



SPOK CARE CONNECT[®]

A Fully Integrated Healthcare Communications Platform



SMARTER CLINICAL COMMUNICATIONS. BETTER OUTCOMES

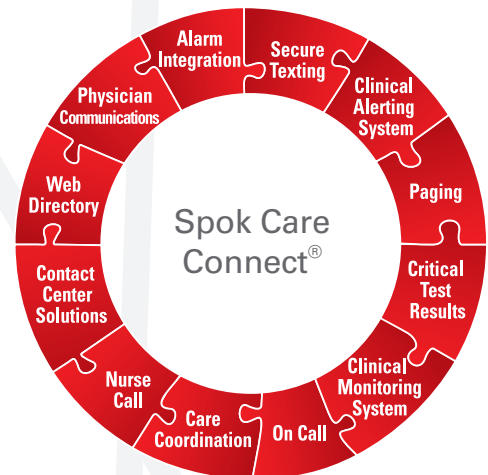
Hospitals today are faced with many communication challenges, which are impacted by everything from regulatory compliance to reduced reimbursements to an increasingly mobile staff in a fast-paced care environment.

People and technology need to communicate effectively to speed response times and keep safety and satisfaction at the forefront. With Spok®, it's possible for one unified technology platform to solve multiple challenges across different areas and departments of the hospital.

FROM THIS: Many Challenges, Disjointed Solutions



TO THIS: The Heart of Your Communications



SPOK CARE CONNECT: A FULLY INTEGRATED COMMUNICATIONS PLATFORM

Spok supports more than 1,900 hospitals—both large and small—in their quest to deliver the highest standards of care with communication technology designed to meet today's challenges. Spok is passionate about critical communications in healthcare. For Spok, every message is important because we know that minutes and seconds matter in a hospital, where patients' lives are at stake.

We offer a full suite of solutions, called Spok Care Connect, which integrates with existing workflows in your hospital and will enable you to deliver information quickly and securely into the hands of the clinicians who need to act on it—wherever they are and on whatever device they are using. From the contact center to the patient's bedside, Spok Care Connect provides directory details, on-call schedules, staff preferences, secure texting, and a lot more.

OVERVIEW OF OUR SOLUTION AREAS:

- Workflow-driven communications
- Clinical alerting middleware
- Contact center solutions
- Staff scheduling
- Secure text messaging
- Preference-directed communications
- Critical test results management
- Emergency notification and incident management
- Enhanced 9-1-1
- Paging services

TRENDS AND REQUIREMENTS AFFECTING HOSPITALS TODAY

Connecting Disparate Healthcare Systems: Interoperability

There are many disconnected systems in hospitals that need to share information. These span clinical, critical test results, security, building management, electronic health records, IT, health information, transport, and many more. Numerous organizations are focused on eliminating these islands of information by linking hospital systems, allowing important information to pass among them.

Supporting Secure, Mobile Communications

Staff are on the go and carry the latest smartphones, tablets, and other devices. IT teams must develop mobile device management (MDM) policies and enforce them, particularly when 'bring your own device' (BYOD) programs are involved. These policies should include plans for what tools are supported, encryption, how to remove sensitive information from a lost/stolen device, and managing authenticated access to web directories and on-call schedules.

Protecting Information Security/PHI

With the increase in mobile communications comes the increased risk of compromised protected health information (PHI). Organizations and patients benefit from proactive, documented security measures.

Improving Efficiency

More than ever, staff cannot waste time looking for information, people, supplies, or open beds. Notifications must go to the right people, doctors need a way to find one another for important conversations, and automated information sharing from clinical systems needs to be embraced for efficient care and interaction.

Achieving Compliance

Many regulatory bodies and laws affect hospitals, including The Joint Commission, HIPAA, and the HITECH Act. Audit trails, encrypted communications, efficient code call handling, and accurate reporting are all keys to compliance.

Raising and Tracking Patient Satisfaction

The nationwide Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey tracks patient satisfaction scores, with many questions focused on communication. The strength of caregiver-patient communication and having quiet, healing environments are key elements.

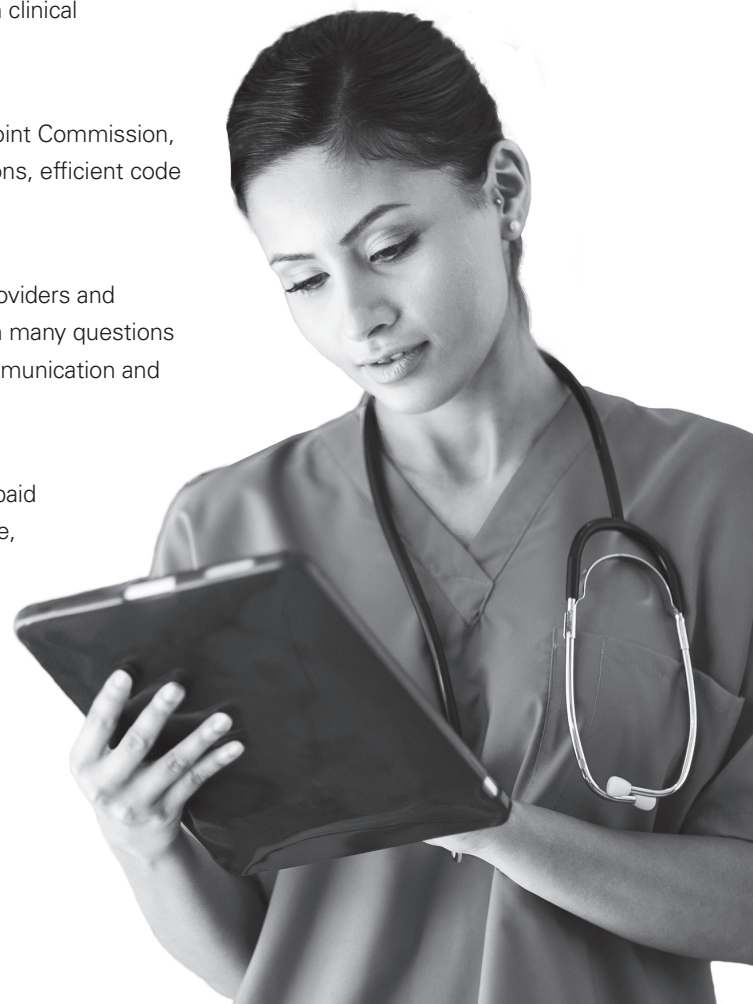
Maintaining Reimbursements

With payment models moving away from hospitals simply being paid for services rendered and toward payment for quality performance, hospital revenues are at risk of going down if top-notch care is not delivered every time. There is a need to identify opportunities for improved workflows to ensure safety and effective communications while lowering costs. In addition, reimbursements rise with patient satisfaction scores.

Spok solutions help hospitals improve patient care and satisfaction by getting assist calls to staff more quickly, and can reduce readmissions through better and more direct communication with patients.

➤ "We needed a solution we could integrate into our workflows that was cost-effective, easy to implement, and more importantly, easy for our clinicians to use. Spok was the best fit."

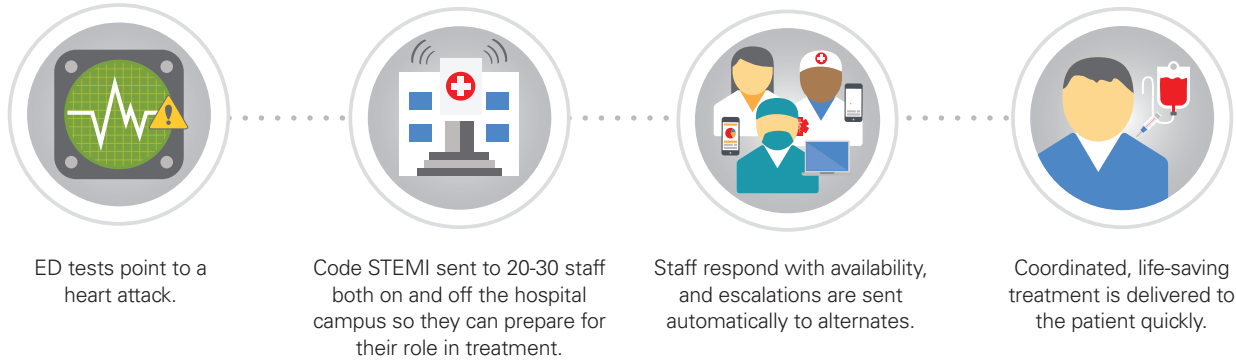
Dr. Michael Strong
Chief Medical Information Officer
University of Utah Health Care



WORKFLOW-DRIVEN COMMUNICATIONS

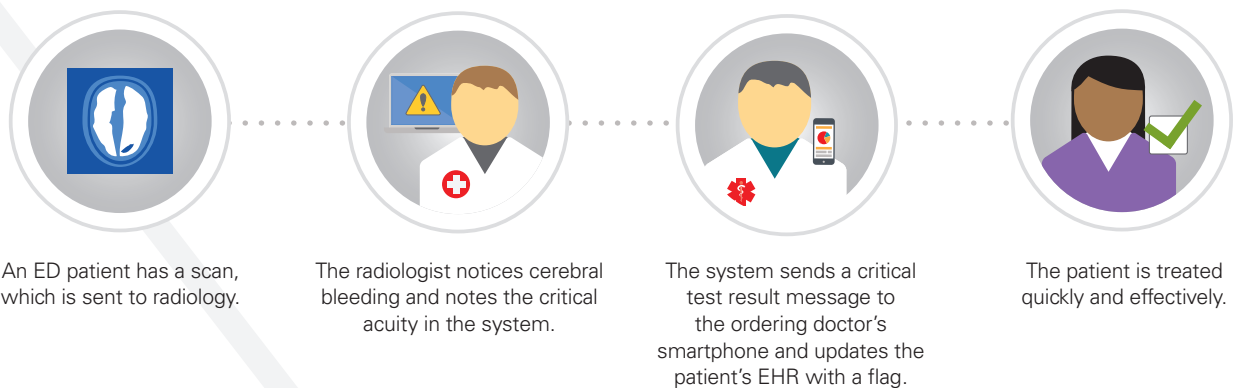
WORKFLOW EXAMPLE 1

Reach code teams quickly to prepare for urgent situations



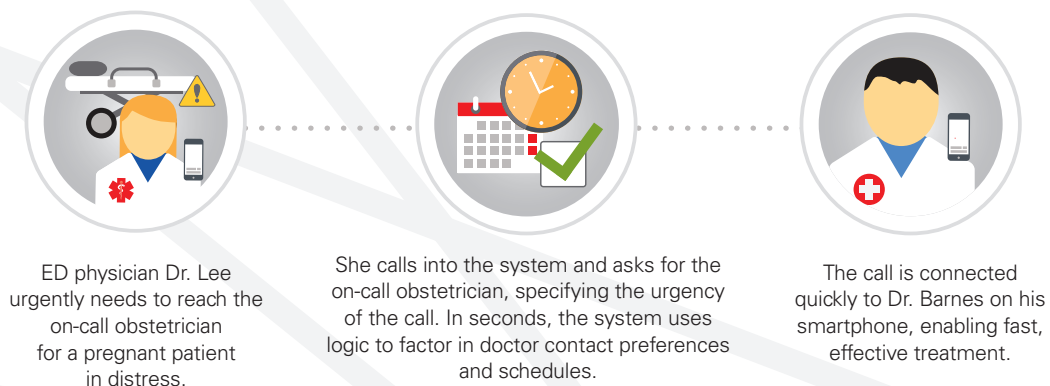
WORKFLOW EXAMPLE 2

Sending critical radiology results to the ordering physician



WORKFLOW EXAMPLE 3

Connecting busy staff



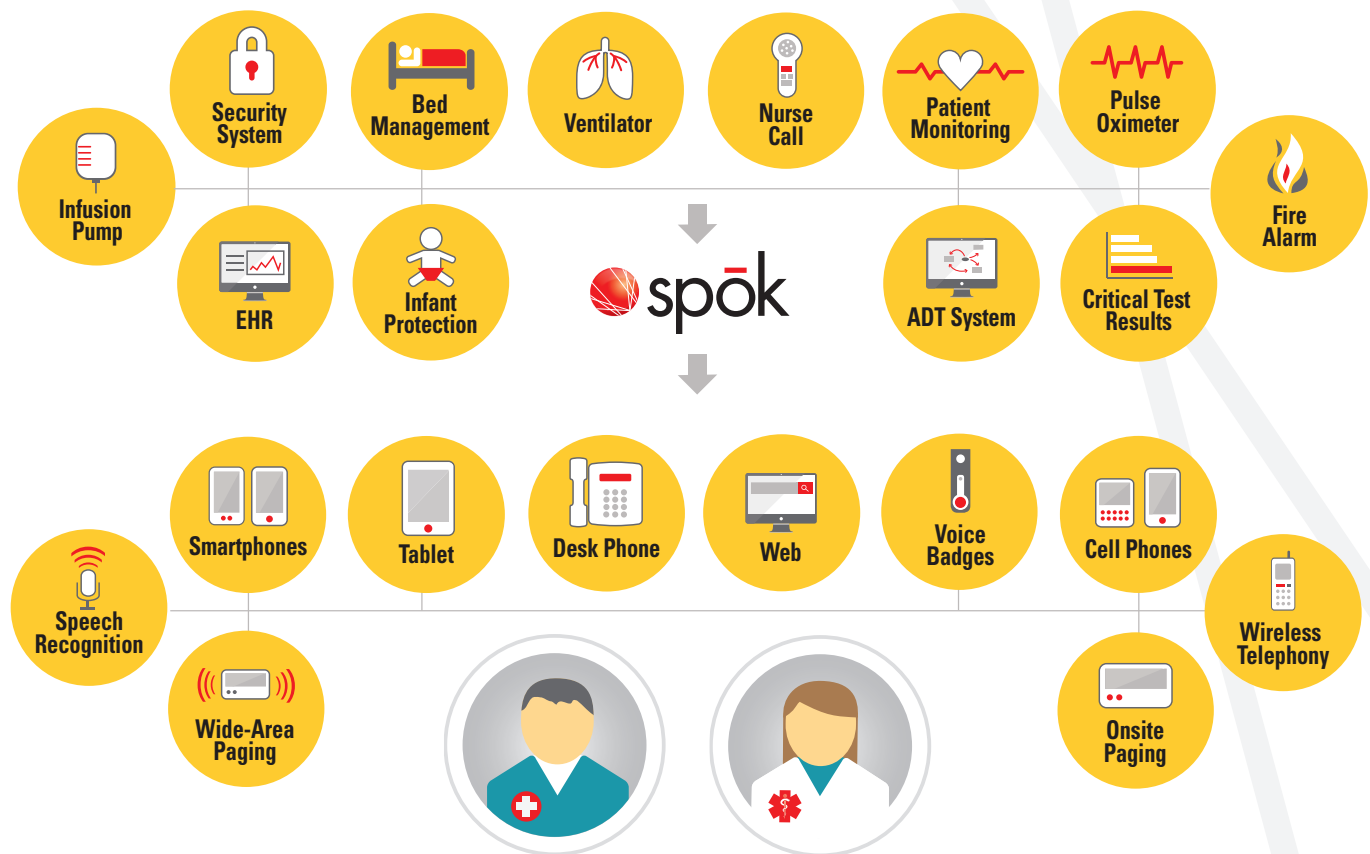
CLINICAL ALERTING

Centralize the management of critical alerts and alarms generated by point-of-care and safety systems such as nurse call, patient monitoring, and many others. Link alerts from these systems to staff's mobile devices to speed response times. This solution has achieved FDA 510(k) clearance as a Class II medical device.

- Improve patient care with faster response to requests and critical changes in vitals
- Make staff work patterns more efficient
- Reduce overhead noise and promote a quiet, healing environment

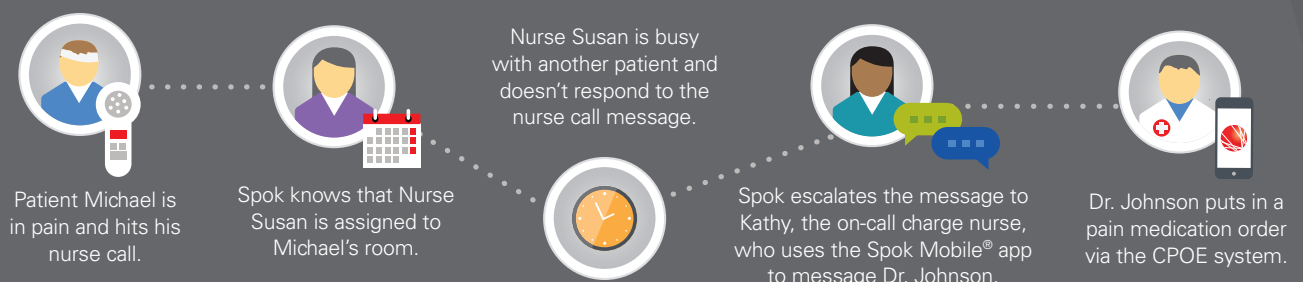
> PRESBYTERIAN HEALTHCARE SERVICES

reduced formal complaints about delayed response to call lights by **85%**



HOW IT ALL WORKS

An example



CONTACT CENTER SOLUTIONS

OPERATOR CONSOLE

Provide operators with the information needed to process calls using their computers, with just a few keystrokes. Operators can quickly and accurately perform directory searches and code calls, as well as send messages and pages to individuals, groups, and roles.

- Simplify the call-taking process to handle higher call volumes with fewer resources
- Simplify the consult process to connect patients with the physicians they need to see
- Generate revenue by providing answering services to outside physicians or groups
- Reduce costs by centralizing call center operations

> VCU HEALTH
reduced operator
training time from
5 days to
20 minutes

WEB-BASED DIRECTORY

Make employee contact information more accessible and enable staff to send messages quickly right from the directory. Authenticated users can log on anywhere, anytime to perform a variety of key updates to contact information and on-call schedules, search the directory, and send important messages.

- Reduce reliance on the operator group with self-service options
- Eliminate the need for costly printed directories that become outdated quickly
- Give password-protected staff access to updated contact information

SPEECH RECOGNITION

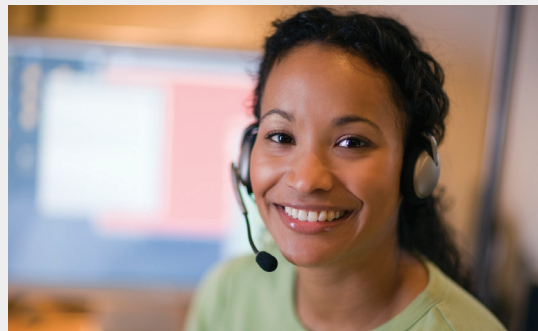
Enable your organization to process routine phone requests including transfers, directory assistance, messaging, and paging—without live operators and with more ease of use than touchtone menus.

- Manage greater call volumes while improving productivity and professionalism
- Enable callers to automate the paging and messaging function
- Alleviate operator workloads, allowing time for more in-depth caller inquiries
- Keep calls connecting properly with a tuning system that tracks alternate pronunciations and incorporates new names and other changes with ease

> BEFORE:
Paper-Based Chaos



> AFTER:
Efficiency and Consistency



CONTACT CENTER RECORDING AND QUALITY MANAGEMENT

Record, monitor, and score your operators' conversations to improve call handling and overall customer service for patients, visitors, physicians, and other callers.

- Improve operator call handling by identifying training needs
- Enhance call quality and professionalism
- Provide an audit trail of calls to retrace conversations if organizational disputes arise

CALL ACCOUNTING

Log the date, time, and duration of all calls made and received by your staff.

- Provide an audit trail of phone activities
- Gain accurate bill-back information and staff telephone usage
- Detect improper use of corporate resources

STAFF SCHEDULING

WEB-BASED, ON-CALL SCHEDULING

Keep personnel, calendars, and on-call scheduling information updated—even with thousands of staff—using a secure web portal to maintain and allow password-protected access to the latest on-call schedules.

- Protect patients by sending messages quickly to the right on-call person directly from the schedule
- Keep personnel and scheduling information current and accurate, protecting personal time for off-duty staff
- Move ownership of on-call schedules from operators to individual departments

STAFF ASSIGNMENT

Assign particular devices and patients to staff for the various clinical systems you are linking to your Spok critical alerting solution. Send updates to the right person based on his or her role and device preferences.

- Speed response time to patient requests by sending notifications to the right staff member

➤ “It was important for us to transfer responsibility of schedules to individual departments and reduce the number of paper copies floating around the hospital. With the web directory and on-call scheduling solution, we have been able to do just that.”

Heidi Lueck
Switchboard Supervisor
UnityPoint Health-Meriter

PREFERENCE-DIRECTED COMMUNICATIONS

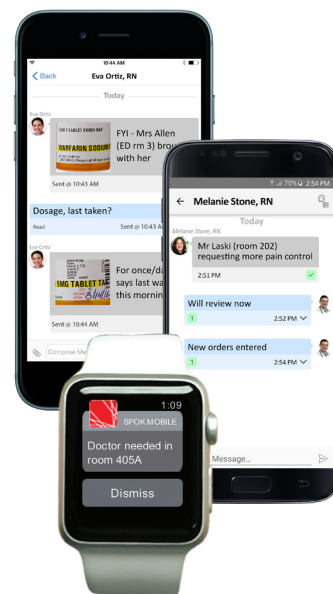
Make it easier for important conversations to happen quickly and in accordance with clinicians' established preferences. Route text-based or voice messages to the intended recipient on his or her preferred device based on the urgency of a given situation. Escalate to other contacts in the event a message is not received and acknowledged in a predefined timeframe.

- Improve speed and quality of patient care
- Reduce time spent searching for clinicians and responses
- Give providers control over how others reach them

SECURE TEXT MESSAGING

Spok enables doctors and clinicians to improve many of their daily workflows with a secure texting app that's far more than just secure texting. Spok Mobile® plugs smartphones, tablets, and Wi-Fi phones (and their users) into data, alerts, and messages not readily available on the move. Spok Mobile lets a doctor reference the on-call schedule and request a consult from the appropriate colleague. It allows a nurse to receive patient calls for assistance and determine the patient's need, without requiring a visit to the patient's room. It notifies the attending clinician when a patient monitor's threshold has been reached.

- Use a smartphone or tablet to access the organization's directory and send secure messages to any staff member, including the right on-call clinicians
- Integrate with existing third-party monitoring and alerting systems across the hospital
- Send images and videos along with text
- Create closed-loop communications with delivery confirmations and the ability to respond to or escalate messages
- Support a wide variety of smartphones, pagers, and other devices, allowing staff to use their preferred devices
- Protect sensitive patient details with encrypted, traceable messaging among doctors and other staff members



CRITICAL TEST RESULTS MANAGEMENT

Automate and streamline the process of delivering critical test results to the right clinicians to help ensure patient safety. Closed-loop communications enable lab and radiology technicians to spend less time tracking down doctors and more time interpreting tests. This solution has achieved FDA 510(k) clearance as a Class II medical device.

- Speed test result information to ordering physicians to improve patient care
- Meet The Joint Commission's National Patient Safety Goal requirements
- Reduce risk and cost of litigation associated with delayed, lost, or mishandled test results



EMERGENCY NOTIFICATION AND INCIDENT MANAGEMENT

Quickly and reliably notify and confirm team member availability during emergency situations without calling trees and confusion. Automatically deliver messages, collect responses, escalate to others, and log all activities for reporting and analysis.

- Speed the coordination of patient care when time matters (e.g., for heart attack patients or other code calls)
- Provide dependable, accurate notification of critical information quickly
- Comply with industry mandates and guidelines (e.g., HICS, NIMS)

> **FRANCISCAN ST.
ANTHONY HEALTH**

cut code STEMI
activation by over
1.5 minutes

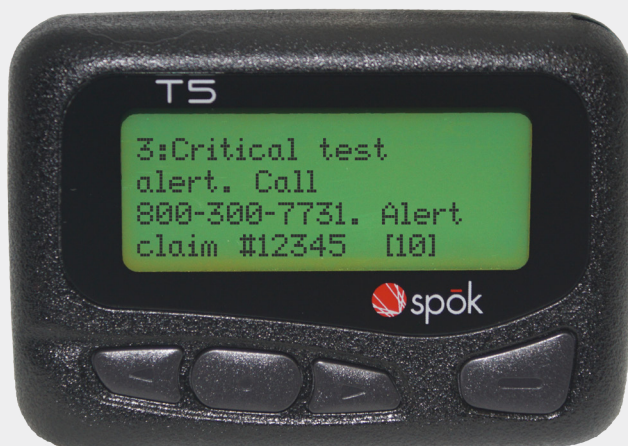
ENHANCED 9-1-1

Many hospitals incorrectly assume that a patient or guest will dial 0 in an emergency, when they often dial 9-1-1. Direct emergency personnel to a caller's exact location (building, floor, and room) to help ensure fast response.

- Increase patient, staff, and visitor safety
- Get emergency personnel to the caller's exact location quickly
- Comply with state laws and limit liability

PAGING SERVICES

Many leading hospitals today seek to integrate pagers into their workflows and secure communications along with smartphones for maximum benefit and coverage. The reliable, cost-effective nature of paging provides an excellent communication method not only for roles that don't require smartphones, but also in emergency situations when cellular and Wi-Fi communications can fail. Ultimately, a broad and flexible device-neutral communications infrastructure supports not only swift, effective care coordination, but also better outcomes. Spok offers both wide-area and onsite paging options, including many models for pagers.



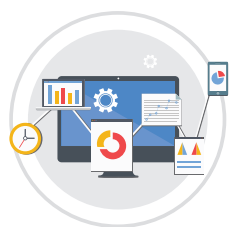
WIDE-AREA PAGING

- Solutions from the leader in wide-area paging
- Options for encrypted paging
- Unparalleled reliability for critical communications and disasters
- Proven coverage during 9/11, Hurricane Katrina, Minnesota bridge collapse, and Boston bombing

ONSITE PAGING

- Simplify the paging function by working with a single vendor for all components of the private paging system
- Unparalleled reliability for critical communications and disasters
- Leverage rugged pagers designed for medical use

WHAT SETS SPOK APART?



Integrated Suite



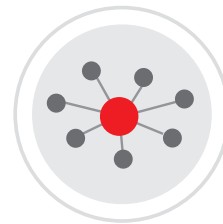
Workflow-Driven Communications



Multi-Modal



Certifications/
Integrations



Enterprise
Directory

INTEGRATED SUITE

Spok offers the most comprehensive suite of enterprise critical communication solutions, and these solutions work together to support your workflows.

WORKFLOW-DRIVEN COMMUNICATIONS

Our products are not generic call or message products. We provide solutions that drive workflows, whether that's code STEMIs or consult requests, nurse calls or care team communications.

MULTI-MODAL

We're not just texting or paging. Our solutions include secure messaging, voice, alarms, and alerts across many modalities, so we offer you the most flexible options.

CERTIFICATIONS AND INTEGRATIONS

We work extensively with all the leading providers of systems you have in your hospital today. Spok solutions are used in the most critical of environments. We certify our products with many leading vendors as well as government entities such as JITC/DOD, the FDA, and the FCC.

ENTERPRISE DIRECTORY

The directory, scheduling, and preference data at the heart of our system serves as a single source of truth across the hospital.

> PINNACLEHEALTH SYSTEM

reduced noise by converting hallway conversations to
1,400 messages a day

BENEFITS OF PARTNERING WITH SPOK

- Help clinicians deliver well-coordinated care
- Improve the patient experience
- Comply with industry regulations
- Simplify critical enterprise communications



> MUNSON MEDICAL CENTER

answered **700,000+**
additional calls without hiring
more staff

INDUSTRY LEADER

- Used by the best—each year the vast majority if not all of the top hospitals as ranked on the *U.S. News and World Report* Best Hospitals Honor Roll rely on Spok for their critical communications
- Financially sound—with healthy growth and profitability

EXCELLENT SUPPORT

You have peace of mind knowing your solutions will be implemented with precision and expertise, and assistance is available via web or phone once your system is live.

- Spok's proven implementation approach helps ensure system success
- Consulting Services to maximize the ongoing value of your solutions
- 24/7/365 support via an in-house staff
- Comprehensive training options
- 99% maintenance renewal

For more information contact:

VoiceProducts

SPEECH • CAC • VOICE

EST. 1990

800-466-1152

www.voiceproducts.com



ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be the global leader in healthcare communications. We deliver clinical information to care teams when and where it matters most to improve patient outcomes. Top hospitals rely on the Spok Care Connect® platform to enhance workflows for clinicians, support administrative compliance, and provide a better experience for patients. Our customers send over 100 million messages each month through their Spok® solutions. When seconds count, count on Spok.

spok.com

 [Spoktweets](https://twitter.com/Spoktweets)