank You!

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.”
- Download the Deck
 - Go to Download today's deck at:
<http://healthsystemcio.com/presentation/hot-tech-mobile-only-webinar.pdf>
 - Shortened URL at bottom of all slides
- View the Archive
 - You will receive an email when our archive recording is ready.
 - Separate registration is required.

Agenda — Approximately 45 Minutes

- 25-30 minutes: David Chou
- 5 minutes: A Word From Our Sponsor: Hemant Goel, COO, Spok
- 10-15 minutes: Q&A w/David Chou



Hot Health Tech with Health System CIO David Chou:

@dchou1107

Envisioning a Mobile-Only Future

Next Generation CIO Role

- CIOs must lead their organizations into understanding the importance of the age of digital healthcare.



*constellation research

CIO Top Technology Spending Priorities

Rank	Technology	2015	2014
1.	BI/Analytics	41%	50%
2.	Infrastructure and Data Center	31%	37%
3.	Cloud	27%	32%
4.	ERP	26%	34%
5.	Mobile	24%	36%
6.	Digitalization/Digital Marketing	17%	11%
7.	Security	13%	11%
8.	Networking, Voice and Data Communications	12%	12%
9.	Customer Relationships	11%	8%
10.	Industry-Specific Applications	9%	10%
11.	Legacy Modernization	7%	7%
12.	Enterprise Applications	6%	2%

Source: Gartner 2015 CIO Survey, n = 2,793

Percentage of CIOs identifying each as a top three new spending priority

Interesting Mobile Stats

>50% in Asia and Africa mobile Internet users do not use the Internet on a PC

>20% in UK and US mobile Internet users do not use the Internet on a PC

Mobile shopping surpasses desktop on black Friday and cybermonday

52% of people in the US use Mobile banking



25% of US smartphone users mostly go online using their phone



Almost 50% of UK internet users go online through their mobile Data connection

© 2007 Apple releases the first iPhone

By now, most of us have had one little hand computer. It's our pocket for so long that it's easy to forget they didn't exist a decade ago. BlackBerry built a new fueled engine on the idea that a cell phone could deliver e-mail, too. Apple put more than 30 other things in there. Think back to the last time you bought a GPS navigators, booklets, cameras, even an iPod. Unless you're especially outdoorsy, or into PDA's, it was probably before 2007. —Jeff Mullen

1000

Technology used in pleasure cars is often more subtle than that found in a fire engine, but you can see it.

Group-Ping and Parag are the company's CEO and CFO.

Showering means
drying out the skin
before the sun comes

Electronics
Shipping and
your 100% 30-day
Satisfaction
Guarantee

The following was
the evidence that
West would not get
any more offed.

View Document on a host of open, non-encrypted print-outs. (But there are few buying this message!)

Flamingo drink
- 1/2 gallon
- 1/2 gallon
- 1/2 gallon

Did you ever wonder
what a pregnancy felt?

Shocks and
kicks taken
can keep
you busy
from paid
work.

Finger
prints
belong
exclusively
to
you

Clock eggs are generally more flexible than the old alarm clock.

Spoke with
Hatchlight, Inc.
April 2009 (last year)
C. de Chateaufort

The legal staff
act as counsel
on lawsuits.

... If you're a graduate
of 25, you've become
married to a graduate
class physician.

Public resources:
See End User Support page

Shopping
sites are not
better than the
pillars of your
industry. Y/N

Spillane is a
lighter shade
than your DVD
collection.

The camera is a full feature Super 8 movie camera.

...and just about
probably has a
better long-term
value and return

The credit
takes a bite
in five years
without
interest or p.y.

See the calendar app, now!

That grows
in the heart
of the
city.

You allow
the buffer to
capture data.

Eye-care
supplement helps
reduce stress
associated with
spring driving

the search for
an all-round
business with
expensive clients.

Strongly recommend, recommend, neutral, do not recommend, do not strongly recommend

You can't really
sing Call of Duty
on a phone,
but you can pick
from some of these
warrior's of action
adventure games.

The ideal way to
the good body-
proper-maintenance
is through

Actually, when personnel evaluations are left unattended, they can do more harm than good. You don't want them to go wrong.

question

Follow the author
around features that
a characterizer
must identify

Photograph by David W. Anderson/Reuters

- watch
- alarm clock
- personal planner
- Calculator
- Camera
- Camcorder
- Ipod
- Newspaper
- etc

Radio Shack

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 All-Weather Stereo Cut 34% 1188 <small>Reg. 17.95</small> Realistic STEREO-MATE™ AM/FM personal receiver shrugs off sand, water, vici-42 microphone and more. See Radio Shack Store.	 AM/FM Clock Radio 30% OFF 1388 <small>Reg. 19.95</small> Chronomatic™-261 clock radio's compact size cuts nightstand clutter. #12-158. See Radio Shack Store.	 In-Ear Stereo Phones HALF PRICE! 788 <small>Reg. 14.95</small> Realistic™ in-ear phones weigh just 0.6 ounces! With carry pouch. #12-177. See Radio Shack Store.	 Micro-Thin™ Calculator 39% OFF 488 <small>Reg. 7.95</small> Radio Shack EC-413 is almost the size of a credit card! Solar powered. #12-163. See Radio Shack Store.
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BONUS PACKAGE

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- DeskMate Q&A Write
- Quicken
- 2-Button Mouse

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\$199*

Low As \$10 Per Month - Reg. 299.00

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Road Patrol XK™ detector lets you drive with confidence. Separate X and K-band tones. #22-187

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Low As \$10 Per Month - Reg. 899.00

Realistic Model 162 includes video light for indoor shooting. 2-lux sensitivity. With accessories. #12-815

Mobile CB With Channel Controls on Mike

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4995

Reg. 59.95

DUSOFONE™ TAD-241 answerer is ready to use - just plug it in. Has built-in announcement. #42-301

Handheld Voice-Actuated Cassette Tape Recorder

40% Off

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Reg. 49.95

Realistic CTR-85 makes an excellent "note-taker" for students, secretaries or executives. #14-104

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Cut 33%

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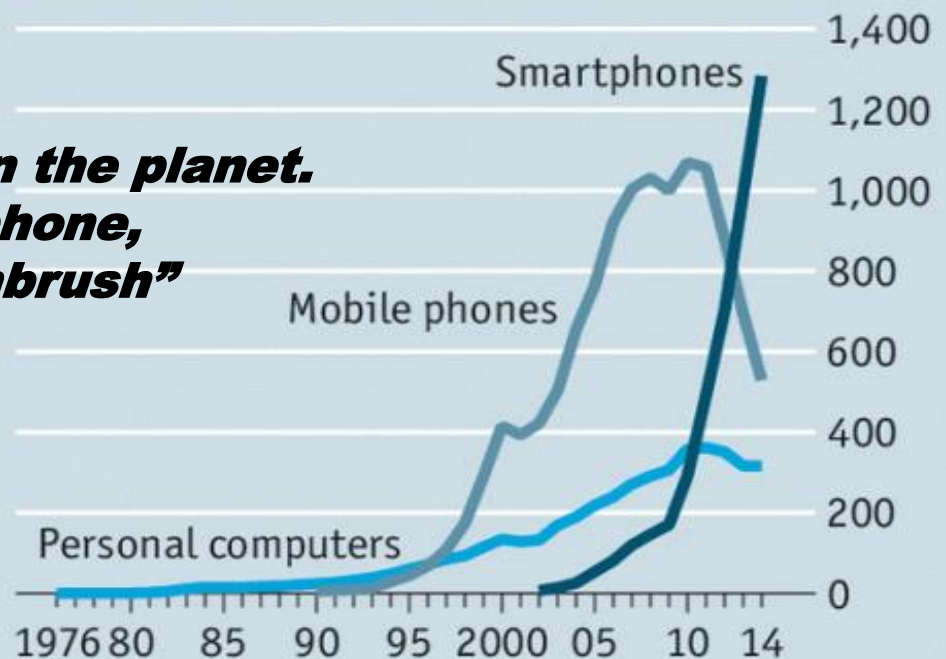
PRICES APPLY AT PARTICIPATING STORES AND DEALERS

Growth Of Smartphones

Unstoppable

Shipments, m

1



Sources: Gartner; Strategy Analytics

Economist.com

Slide Deck: <http://goo.gl/oYwS7i>

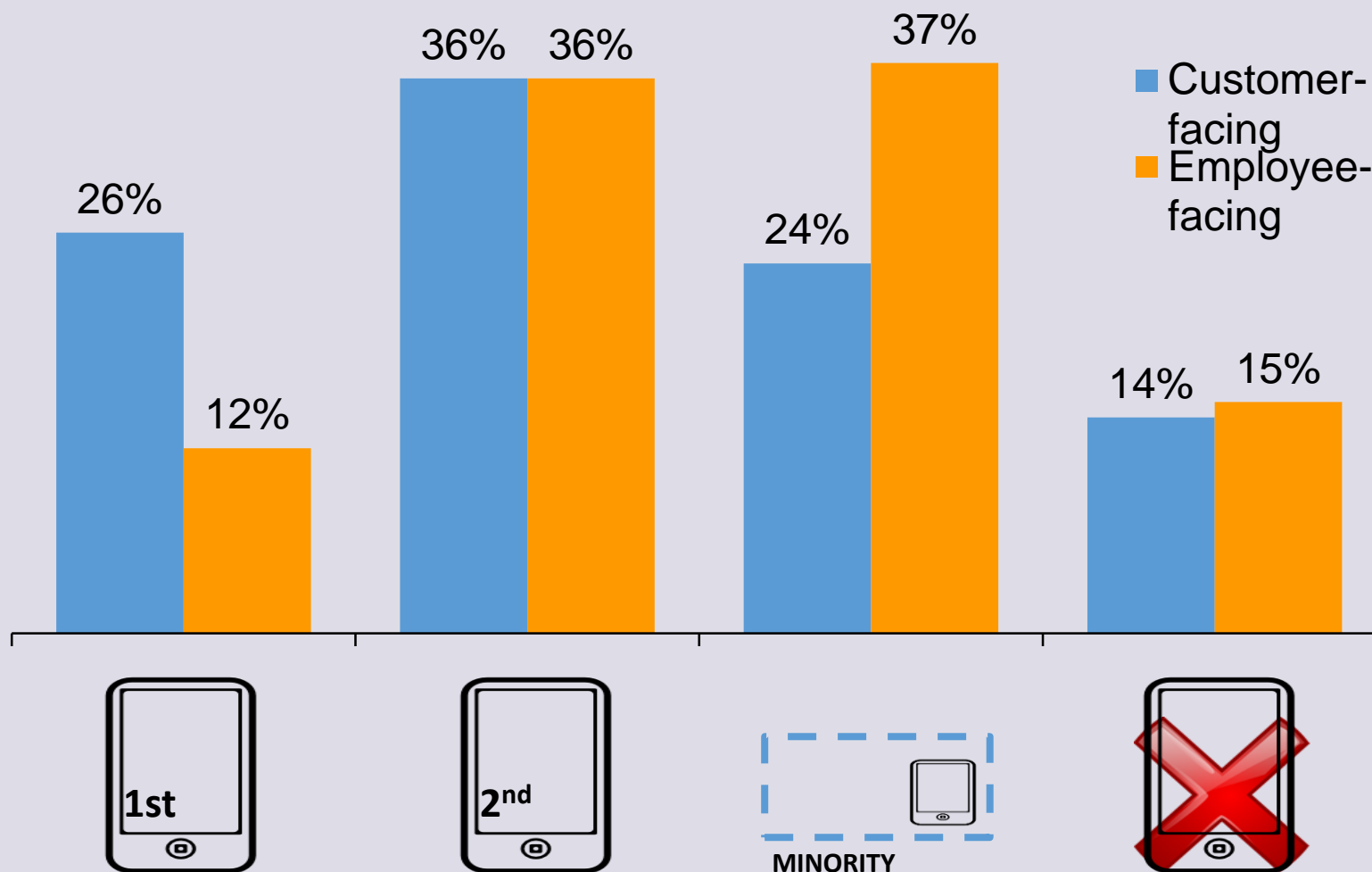
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Future Of Work

- Mobile Transformation is on the mind of most organizations
- Mobile is not just a 'device' anymore = it describes how people work in motion in a short period of time. We are constantly switching devices throughout the day
- BUT most organizations have yet to consider mobile transformation at the business model level

Where are you on the mobile journey?



3 Keys To Mobile-Ready Healthcare Infrastructure

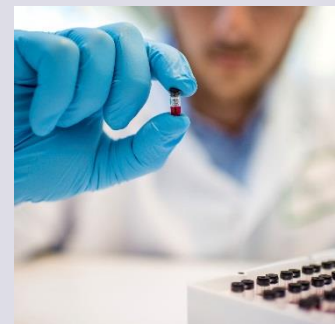
- **Workplace is NO LONGER 9-5**
- **Deploy Smarter Network-** intelligent networks can identify the kinds of devices coming in, and are able to segment the traffic appropriately. Identify data leaks and anomalies
- **Wireless is outpacing wired network** – Roaming profiles and consistent experience is MANDATORY (doctor, for example, can walk from the hospital to the coffee shop while never dropping a connection. However, once the doctor hops off of the healthcare network, he will no longer be able to see protected healthcare information)

3 Keys To Mobile-Ready Healthcare Application

- **Information access has changed:** The transition from web 1.0 to web 2.0 (social) and to mobile is having a dramatic and definite impact on the way people access information.
- * *Apple took 24 years sell 67 million Macs – 3yrs iphones – 2yr ipads*
- **Targets should be mobile** – Think of our lives on a consumer basis
- **The ZMOT phenomenon** – Decision for a transaction can come anytime anyplace. We have to leverage this mentality for Population Health management

Smartphone Changing healthcare

- Mobile device = Portion of Medical Record
 - Sensor and wearable (blood pressure, glucose, oxygen concentration in blood, heart rhythm)
 - Routine labs can be quickly determined from a droplet of blood.
 - >200 blood diagnostic tests without the use of a syringe
 - Skin rash or lesion immediately diagnosed with mobile phone




Benefits Of Mobile In My Environment

Education:

- Increase reach: Collaborative study groups where students use the cameras on their devices to create a virtual classroom experience, beyond the walls of a single building or campus.
- Reduce enrollment frustration: Mobile applications that speed up and simplify the process of finding and registering for classes.
- Meet your peers: Social networking apps enable students to connect with other people with similar interests, hobbies, skills, or needs.

Healthcare:

- Improve patient care: Medical staff can use augmented reality (typically via glasses) to visualize patient data and see recommended courses of action in real time and in context, while leaving their hands free for procedures.
- Reduce wait times: Patients can now use tablets to register at clinics or hospitals, streamlining the process and reducing errors in information.
- Improve logistics: Support staff can use mobile devices to track equipment, place service calls and order supplies.
- Proactive treatments: People can use health-monitoring applications to track their heart rates, oxygen, blood sugar levels, sleep patterns and more. Armed with statistical data, people can provide more detailed information to health care professionals, helping improve treatment.



**As Digital Moves to
Center Stage,**

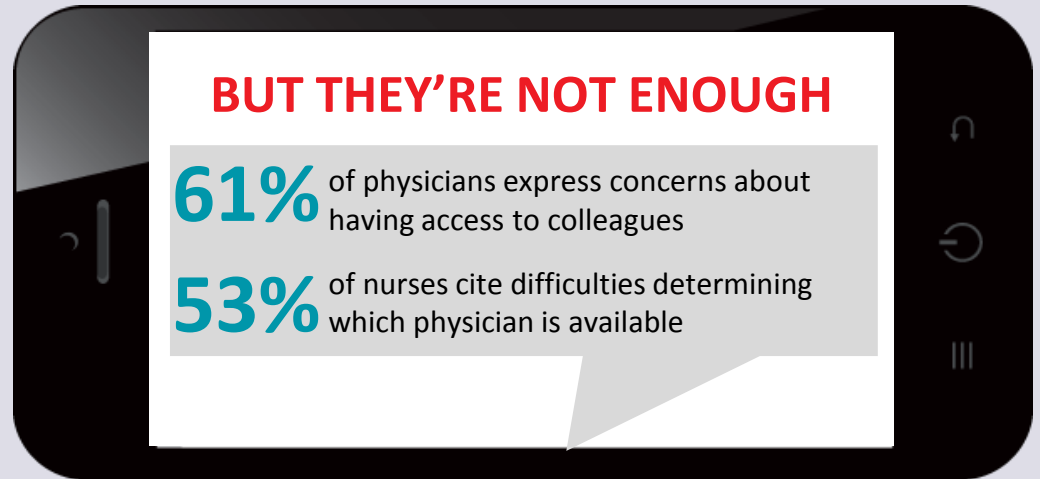
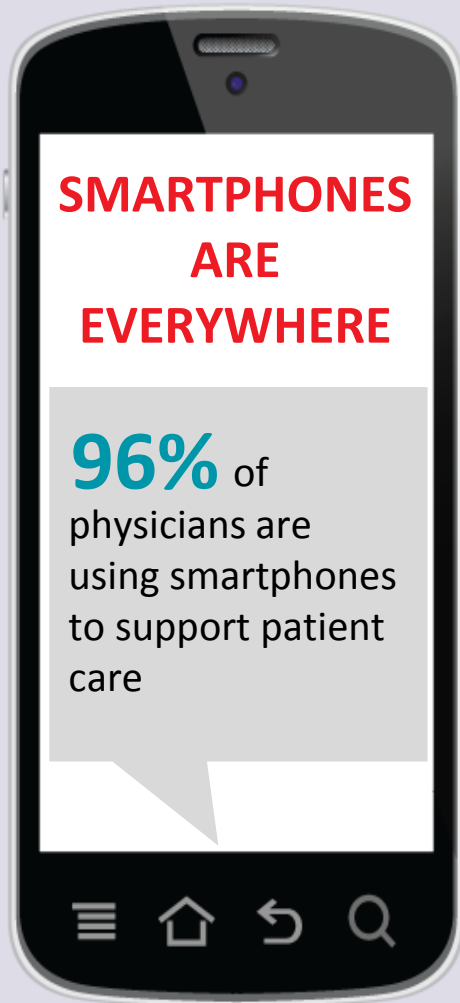
Are You?



Hot Health Tech: Envisioning a Mobile-Only Future

Hemant Goel, COO, Spok

REACHING CLINICIANS



[Spyglass Consulting Study "Point of Care Communications for Physicians 2014"](http://goo.gl/oYwS7i)
[Spyglass Consulting Study "Point of Care Communications for Nursing 2014"](http://goo.gl/oYwS7i)

REACHING CLINICIANS

In a two-month study at academic medical centers in Toronto:

14% of pages were sent to an off-duty provider

32% of those pages were urgent



[JAMA 2009 "Frequency and Clinical Importance of Pages Sent to the Wrong Physician"](#)

EMPOWERING MOBILE PROVIDERS: STREAMLINING COMMUNICATIONS WITH SPOK

Give staff web access to the full employee directory

Maintain on-call schedules with real-time updates

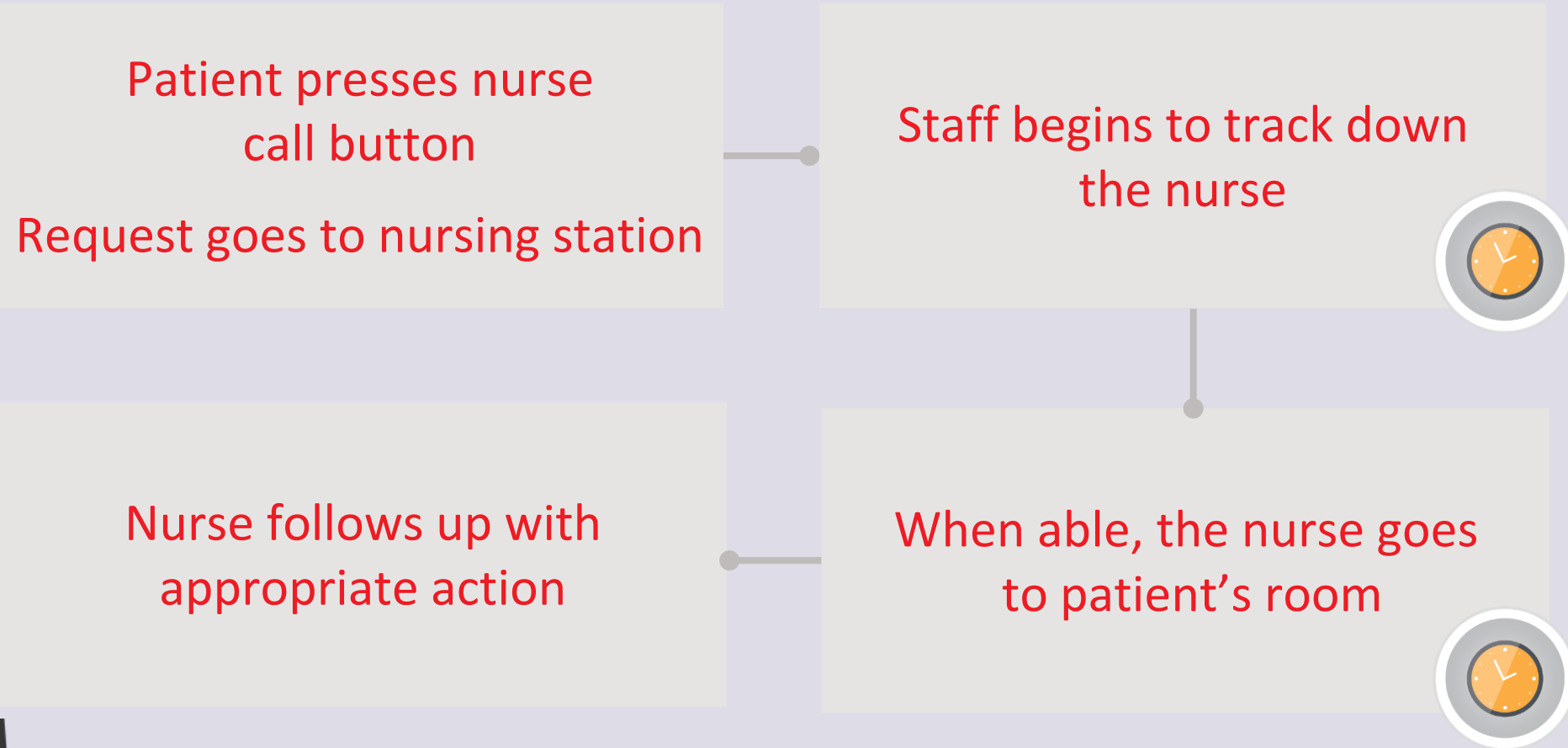
Facilitate easy, secure messaging to individuals or groups

Reach the right person on the right device,



WORKFLOW EXAMPLE

TRADITIONAL WORKFLOW



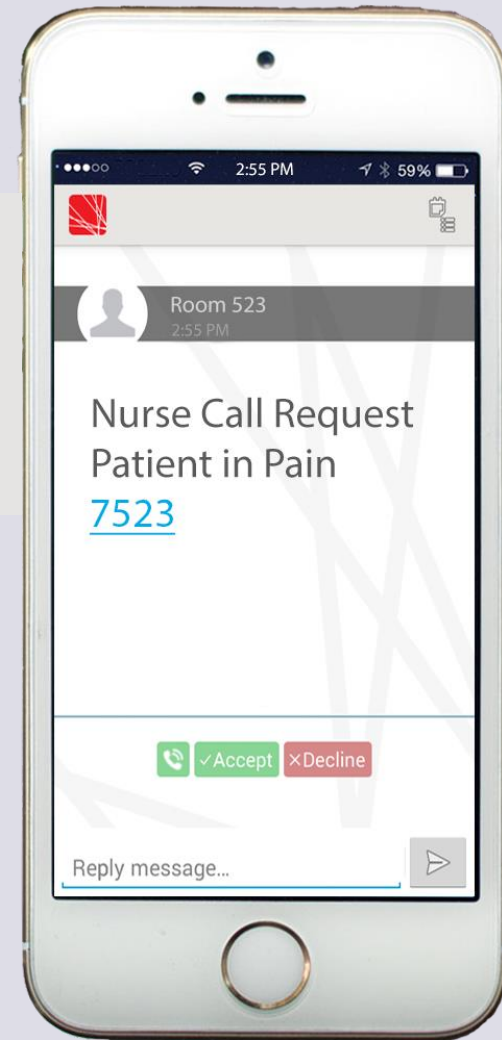
WORKFLOW EXAMPLE

WITH SPOK

Patient hits nurse call button

Notification is automatically sent to nurse's smartphone with patient's room number

Nurse calls patient to determine need (pain)



WORKFLOW EXAMPLE

WITH SPOK

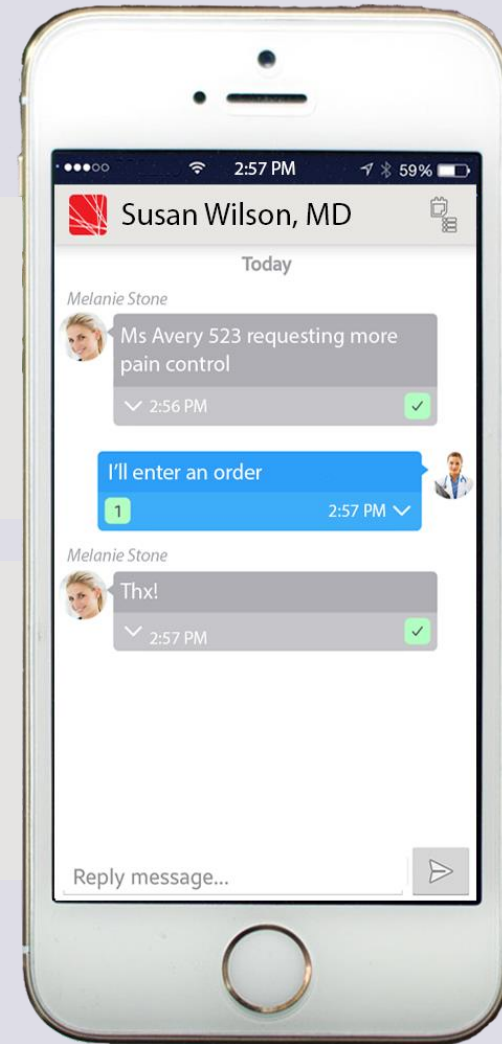
Patient hits nurse call button

Notification is automatically sent to nurse's smartphone with patient's room number

Nurse calls patient to determine need (pain)

Patient receives medication quickly

Nurse messages attending physician for instructions



CUSTOMER SUCCESS

Froedtert and The Medical College of Wisconsin

- Had no standardized approach to provider communications, but a variety of devices in use
- Needed to improve critical communications for mobile staff while protecting PHI
- Piloted Spok Mobile® with 175 academic physicians then to entire health network. Saw improved and more secure communication processes, workflow efficiencies, greater patient and physician satisfaction

“Our patients deserve high-quality care, and with [Spok Mobile] we’re able to improve the efficiency of our communications across devices to provide the best care possible.”

Dr. Dan DeBehnke
CEO, Medical College Physicians

Q&A

Click on the Q&A 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.”

**Health System
CIO David Chou
@dchou1107**



Thank You!

- Thanks to our featured speaker: David Chou!
- Thanks to our sponsor: Hemant Goel & Spok!
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