



SPOK[®] HEALTHCARE CONSOLE

Improving the Way Your Hospital Contact
Centre Manages Critical Communications



YOUR CRUCIAL ROLE IN PATIENT CARE

If nurses need to contact clinicians about their patients' conditions, they expect the call to go through immediately. When a code blue occurs, hospital teams expect the right people to be notified in seconds and to respond to the emergency. When a patient's family member calls your hospital, he or she expects to be transferred to the correct room quickly. When clinicians are waiting on crucial patient results from pathology, they expect to be contacted on their preferred device accurately and efficiently.

These basic expectations underscore how excellent communications are at the core of every leading, responsible hospital—and they often involve the contact centre. Successful organisations must be able to connect clinicians, nurses, and other staff members quickly and accurately. They have to ensure that outside callers reach the right person too, whether that's a clinician, patient, or someone else. Proper handling of all of these situations leads to better patient safety, greater workforce efficiency and satisfaction, and improved workflow.

Yet, many hospitals still try to run their communications with outdated methods. Too many organisations burden operators by forcing them to reference three-ring binders and printed directories—which become outdated as soon as they are created. Other hospitals have the information stored electronically, but it's in multiple databases, which forces operators through laborious search tasks, resulting in slow and inefficient communications.

Many experts agree that poor communication is the leading cause of death and serious injury of hospital patients today. Think about the role of technology in this environment. A communication system that helps people connect at the right time can lead to improved patient safety, increased satisfaction, and greater efficiencies. It can even mean the difference between life and death.

IMPROVING THE WAY YOUR HOSPITAL COMMUNICATES

AUTOMATING THE CONTACT CENTRE

Best-in-class hospitals rely on an operator console solution to automate important functions in their contact centres. With this technology, operators no longer need to reference outdated directories and multiple databases. Instead, they have everything they need on their computers. This means significant savings as fewer operators are required to process calls.

These systems benefit different groups of people in different ways. Hospital management embraces how the system helps achieve goals like cost reduction, higher clinician satisfaction, stronger productivity, and better customer service. Doctors, staff, patients, and family members receive calls quickly and accurately. Lastly, hospital operators have easy-to-use technology to help them with their jobs, resulting in a decrease in operator fatigue and an increase in morale.



Spok® Healthcare Console
main screen

THE SPOK HEALTHCARE CONSOLE PLATFORM

The Spok Healthcare Console is a computer-based intelligent solution for your operator group. It integrates with your hospital's existing PBX and is used by the operator group to answer incoming calls to the contact centre. In place of answering calls on a traditional phone, an operator uses a computer with the Spok Healthcare Console software to process all the calls. This is possible with the Spok Healthcare Console's computer telephony integration (CTI) and directory capabilities.

The Spok Healthcare Console directs operators through important tasks with easy-to-use screens that include all the necessary information to process communications efficiently and effectively. Directory look-ups are done quickly, regardless of whether the listing is for a clinician, patient, or other member of your hospital staff. While previously this information was found in separate data sources, the Spok Healthcare Console serves as the bridge to these disparate data systems to present all directory listings to the operator, color-coded for easy identification of listing type.



The Spok Healthcare Console keyboard simplifies actions with color coding

In addition to directory look-ups, operators can carry out a wide range of critical functions such as paging and messaging staff, transferring calls, and accessing and administering on-call rosters. Screen-based interactive functions display incoming calls, single-button call transfers, conferencing, speed dialing, and other telephony functions. In addition, features such as fully configurable displays and pre-recorded greetings mean calls can be handled professionally and consistently, any time of day or night.

MANY EXPERTS AGREE THAT POOR COMMUNICATION IS THE LEADING CAUSE OF DEATH AND SERIOUS INJURY OF HOSPITAL PATIENTS TODAY.

With the Spok Healthcare Console, your hospital's operators can seamlessly connect to on-call rostering information for all departments.

The screenshot shows a web-based interface for managing on-call schedules. At the top, there are tabs for 'Directory', 'OnCall', and 'Personal'. The main header says 'Welcome: Holly Birch' and 'Log Out'. The primary section is titled 'OnCall' and 'NUCLEAR MEDICINE'. It includes a form for 'Instructed By' (Holly Birch) with 'Save', 'Back', and 'Ext' buttons. Below this is a 'Pre-Made Schedules' section with a dropdown for 'Second Shift'. The main form area has fields for 'Person' (Blanchette, Linda), 'Notes' (Weekends), 'Beeper' (Select a Beeper), 'Role' (AE), and 'Call Order' (1). There are 'Select Times' and 'Schedule Type' (Week Ends (Fri - Mon)) options. At the bottom, there are three columns: 'Personal' (5:00 PM - 10:00 PM), 'Individual' (None), and 'Department' (7:00 AM - 7:00 PM, 12:00 AM - 12:00 AM, 6:00 AM - 12:45 PM). To the right, there are two calendar views for January and February 2012, with specific dates highlighted in green and blue.

EASY TO USE, INTELLIGENT OPERATOR CONSOLE GIVES OPERATORS THE TOOLS NEEDED TO SPEED CALLER RESPONSE

The Spok Healthcare Console is a critical communications platform for the modern hospital contact centre. The system can also provide cutting-edge capabilities such as park and retrieve to place calls on hold with detailed information so any operator can retrieve and process the call. It also features emergency procedures handling to ensure timely and accurate emergency response, as well as an additional Voice With a Smile® module for automated greetings.

The Spok Healthcare Console brings together information from several database systems in your hospital. By joining patient data from Admit/Discharge/Transfer (ADT) systems with staff data from a human resource database and integrating with your PBX communications network, the Spok Healthcare Console becomes the critical directory system for the entire hospital.

➤ "As an operator group in a healthcare setting, we need to get it right every time. We're always looking for ways to improve our customer service, and Spok's operator console was a great fit."

Belinda Clarke
Administrative Services Manager
Greenslopes Private Hospital

BRINGING TODAY'S MOBILE DEVICES INTO THE COMMUNICATION MIX

Many clinicians, nurses, and administrators now rely heavily on smartphones and other mobile devices. They often request that critical communications be sent to these in lieu of pagers or other technology. Spok Mobile™ works with the Spok Healthcare Console so users can send encrypted, fully traceable messages to users on Apple®, BlackBerry®, and Android® smartphones and tablets. A host of functionality and security features make this a powerful messaging combination that can enable better staff efficiency and faster responses to patient needs.

Add-on SMS messaging functionality is also available with the Spok Healthcare Console. This enables operators to meet the growing demands from doctors and other highly mobile staff members to reduce the need to carry multiple devices and instead receive time-sensitive messages via text (SMS) on their common carrier device of choice.

WHY TOP HOSPITALS USE SPOK

It's not just the software. Top hospitals take comfort in knowing that Spok is a company with a rich history of providing innovative software applications and paging services to the healthcare industry. Spok continues to build on that knowledge and expertise.

BEST-IN-CLASS CAPABILITIES

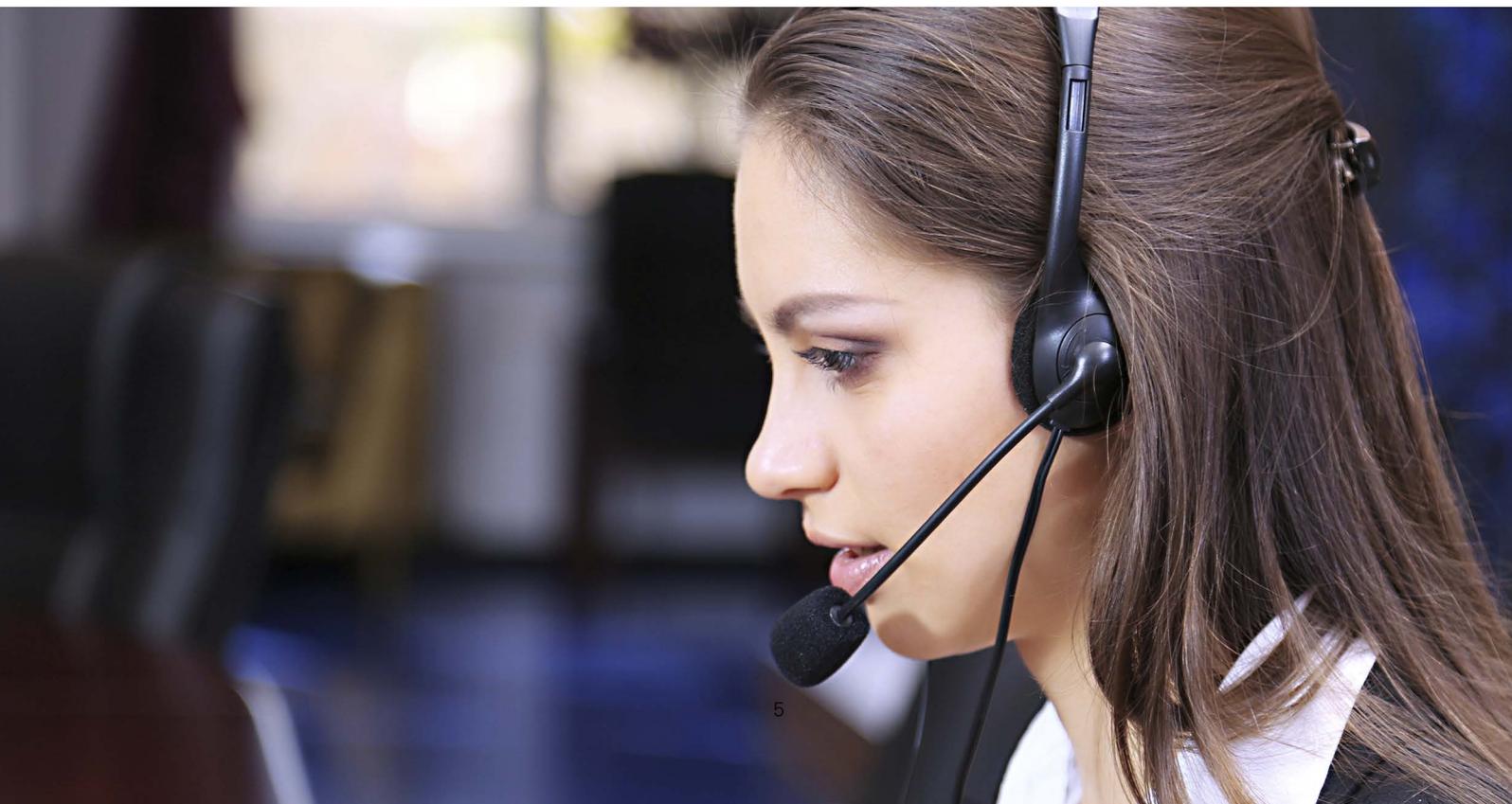
The Spok Healthcare Console integrates with your voice, data and network systems no matter which switch (PBX, Central Office or VoIP), messaging or network configuration you have. By having all of this information tied together, operators have a simple screen to perform actions from their desktop and do not have to dig through multiple systems. The Spok Healthcare Console can also be scaled to fit any organisation with diverse communications switching systems, data centres, paging or messaging systems, or networks in various locations.

To enable critical communications, the Spok Healthcare Console provides hospitals with many industry-leading features.

Directory Services help operators look up people and relay critical information immediately, resulting in higher efficiency and ultimately better care. The Spok Healthcare Console's sophisticated search tools enable the operator team to have all necessary information at their fingertips. The system features a high level of security, including specific role-based security prompting to adhere to security requirements. The Spok Healthcare Console also provides an easy way for authorised individuals to update the directory.

Emergency Procedures guide operators through all the steps required to process an emergency, such as a critical code. The procedures often include automatic paging and autodialing, as well as full logging and auditing of the process.

Answering Service enables your operator group to offer after-hours or holiday phone coverage for local clinician groups and practices, generating additional revenue. They can also provide this service for internal departments. Operators can easily take and send these messages to any type of phone/wireless device, email, fax, printer or pager. Operators can write messages free-form or the system can present configurable templates to ensure vital information is obtained and procedures are followed every time. All transactions and messages are logged, including the time, date, operator name, and message text information. Unanswered, outstanding messages can be viewed at the touch of a button. Time thresholds can be set to notify the proper personnel if messages are not answered in an acceptable timeframe.



EXTENDING THE POWER OF THE SPOK HEALTHCARE CONSOLE

To help meet the unique needs of your organisation, the Spok Healthcare Console provides a variety of add-on functionality that helps your operators process calls with greater efficiency and satisfaction.

On-Call Calendars and Rostering helps various departments take over the task of managing the ever-changing on-call rosters for their staffs. Through the Spok Healthcare Console, operators can create and track all clinicians' schedules and easily update them. Operators can also set exception schedules, changes of coverage with notification, and location. Instead of the paper-based systems found in many hospitals, the Spok Healthcare Console's electronic, centralised on-call capabilities provide an audit trail.

Voice With a Smile[®] enables calls to be answered professionally via pre-recorded greetings in each operator's own voice. Recordings are sensitive to the time-of-day and can be tailored to greet callers differently based on what number was called. This feature cuts operator speaking time considerably to protect their voices.

Park and Retrieve allows an operator to place a call on hold with detailed information about the caller or nature of the call. This allows any operator to retrieve the call and quickly assist the caller. Additionally, after parking a call, operators can also send a message to the requested staff member with the extension the caller is parked on. The staff member can then pick up the call from the "parking lot" without operator assistance.

Paging Server enables operators to initiate page messages right from their Spok Healthcare Console, further adding to their ability to aid callers. From the Spok Healthcare Console, an operator can simply select the individual to be paged and type the numeric or alphanumeric message to be sent. All page messages are logged within the system for future reference. Paging Server supports alpha and numeric messages to many of the current and evolving paging protocols, including TAP, SMTP, SNPP and WCTP.

Patient Information Interface (HL7) The system provides a real-time link to your in-house patient information system. Operators can quickly and accurately locate patients and transfer calls. Spok has worked with many hospitals to link with patient information by integrating with systems such as Epic[®], Cerner[®], and McKesson[®].

CONSOLIDATION: A MAJOR TREND

One of the major trends in modern healthcare communications is consolidation of contact centres with one location handling the call answering for multiple regional facilities within the hospital family. Spok has enabled many customers to consolidate their call answering by providing the platform and experience that results in a more unified, consistent approach to critical communications, improved efficiency, and major cost savings because of a reduced FTE count.

Today's economic climate points strongly toward centralised telephone answering for contact centres in general. Operators working in larger groups do so far more efficiently than multiple small groups of agents. Using Spok technology and software such as the Spok Healthcare Console, a hospital system's goal of centralised, consolidated call answering can be efficiently reached.

THE SPOK SOLUTION SUITE

Using Spok solutions, operators connect doctors, staff, patients, and others in a way that is accurate, fast, reliable, and professional. Leading hospitals have found that by taking advantage of additional automation solutions—like speech recognition and web portals—the overall value to the organisation is increased.

That's why Spok provides a full suite of critical communication solutions with the Spok Healthcare Console as its foundation. Additional solutions include:

Web-Based Directory, Messaging, and Calendars: Keep personnel and clinician on-call rostering information current by allowing users to log on anywhere, anytime to perform a variety of important updates, do scheduling, send messages, and perform directory searches.

Speech Recognition: Enable your organisation to process routine phone requests including directory assistance, messaging, and paging—independent of live operators and with more ease-of-use than touchtone menus.

Encrypted Smartphone and Tablet Messaging: Simplify communications and strengthen care by using your smartphone or tablet for secure code alerts, patient updates, lab results, consult requests, and much more.

Clinician Preferences: Allow clinicians to define how they wish to receive communications based on the type of communication, date and time, urgency, and person making the request.

Emergency Notification and Incident Communications: Deliver the right information to the right people at the right time for any critical event. Quickly and reliably initiate, monitor, and manage notifications of all types, automatically delivering the message, collecting the responses, escalating if needed, and logging all activities for reporting and analysis.

Contact Centre Recording, Accounting, and Quality Management: Record, monitor, and score your operators' conversations to improve call handling and overall customer service for patients, visitors, clinicians, and other callers. Additionally, call accounting provides a wealth of information about every call being made and received by your organisation.

Clinical Alerting: Integrate your critical alert and alarm systems to the mobile communication devices carried by your staff, allowing the right people to receive notifications and take fast action.

BOTTOM LINE

- Spok is a leader in critical communication solutions for healthcare
- Top hospitals rely on Spok to deliver critical communications every day
- The Spok Healthcare Console makes sure your contact centre runs the way you want it to—efficiently and accurately
- The Spok Healthcare Console is a key system to your strategy of providing excellent customer and staff service, higher productivity, stellar patient care, and cost control
- Spok provides one of the broadest communication product suites for hospitals



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be a leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. More than 125,000 organisations worldwide rely on Spok for workflow improvement, secure texting, paging services, contact centre optimisation, and public safety response. When communications matter, Spok delivers.

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