



# Spok<sup>®</sup> Smart Web

---

Web-based  
directory access  
of critical  
information



# Enabling critical communications

## Today's healthcare communications

You know excellent communications are at the core of every good hospital. Successful organizations must be able to contact physicians, nurses, and other staff members quickly—and sometimes persistently. This advanced communication leads to better care for patients, greater workforce satisfaction, and improved workflow.

Yet many hospitals still try to run their communications with outdated methods. Too many organizations rely on operators to maintain on-call schedules and make countless calls and pages just to reach staff. To make these critical connections, operators use old tools like printed directories—which quickly become outdated—and have to manage information stored in multiple databases. To make matters worse, these institutions don't provide a way for staff to update information themselves. Many experts, including The Joint Commission, agree that poor communication is the leading cause of death and serious injury of hospital patients today. A communications system that gets the right people into the right place at the right time can mean the difference between life and death.

The screenshot shows the Spok SmartWeb interface. At the top, there's a navigation bar with links like 'Directory Search', 'On Call', 'Paging/Directory', 'Personal Profile', 'Patient Info', and 'Global Search'. Below this is a search form with fields for 'Last Name', 'First Name', 'Group/Function Name', 'Department', 'ID', and 'Phone Number'. A table of search results is displayed, showing columns for ID, Name, Phone Number (Type), Department (Phone Number), Status, and Type. The table lists several staff members, including Acula, Bella and Adams, Amy E. To the right of the table is a 'Recipient List' panel with options to 'Compose Message', 'Clear Recipients', 'Personal Message Group', and 'Save'.

ID	Name	Phone Number (Type)	Department (Phone Number)	Status	Type
100337	Acula, Bella	9323 (EXT)	Hematology	IN HOSPITAL NOT AVAILABLE	Message Only
		303-956-4655 (FAX)	Hematology		Message Only
		720-537-6644 (CELLULAR)	Hematology		Message Only
0001	Adams, Amy E		MCT Medical Center (972-265-8874)	IN HOSPITAL ON PAGE	SMTP (Alpha)
100400	Adams, Scott	5808 (EXT)	Cardiology Department (952-230-5354)	IN HOSPITAL NOT AVAILABLE	Message Only
		603-930-9174 (FAX)	Cardiology Department (952-230-5354)		Message Only
		555-5643 (ASST EXT)	Cardiology Department (952-230-5354)		Message Only
		5550744 (WORK CELL)	Cardiology Department (952-230-5354)		Message Only
		5500 (OFFICE)	Cardiology Department (952-230-5354)		Message Only
		603-111-1111 (CELLULAR)	Cardiology Department (952-230-5354)		Message Only

The screenshot shows the Spok SmartWeb interface with the 'Compose A Message' dialog box open. The dialog box has a 'Paging Templates' dropdown menu and a 'Secure Message' checkbox. Below these is a text area for composing the message, with the placeholder text 'Patient on the way to the Radiology waiting room'. At the bottom of the dialog box, there are fields for 'Remaining Chats: 101', 'Messaging Type: Alpha', and 'Maximum Chats: 150'. There are also buttons for 'Send Message', 'Clear', and 'Close'.

**"We're 10 times more efficient with a web-based system.**

By centralizing our data into a single system, we've completely replaced outdated paper-based and document-based systems that are typically linked to inefficiencies, delays, and costly mistakes."

Desiree Odom

Information Center Manager, University of Miami Medical Center

# Web-based, self-service portal

One of the keys to effective communications today is having a web-based, self-service portal that allows authorized members to contact others without the intervention of operators. This lets you run your organization with fewer operators or dedicate your operators to more complicated calls. With this communication strategy—empowering staff to keep information updated and saving your operators for more complex duties—you reduce costs, improve communications, lift staff morale, and boost productivity.

## The right solution

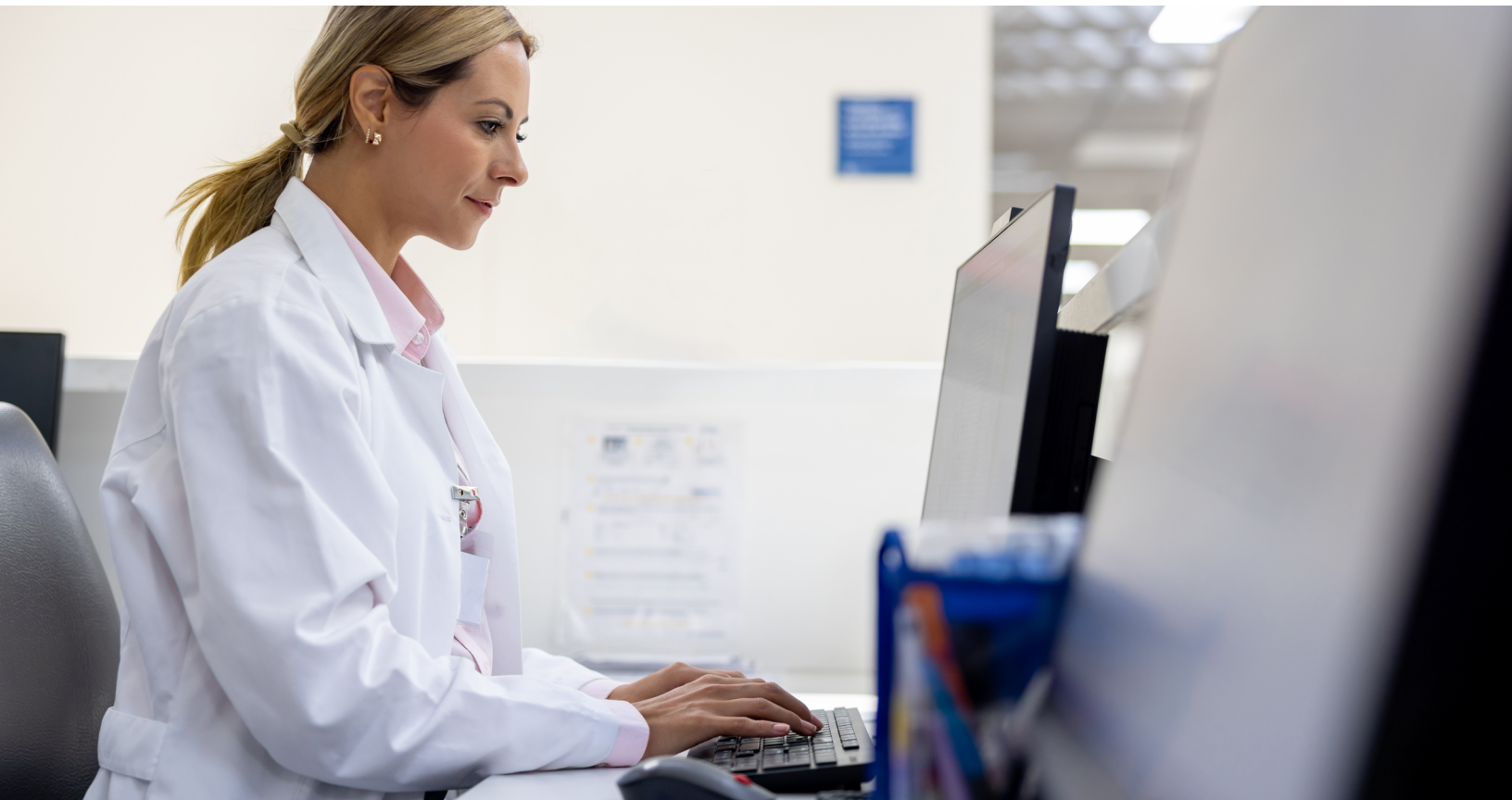
Spok helps you become a world-class organization where communications doesn't miss a beat. Spok Smart Web is a web portal built specifically for today's challenging healthcare environment—one where you are faced with lean staffing and pressure for increased productivity. It brings you web-based scheduling that lets you move out of the old-fashioned method of keeping track of information with paper and operators. Designed for modern-day privacy, access levels are highly configurable, which means that the information that shows up on users' screens can be decided on a doctor-by-doctor basis. Many of the top hospitals in the United States use Spok Smart Web. They are achieving significant benefits simply because their staff members log in to take care of important tasks by themselves.

These tasks include:

- Looking up phone, email, paging, or messaging contact information
- Checking schedules
- Managing on-call scheduling
- Paging and messaging individuals or groups
- Updating availability of resources

## From the right company

And it's not just the software. These hospitals take comfort in knowing that Spok Smart Web comes from Spok: a company with a rich history of providing innovative software applications, paging, and messaging services to the healthcare industry.

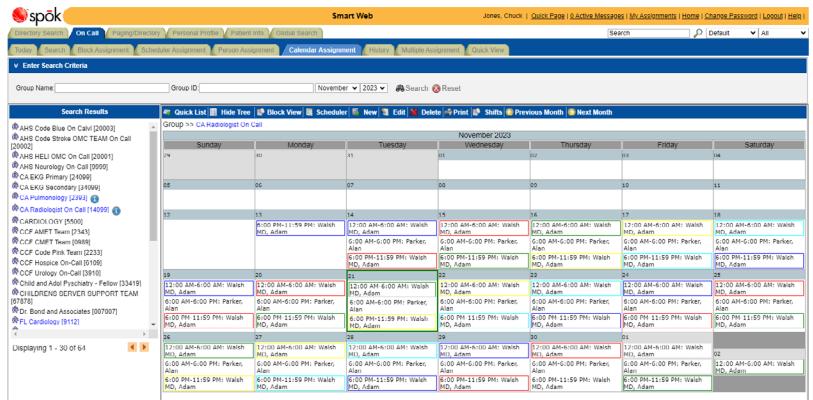




# Changing the way your hospital communicates

## Spok Smart Web features many critical capabilities to help run your organization better

Central to this is keeping your information straight. Spok Smart Web works with Spok® Smart Center, a central database that contains all the information necessary for your critical communications, including staff contact information and preferences, detailed on-call schedule information, and standard operating procedures — ensuring the information is readily available for auditing purposes.



The screenshot displays the Spok Smart Web interface. At the top, there's a navigation bar with the Spok logo and user information. Below it, a search bar and a list of search results are visible. The main area shows a calendar for November 2023, with a grid of days and shifts. The shifts are color-coded and labeled with team names and times, such as '12:00 AM-6:00 AM: Wash MD, Adam'.

## Easier, more accurate on-call scheduling

On-call scheduling gives clinics, departments, and individuals the opportunity to maintain their own calendars without contacting the call center staff. Updates are instantaneously available on the web to operators, employees, and other authorized personnel.

Calendars are organized by month, group, and individual and can be scheduled months or years in advance. Our multi-tiered, robust security allows only authorized users to update calendars. The Spok web system even integrates with and can include supportive applications for Spok, such as Spok® e.Notify, which enables unprecedented abilities to perform emergency notifications and incident communications management. The full suite of applications enables improved communications and increased directory and scheduling accuracy.

Spok Smart Web also includes a permanent, unalterable archive, recording each staff member who uses the system, every scheduling change made, and every page and message sent. Hospital administrators can use that archive as part of an overall system audit, creating statistics and analyzing what's going well and what needs improvement within their facility.

## Important Spok Smart Web scheduling features

- **On-call search:** Easy access to specific individuals, roles, departments, titles, and calendars throughout the organization.
- **Quick views, multi-site, and on-site capabilities:** Support for diversified and centralized organizational structures as well as easy, one-page access to all calendars, which encourages enterprise adoption of the Spok Smart Web application.





## A directory that sets operators free

Spok Smart Web makes it simple for anyone with the right access to search for staff members—so operators don't have to. Search criteria can allow for using names, parts of names, departments, titles, or extensions. Your messages can be sent by secure text, email, fax, or page. And there's no need for expansive, expensive paper directories that soon become outdated. Spok Smart Web data is no different than what your operators have, and you can add non-staff members as authorized users. You can also find exceptions about staff members, such as:

- **Deviation from standard schedule:** When physicians deviate from their standard schedules for a day or afternoon every week.
- **Message forwarding:** When doctors who may be in surgery or handling other matters forward their messages to a colleague or staff member.
- **Page block:** Provides a physician the ability to signal a page block that stops all messages during a time when they may be conducting surgery.

## Smart messaging and paging that link your community

Spok Smart Web enables you to page an individual or groups. If they're unavailable, you can leave a message with an operator. The system automatically updates page groups to reflect any changes to members' status or coverage. And the system keeps records for you. All paging activities are archived for later retrieval by recipients. Spok Smart Web even tells you if the person you're trying to page is signed out as someone else and, if so, immediately forwards the page to the coverage person or stores the message for retrieval by the original person.

> “By implementing **a central, web-based system**, we have achieved much higher levels of **speed, accuracy, and consistency.**”

Bert Stubbs

Technical Operations Manager Stanford  
University Medical Center

“Our critical areas love [Spok Smart Web]. A nurse can go to any PC, bring up any on-call service and page the provider without having to wait for the health unit coordinator to look it up and place the page.

**We are even now in the process of implementing online paging for the whole organization, not just on-call staff.”**

Janet Olmstead

Telecommunications Manager, Gundersen Lutheran

# Best-in-class capabilities

**On-call administration:** Administrators can offer staff updates on scheduling changes and other issues through Spok Smart Web. Users notify administrators of exceptions and changes in their status while providing coverage updates.

**High security:** Spok Smart Web allows users to only access the information they are authorized to see.

**Robust database:** Spok Smart Web accesses the Spok Smart Center database, guaranteeing one version of your data to help run your operations. This highly secure database can be linked with other business systems, like human resources, healthcare information systems, and property management systems. Not only does the powerful database provide detailed on-call schedule information, complete individual contact information for all resources and clients, but it also ensures the information is readily available for auditing purposes.

**Information on the go:** Spok Smart Web is designed for mobility in mind. Staff can get and change data through any web browser.

**Configurable design:** Spok Smart Web customers can configure the application to have it look and operate the way they want. For example, many hospitals leverage this configurability to add their logo and colors so that the solution fits in perfectly with their intranet look and feel. Others have specific data they want shown in directories or the ability to implement specific authorization requirements. Configuration tools enable customer flexibility in both operational and usability areas of the system.

**Advanced system architecture:** Spok Smart Web leverages some of the latest web technologies to provide the best web experience possible, like our customers expect.

**Deployment flexibility:** Spok Smart Web can be installed on-site in single, multi-level, or virtualized architectures, providing organizations with tremendous IT flexibility.

**Part of a bigger solution set:** Spok Smart Web is at work in many hospitals as part of an overall suite of all of Spok industry-leading healthcare solutions, such as Spok Smart Center, Spok® Smart Console, Spok e.Notify, Spok Mobile®, and Spok Voice Connect™.

“By extending critical information to the web, we’ve been able to alleviate critical bottlenecks in our call centers while giving our entire staff access to real-time, critical access information. As a result we have significantly reduced the total number of calls processed and decreased our physical labor hours as much as 400 per month, equating to about \$85,000 a year.”

Sergio Gallegos,  
Communications Director,  
UCLA Medical Center

## Bottom line

- Spok Smart Web uses one central database for all information, giving you a single version of your data to help run your operations
- Employees are empowered to update information as their schedule and location changes
- You need fewer operators in your quest toward best-in-class communications
- The easy-to-use interface offers all users a simple way to access data, update schedules, and page colleagues
- Scheduling and administration can be tailored to your needs
- On-call calendars and web-enabled scheduling are automated
- Advanced architecture provides state-of-the-art integration with other business systems





## ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Alexandria, Virginia, is proud to be a 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 and support administrative compliance. Our customers send over 70 million messages each month through their Spok® solutions. Spok enables smarter, faster clinical communication. For more information, visit [spok.com](https://spok.com).

[spok.com](https://spok.com)