

## Parkview Medical Center case study

# Parkview Medical Center Deploys iPhone with PatientSafe App to Improve Clinical Communications and Experiences

### Customer profile

#### Customer name

Parkview Medical Center

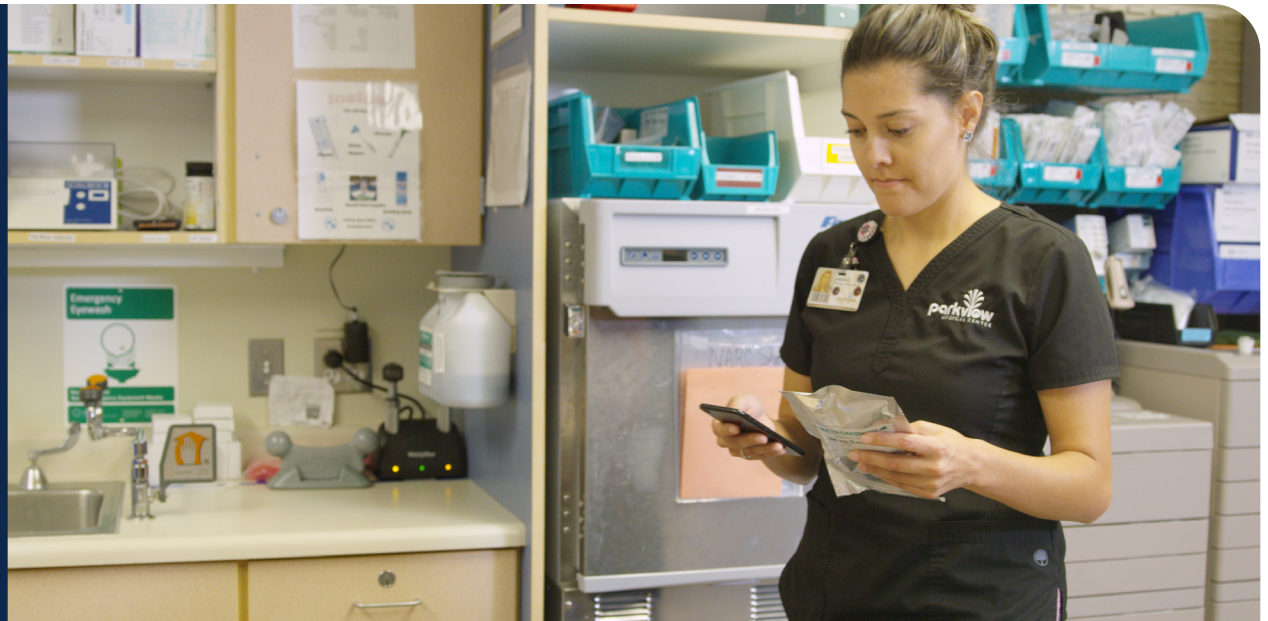
#### Industry

Healthcare

### Results

Parkview Medical Center's iPhone deployment with the PatientSafe app delivers great outcomes:

- **60-minute reduction**—per nurse, per shift—in the time spent on documentation and coordination
- **210% increase in the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS)**, which measures patient views of their care experience
- **100% bedside specimen collection**, enabling on-the-spot printing of specimen labels to reduce the likelihood of errors



Improving the patient and clinician experiences and satisfaction is a priority for healthcare organizations. With this in mind, Parkview Medical Center implemented a secure and integrated communications and clinical workflow program—in collaboration with Apple, Cisco, and PatientSafe—that leverages mobility to enable healthcare professionals to spend less time trying to collaborate with each other and more time providing patient care. Through this seamless and secure communications solution, clinicians no longer fumble with various devices—pagers, phones, and personal communications assistants, for example—which hinder workflow and negatively impact the patient experience. Now, each clinician uses an iPhone to deliver most aspects of patient care from medication administration to collaboration and communications among the clinical staff.

## Business challenge and results summary

Previously, Parkview Medical Center workflow was not optimal; caregivers carried multiple single-purpose devices that often dropped network connections. The result was fragmented communications and workflows, along with inconsistent audio and video experiences. To address these inefficiencies, the medical center implemented a robust mobile strategy, providing 800 iPhone devices to clinician staff with the PatientSafe app installed.



Parkview Medical Center needed a rock-solid wireless infrastructure to help ensure that mobile engagement would proceed without the frequently lost network connections clinicians had experienced. As a result, Parkview Medical Center implemented a “wireless wellness” program. This included upgrading the Cisco network with the Apple and Cisco jointly developed Wi-Fi optimization capability, which enables iOS devices to connect quickly to the best available wireless access points even when roaming. The medical center also leveraged the Fast lane capability, which makes it possible for PatientSafe and other mission-critical apps to receive prioritized network bandwidth over noncritical apps.

“The partnership has opened the door for the collaborative care team to achieve success in both communications and management of clinical data.”

### Steve Shirley

VP Information Technology,  
CIO Parkview Medical Center

“I rely on my wireless device constantly and throughout my entire shift. It’s part of my patient care and it never lets me down.”

### Kimberly Philson

BSN, CMSRN, Director of  
Medical Surgical Nursing