



# Spok<sup>®</sup> Console

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Improving the  
way your hospital  
contact center  
manages critical  
communications



# Your crucial role in patient care

If nurses need to contact physicians about their patients' conditions, they expect the call to go through immediately. When a code blue occurs, hospital teams expect the right people to be notified in seconds and to respond to the emergency. When a patient's family member calls your hospital, he or she expects to be transferred to the correct room quickly. When physicians are waiting on crucial patient results from pathology, they expect to be contacted on their preferred device accurately and efficiently.

These basic expectations underscore how excellent communications are at the core of every leading, responsible hospital—and they often involve the contact center. Successful organizations must be able to connect physicians, nurses, and other staff members quickly and accurately. They have to ensure that outside callers reach the right person too, whether that's a clinician, patient, or someone else. Proper handling of all of these situations leads to better patient safety, greater workforce efficiency and satisfaction, and improved workflow.

Yet, many hospitals still try to run their communications with outdated methods. Too many organizations burden operators by forcing them to reference three-ring binders and printed directories—which become outdated as soon as they are created. Other hospitals have the information stored electronically, but it's in multiple databases, which forces operators through laborious search tasks, resulting in slow and inefficient communications.

Many experts, including The Joint Commission, agree that poor communication is the leading cause of death and serious injury of hospital patients today. Think about the role of technology in this environment. A communication system that helps people connect at the right time can lead to improved patient safety, increased satisfaction, and greater efficiencies. It can even mean the difference between life and death.





# Improving the way your hospital communicates

## Reduce costs by automating the contact center

Best-in-class hospitals rely on an operator console solution to automate important functions in their contact centers. With this technology, operators no longer need to reference outdated directories and multiple databases.

Instead, they have everything they need on their computers. This means significant savings as fewer operators are required to process calls.

These systems benefit different groups of people in different ways. Hospital management embraces how the system helps achieve goals like cost reduction, higher physician satisfaction, stronger productivity, and better customer service. Doctors, staff, patients, and family members receive calls quickly and accurately. Lastly, hospital operators have easy-to-use technology to help them with their jobs, resulting in a decrease in operator fatigue and an increase in morale.



Spok® Console  
main screen

► "Our CIO fully supports solutions that can generate performance improvements that benefit patient care as well as the bottom line. We knew this would fit the bill."

Yolanda Spears  
Telecommunications Systems  
Administrator  
LifeBridge Health

## Easy to use, intelligent operator console gives operators the tools needed to speed caller response

Spok Console is a critical communications platform for the modern hospital contact center. The system can also provide cutting-edge capabilities such as park and retrieve to place calls on hold with detailed information so any operator can retrieve and process the call. It also features emergency procedures handling to ensure timely and accurate emergency response, as well as an additional Voice With a Smile® module for automated greetings.

Spok Console brings together information from several database systems in your hospital. By joining patient data from Admit/Discharge/Transfer (ADT) systems with staff data from a human resource database and integrating with your PBX communications network, the Spok Console becomes the critical directory system for the entire hospital.

## Bringing today's mobile devices into the communication mix

Many physicians, nurses, and administrators rely heavily on smartphones and other mobile devices. They often request that critical communications be sent to these in lieu of pagers or other technology. Spok Mobile® works with Spok Console so users can send encrypted, fully traceable messages to users on Apple®, Spectralink Versity, and Android® devices. A host of functionality and security features make this a powerful messaging combination that can enable better staff efficiency and faster responses to patient needs.

Add-on SMS messaging functionality is also available with Spok Console. This enables operators to meet the growing demands from doctors and other highly mobile staff members to reduce the need to carry multiple devices and instead receive time-sensitive messages via text (SMS) on their common carrier device of choice.

# The Spok Console platform

Spok Console is a computer-based intelligent solution for your operator group. It integrates with your hospital's existing PBX and is used by the operator group to answer incoming calls to the contact center. In place of answering calls on a traditional phone, an operator uses a computer with the Spok Console software to process all the calls. This is possible with the platform's computer telephony integration (CTI) and directory capabilities.

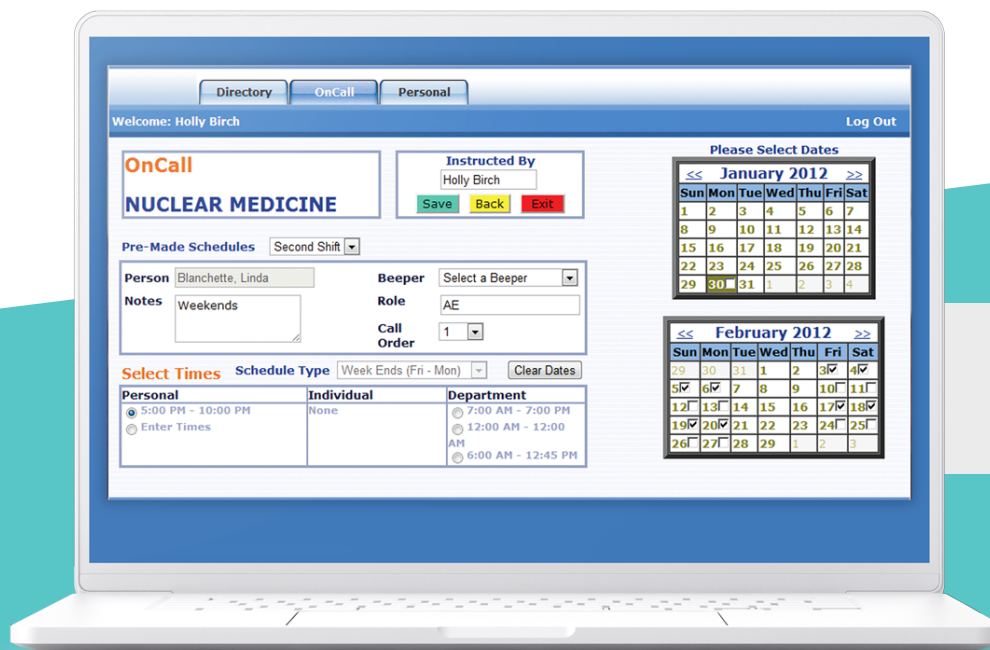
Spok Console directs operators through important tasks with easy-to-use screens that include all the necessary information to process communications efficiently and effectively. Directory lookups are done quickly, regardless of whether the listing is for a physician, patient, or other member of your hospital staff. While previously this information was found in separate data sources, the Spok Console serves as the bridge to these disparate data systems to present all directory listings to the operator, color-coded for easy identification of listing type.

In addition to directory lookups, operators can carry out a wide range of critical functions such as paging and messaging staff, transferring calls, and accessing and administering on-call schedules. Screen-based interactive functions display incoming calls, single-button call transfers, conferencing, speed dialing, and other telephony functions. In addition, features such as fully configurable displays and pre-recorded greetings mean calls can be handled professionally and consistently, any time of day or night.

➤ Many experts, including The Joint Commission, agree that poor communication is the leading cause of death and serious injury of hospital patients today.



The Spok Console keyboard simplifies actions with color coding



With Spok Console, your hospital's operators can seamlessly connect to on-call scheduling information for all departments.



# Best-in-class capabilities

Spok Console integrates with your voice, data, and network systems no matter which switch (PBX, Central Office, or VoIP), messaging, or network configuration you have. By having all of this information tied together, operators have a simple screen to perform actions from their desktop and do not have to dig through multiple systems. Spok Console can also be scaled to fit any organization with diverse communications switching systems, data centers, paging or messaging systems, or networks in various locations.

To enable critical communications, Spok Console provides hospitals with many industry-leading features.

## **Directory services**

Help operators look up people and relay critical information immediately, resulting in higher efficiency and ultimately better care. Sophisticated search tools enable the operator team to have all necessary information at their fingertips. The system features a high level of security, including specific role-based security prompting to adhere to HIPAA requirements. Spok Console also provides an easy way for authorized individuals to update the directory.

## **Emergency procedures**

Guide operators through all the steps required to process an emergency, such as a critical code. The procedures often include automatic paging and autodialing, as well as full logging and auditing of the process.

## **Automated greetings**

Answer each call professionally via pre-recorded greetings in the operator's voice. Recordings can be time-of-day sensitive and can be tailored to greet callers differently based on where the call was routed. This feature also cuts operator speaking time considerably.

## **Messaging options**

Enable operators to send messages—via smartphones, Wi-Fi phones, email, pagers, fax, or printers—to any destination easily. Operators can write messages free-form or the system can walk them through configurable templates to help them obtain vital information and follow established procedures. All transactions and messages are logged, including the time, dates, operator name, IP address, and message text information. Unanswered, outstanding messages can be viewed at the touch of a button. Time thresholds can be set to notify the proper personnel if messages are not read or answered in an acceptable time frame.

### Physician answering service

Enables your operator group to offer after-hours or holiday phone coverage for local physician groups and practices, generating additional revenue. Facilitate professional answering service to departments, clinics, and doctor's offices, integrating with on-call calendars and multiple messaging/paging functions. Hospitals can also provide this service for internal departments.

### On-call calendars and scheduling

Your organization's on-call schedules can be maintained from Spok Console. Operators can easily manage on-call calendars and can also enable departments, clinic, and individuals to maintain their own calendars by using web-based tools. By streamlining on-call management, you prevent costly mistakes in coverage tracking. The system also detects incorrect entries, such as duplicate coverage, and alerts you right away. Individual, functional, and role-based scheduling tools provide efficient and effective access to the right people at the right time, and include exception handling, coverage, and personnel status capabilities.

### Patient information interface (HL7)

The Spok system provides a real-time link to your in-house patient information system. Operators can quickly and accurately locate patients and transfer calls. Spok has worked with many hospitals to link with patient information by integrating with systems such as Epic®, Cerner®, and McKesson®.

## Spok: Your clinical communication backbone

Hospitals recognize that Spok is the clinical communications backbone of their organization, making sure all the right information gets to the right people at the right time. Without such a fundamental system, how would the many components of your hospital's information be connected? Spok excels at bringing information together from many sources, such as the telephone system, nurse call system, patient monitoring, clinical systems, and EHRs, making sure everything is connected to the correct people via their preferred communication devices.

Spok has extensive experience running Spok Console within hospital networks where services are centralized for any number of remote locations, and has the ability to provide geographic redundancy and backup services as required.



## Why top hospitals use Spok

It's not just the software. Top U.S. hospitals take comfort in knowing that Spok is a company with a rich history of providing innovative software applications and paging services to the healthcare industry. Spok continues to build on that knowledge and expertise. In fact, every year the vast majority of ***U.S. News and World Report's*** Best Hospitals Honor Roll list are Spok customers.





# Extending the power of Spok Console

To help meet the unique needs of your organization, Spok Console provides a variety of add-on functionality that helps your operators process calls with greater efficiency and satisfaction.

**Voice With a Smile** enables calls to be answered professionally via pre-recorded greetings in each operator's own voice. Recordings are sensitive to the time of day and can be tailored to greet callers differently based on what number was called. This feature cuts operator speaking time considerably to protect their voices.

**Park and retrieve** allows an operator to place a call on hold with detailed information about the caller or nature of the call. This allows any operator to retrieve the call and quickly assist the caller. Additionally, after parking a call, operators can also send a message to the requested staff member with the extension the caller is parked on. The staff member can then pick up the call from the "parking lot" without operator assistance.

**Spok Voice Connect™** enables your organization to process routine phone requests including directory assistance, messaging, transfers, and paging without live operators and with more ease-of-use than with touch-tone technology. Using interactive voice response (IVR), it provides intuitive, voice-based interaction by prompting callers to say the person, department, or information they seek. The system "listens" to the response, finds the information, and connects the call. Reporting dashboards streamline creation and user customization.

**Paging server** enables operators to initiate page messages right from their Spok Console, further adding to their ability to aid callers. From Spok Console, an operator can simply select the individual to be paged and type the numeric or alphanumeric message to be sent. All page messages are logged within the system for future reference. Paging server supports alpha and numeric messages to many of the current and evolving paging protocols, including TAP, SMTP, SNPP, and WCTP.

**Call recording option** enable all calls in or out of your contact center to be recorded and logged. Each recording is tagged with the name of the operator who handled the call to make searching easy. The Spok call recording system also offers quality management tools, such as call scoring, and real-time line status and audio monitoring.



## Consolidation and remote call centers: major trends

Contact center consolidation is a major trend in modern communications, with one location handling the call, answering for multiple regional facilities. Today's economic climate points strongly toward centralized telephone answering for contact centers in general. Operators working in larger groups are far more efficient than multiple small groups of agents. Spok has enabled numerous customers to consolidate their call answering by using technology and software such as Spok Console. The experience results in a more unified, consistent approach to critical communications, improved efficiency, and major cost savings.

In addition, COVID-19 has demonstrated the need for a well-planned business continuity strategy that includes remote work-from-home policies. With Spok contact center solutions in place, the contact center (operator services) can use their systems, technology, and the tools already available to them and be as efficient as when operators are on-site. Reporting shows no drop or difference in talk time or speed of answer—operators are truly just as efficient at home as they are on-site.

# The Spok Care Connect® suite

Spok Care Connect® is a full suite of clinical communication solutions with Spok Console at its foundation. Using Spok solutions, operators connect doctors, staff, patients, and others in a way that is accurate, fast, reliable, and professional. Leading hospitals have found that taking advantage of additional automation solutions—like speech recognition and web portals—increases the overall value to the organization.

Additional solutions include:

## **Web-based directory, messaging, and calendars:**

Keep personnel and physician on-call scheduling information current by allowing users to log on anywhere, anytime to perform a variety of important updates, do scheduling, send messages, and perform directory searches.

## **Interactive speech:**

Enable your organization to process routine phone requests including directory assistance, messaging, and paging— independent of live operators and with more ease-of-use than touchtone menus.

## **Secure smartphone and tablet messaging:**

Simplify communications and strengthen care by using your smartphone or tablet for secure code alerts, patient updates, lab results, consult requests, and much more.

## **Encrypted paging:**

Provides a secure communication option that is also highly reliable, even when cellular and Wi-Fi coverage is spotty. This means protected health information (PHI) can be shared seamlessly among staff on pagers and smartphones to meet industry guidelines for sharing sensitive information. Secure messaging capabilities and display-lock security features with Spok encrypted pagers offer a powerful tool for HIPAA-compliant messages and emergency response communication.

## **Care coordination:**

Allow physicians to define how they wish to receive communications based on the type of communication, date and time, urgency, and person making the request.

## **Emergency notification and incident communications:**

Deliver the right information to the right people at the right time for any critical event. Quickly and reliably initiate, monitor, and manage notifications of all types, automatically delivering the message, collecting the responses, escalating if needed, and logging all activities for reporting and analysis.

## **Contact center recording, accounting, 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. Additionally, call accounting provides a wealth of information about every call being made and received by your organization.

## **Clinical alerting:**

Integrate your critical alert and alarm systems to the mobile communication devices carried by your staff, allowing the right people to receive notifications and take fast action.



## Bottom line

- Spok is a leader in critical communication solutions for healthcare
- Top U.S. hospitals rely on Spok to deliver critical communications every day
- Spok Console makes sure your contact center runs the way you want it to—efficiently and accurately
- Spok Console is a key system that supports your strategy of providing excellent customer and staff service, higher productivity, stellar patient care, and cost control
- Spok provides one of the broadest communication product suites for hospitals







## 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. When seconds count and patients' lives are at stake, Spok enables smarter, faster clinical communication.

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