

Healthcare

An intelligent communications solution that *works* for Healthcare Organizations.

In Hospitals and Clinics, implementing a solution that removes time, cost, and frustration normally associated with traditional methods of communication has a direct effect on the productivity and satisfaction of administrators, IT professionals, and medical staff.

It is with these requirements in mind that Stroom Communications is pleased to introduce an end-to-end communications solution that ensures information gets to the people who need it... at the right time, in the right place, and in the right format. Ensuring information is available where, when, and how it is needed enables proactive—rather than reactive—message delivery and response procedures that invariably lead to measurable, repeatable benefits.

With Cleo's Stroom products, healthcare staff spend less time focused on how to get their messages out and more time on core competencies. The Stroom solution is even more crucial for medical staff because it allows them to focus on *their* core competency—improving the quality of life for their patients.

FAXING AS EASY AS COPYING Hardcopy documents are faxed from a multi-function devices with “push-button” ease to any number of recipients. Pre-established contact lists ensure “scan-once-fax-many” functionality that eliminates much of the time, cost, and user frustration normally associated with faxing large groups.

FAXING AS EASY AS PRINTING Stroom integrates with the procurement programs for electronic documents, which enables easy, “one-step” faxing directly from the user's desktop. Confirmations are sent via email with a copy of the faxed document as an attachment, ensuring fast, simple communication with no standing and waiting over standalone fax machines.

RECEIVING FAXES LIKE EMAIL Incoming faxes appear in the recipient's inbox just like email. Keeping information electronic facilitates content management and simplifies response. Comprehensive tracking functionality maintains an audit trail of all incoming and outgoing faxes to aid in regulatory compliance processes.

BEYOND FAXING: ALERT NOTIFICATION TO AND FROM ANYWHERE For a communication solution to be complete, it must offer more than a single method of information dissemination. The Stroom solution offers an inventive way to send routine and/or critical information as voice, text message, document, image, or video to phones, cell phones, PDAs, pagers, multi-function devices, fax machines, and/or email.

By sending communications in a wide range of formats to a wide range of devices, recipients are more likely to receive the message when and how it is most convenient to respond.



Benefits for Healthcare Organizations

- A centralized message delivery system reduces the costs of purchasing and maintaining standalone fax machines.
- An enterprise fax server eliminates dedicated fax lines and long-distance fax charges.
- Reducing “no-shows” (the national VA average is 13-15%) and receiving timely, accurate patient feedback help with resource and budget allocation decisions.
- Comprehensive audit functionality clearly reports all incoming and outgoing communications, helping with regulatory compliance and ensuring future equipment purchasing decisions are fact-based.
- A robust set of built-in security features help comply with HIPAA, as well as Joint Commission National Patient Safety Goals.

Benefits to the IT department

- A single solution implemented and supported by Cleo Communications empowers IT staff to focus on higher value work rather than changing cartridges and maintaining hundreds of fax machines.
- An easy-to-learn-and-use communications solution reduces calls to the help desk.

Benefits to medical staff

- Simultaneous, automated message delivery to a large distribution list means medical staff spends more time on core tasks.
- The right information sent to the right people, at the right time, in the right format greatly improves the ability for medical professionals to perform their jobs... ultimately resulting in greater quality of care and greater quality of life for patients and their families.

Network Fax

PROCUREMENT Integrates with procurement systems so as POs are generated, purchasing associates can simply fax them directly out of the system, store an electronic copy, and avoid hardcopy printing and manual faxing.

PATIENT REFERRAL Automates the secure delivery of patient records and medical information to a number of recipients in a number of locations, including HMOs, outside contract laboratories, and even other departments within the Hospital, Medical Center, Clinic, or Office.

PATIENT ACCOUNTING Securely sends necessary billing information to all parties responsible for payment in a timely manner, resulting in faster invoice-to-payment and improved cash flow.

PROCEDURE SCHEDULING Delivers patient procedure orders from Physicians to the scheduling department automatically and offers key features including confirmation and searchable electronic storage.

NEWS RELEASES Ensures media outlets are informed of current news with a few clicks of a mouse. Greater public awareness leads to greater constituent support, along with Hospitals and Clinics that remain open and well-funded.

Alert Notification

APPOINTMENT REMINDERS Significantly reduces “no show” appointment rates by notifying patients of appointments within 24 hours, reporting patient confirmation, and/or enabling patients to request a rescheduled appointment with minimal effort from staff.

CHANGE OF ELIGIBILITY NOTIFICATION Alerts patients of any eligibility status changes as they happen, ensuring accurate patient expectations as to what they are entitled to and what they are responsible for.

CRITICAL FINDINGS Provides voice, fax, email, or text information between Physicians or Nurses, and the variety of departments that communicate critical and routine test or procedure results.

PATIENT SURVEY TOOL Create, deliver, and process surveys to patients in a timely fashion and in a way that enables them to respond conveniently. A comprehensive reporting mechanism improves the ability to access and incorporate feedback. The survey solution has been tested for and meets HIPAA Requirements.

PATIENT MENUS Create patient menus, gather and process orders, and deliver information to key kitchen and floor staff.

RELATIVE / GUARDIAN SURVEYS Create and deliver plain paper surveys to relatives and guardians, gather and process feedback, and notify key staff of results.

HELPDESK / INTERNAL SERVICES SURVEYS Create surveys and process feedback for internal services, such as for employees that call the help desk and more.

VISITOR NOTIFICATION Triggers automatic voice messages to broadcast via the PA system to notify visitors that visiting hours are over, and more.

“PINK” ALERTS Quickly sends missing child or disoriented patient alert notification to staff, security, and/or police with physical description, last seen location, special needs, etc.

GENERAL INFORMATION / SECURITY ALERTS Efficiently informs staff and media outlets of key events and operational status changes, weather alerts, building disruptions, etc.

AUTOMATED NURSING CALLBACK Automatically notifies a qualified pool of nurses of extra work opportunities and prompts the nurses to accept or decline the assignment. Responses are logged and reported to HR.



For more information, contact Cleo today.

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