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STUDY: HOSPITAL IT PAYING LIP SERVICE TO ADDRESS PHYSICIAN MOBILE REQUIREMENTS, SAYS SPYGLASS CONSULTING GROUP

70% physicians interviewed believe hospital IT organizations are making inadequate investments to address physician mobile requirements

MENLO PARK, CA, January 14, 2015. Today, Spyglass Consulting Group released its most recent healthcare study entitled **Point of Care Communications for Physicians 2014**. The report shows that upwards of 70 percent of physicians interviewed believe that hospital IT organizations of affiliated hospitals are making inadequate investments to address physician mobile computing and communication requirements at point of care due to limited planned investments, poor mobile EHR tools, and inadequate mobile user support.

"Physician Smartphone adoption is nearly universal with 96 percent of physicians interviewed using Smartphones as their primary device to support clinical communications," said Gregg Malkary, Managing Director of Spyglass Consulting Group. "Smartphones are preferred because they are easier to use and provide more enhanced functionality than outdated communication options provided by hospital IT including pagers, overhead paging systems, landline phones and fax machines."

"Efficient communications and collaboration between physicians, specialists, nurses and care team members is critical to enhance patient safety, and support the coordination and delivery of patient care across health settings," said Malkary. Joint Commission, in 2013, identified the primary root cause of more than 70 percent of treatment delays and sentinel events was caused by a breakdown in communications.¹
² Ponemon Institute, in July 2014, quantified the impact of paging systems and other antiquated communications technologies on healthcare delivery. Inefficient communications during critical clinical workflows costs the average U.S. hospital approximately \$1.75 million annually.³

Steven Davidson, MD, MBA former CMIO at Maimonides Medical Center, Brooklyn, NY whose last project at Maimonides was improving physician communication comments, "As we were developing our plans for improving communication among clinicians, we discovered that few hospitals were investing in communication-driven workflow support, perhaps because meaningful use and HIPAA are consuming all the resources. Still, it seems many IT leaders hope the EHR--a tool poorly suited to the task--will suffice. In reality, overwhelmed nurses and doctors struggle accomplishing necessary communication through the EHR; instead implementing workarounds on their own devices."

Hospital IT has an imperative to evaluate mobile devices and unified communications solutions to support collaborative team-based care and address regulatory requirements introduced by the Affordable Care Act including readmissions penalties, patient centered care models, and pay for performance. Next generation communications solutions must be secure, easy-to-use, and tightly integrated with the EHR to provide adequate clinical context to close the communications loop with colleagues and team members.

HIGHLIGHTS OF THE POINT OF CARE COMMUNICATIONS FOR PHYSICIANS 2014 REPORT:

PHYSICIANS ARE RESISTANT TO USE EHR FOR CLINICAL COMMUNICATIONS

Eighty-three percent of physicians interviewed expressed frustration with using the EHR to support clinical communications due to poor EHR interoperability, limited EHR messaging capabilities, and poor usability that makes it difficult to find relevant clinical data.

PHYSICIANS FACE OBSTACLES TO SUPPORT COLLABORATIVE CARE

Majority of physicians interviewed report that they lacked the financial incentives, tools, and processes to support collaborative team-based care.

ABOUT SPYGLASS' POINT OF CARE COMMUNICATIONS FOR PHYSICIANS 2014 REPORT

Point of Care Communications for Physicians 2014 presents the findings of an end-user market study focused on the current state of communications adoption by **physicians** across the United States. The report uncovers strong opinions regarding the market opportunities and challenges for adopting mobile solutions to enhance communications and collaboration, streamline physician productivity, improve patient care quality and safety, and increase physician satisfaction.

Point of Care Communications for Physicians 2014 is an outgrowth of a similar study published by Spyglass in July 2010 entitled Point of Care Communications for Physicians 2010.

Content for **Point of Care Communications for Physicians 2014** was derived from more than 100 in-depth interviews with physicians working in hospital-based and ambulatory environments nationwide. Providers interviewed were technically competent and representative of a broad range of medical specialties, organization types, and organization sizes.

The telephone interviews were conducted over a three-month period starting in May 2014. The purpose of the interviews was to identify the needs and requirements for communications at point of care through discussions about:

- workflow inefficiencies in communicating with care team members,
- usage models for mobile devices and solutions, and
- barriers for widespread mobile adoption.

The complete market study, "**Healthcare Without Bounds: Point of Care Communications for Physicians 2014**," is available for \$2,495 (USD) from Spyglass Consulting Group at www.spyglass-consulting.com.

ABOUT SPYGLASS CONSULTING GROUP



Spyglass Consulting Group is a market strategy firm and consultancy focused on the nexus of information technology and healthcare. Spyglass offers products and services in customer and market intelligence, strategic partnership development, product marketing and investment due diligence. Spyglass' current research is entitled **Healthcare without Bounds** that focuses on the current and future potential of mobile computing and wireless technologies within the healthcare industry.

Spyglass customers include more than 140 leading high technology vendors, management consulting organizations and healthcare providers including **Cisco, IBM, Microsoft, Intel, Hewlett Packard, Johnson & Johnson, Pfizer, Siemens, GE Healthcare, Philips Medical, Sprint, and Kaiser Permanente.**

Gregg Malkary is the **founder** and **Managing Director** of **Spyglass Consulting Group**. He has more than 20 years' experience in the high technology industry working with Fortune 2000 companies to help them use information technology for competitive advantage. Malkary has domain expertise in mobile computing, wireless and broadband technologies with direct experience in the healthcare, hospitality, manufacturing, communications and entertainment markets.

Prior to founding **Spyglass Consulting Group** in 2002, Malkary was an Associate Partner at **Outlook Ventures**, a venture capital firm focused on early stage investments in enterprise software and communications companies. Previously, Malkary was the Director of Strategic Planning for **Exodus Communications** where he was responsible for identifying, evaluating and executing growth initiatives for Exodus in the managed Web-hosting marketplace. Malkary has also held consulting and senior management roles in business development, strategic planning and product marketing for public and private technology companies including **IBM, Hewlett Packard, Accenture, Silicon Graphics** and **Skytel Communications**.

Malkary frequently speaks at regional and national conferences focused on mobile computing, wireless technologies and healthcare related issues. Numerous industry publications have written about and quoted Malkary including the Wall Street Journal, CIO, Business 2.0, MIT Technology Review, Network World and eWeek. Malkary is an honors graduate of **Brown University** having earned a MS and BA in Computer Science. He was awarded the prestigious North American Philips Corporation Fellowship for his graduate research work in graphical simulation environments.

For additional information about this study, please contact Gregg Malkary at gmalkary@spyglass-consulting.com.

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¹ Joint Commission, Improving America's Hospitals, Annual Report on Safety and Quality, 2007

² Joint Commission, Sentinel Event Data, Root Causes by Event Type, 2012

³ Ponemon Institute, Economic Impact of Inefficient Communications in Healthcare, July 2014