Paging Management Solutions

Your partner for secure paging in healthcare

The power of encrypted paging for critical healthcare communication

Paging has long been the cornerstone of critical mobile communication. Even today, no mobile communication technology is more reliable, survivable, and affordable. Wide-area paging systems provide effective wireless coverage on the ground as well as superior in-building coverage.

Spok® is proud to operate the largest one-way paging and advanced two-way paging network in the United States. We work with healthcare organizations every day to help ensure their teams can communicate during any type of emergency situation, from code calls to disaster scenarios.

"There are so many reasons to continue using pagers in a hospital environment: the ability to share pagers for code teams, as an extra "safety" alert device in a cath lab member's profile, and as a communication tool for Environmental Services members who are notoriously hard on communication devices. But one of the key reasons we keep using pagers is if there is ever a disaster in the area, we know that cellular phone lines will be overloaded very quickly, and we can communicate with key staff via pager. There will probably always be pagers in healthcare!"

Mary Ann Wise
Business Systems Analyst, Northeast Georgia Medical Center

Why Spok for paging in healthcare?

The industry leader:
Spok is the largest paging provider in the U.S., sending more than 100 million messages each month.

Reliability:
The Spok nationwide paging network reliability is 99.92%. Spok has invested heavily in the creation of a geographically separate Disaster Recovery (DR) site.

Security:
Security infrastructure is core to wireless operations at Spok. We continuously maintain and enhance our security program and infrastructure to ensure our paging platform performs at the highest level of availability and security. Spok is the largest paging carrier in the U.S. and we use carrier-grade SIP border controllers, firewalls, anti-virus / malware and spam, automated threat detection and response, just to name a few of the technological controls we've deployed to secure our customers' messages. Our Service Organization Controls 2 (SOC 2 Type 2) certification reflects our commitment to not only have a best in class security program but to have our security program's effectiveness tested by external and independent auditors annually.

Wide-area versus on-site paging:

There are two types of paging, wide-area and on-site. With wide-area paging, transmitter towers provide service to all pagers in the area. On-site paging means that the transmitters and terminals operate within a particular campus environment and function as a standalone paging system where devices work just at that location.

The role of paging in hospital workflows

Encrypted paging: GenA™, T5, T52, Spok Mobile® + Pager, ReadyCall® Text

Security and reliability are vital for organizations that manage highly sensitive information, especially in a clinical situation that requires HIPAA compliance. Spok provides solutions to support the management and communication of sensitive, critical information. The exclusive GenA, T5, and T52 pagers are part of Spok's comprehensive portfolio of options designed for organizations that depend on fast, reliable, and secure communication.

The GenA (one-way paging), T5 (one-way paging), and T52 (two-way paging) are among only a few wireless pagers now available offering encrypted paging. The newly-released GenA pager keeps your organization connected with reliable messaging in a small, convenient device featuring an estimated month-long battery life and an easy-to-read ePaper screen. It is a trusted addition to a communication portfolio with the advanced encryption and display lock security features helping ensure your organization meets HIPAA compliance requirements. The T5 and the T52 also feature secure messaging and display lock security features, and are two additional devices providing powerful tools for healthcare and emergency response communication.

The Spok Mobile® + Pager allows organizations to send messages to Spok pager numbers and have them go to the right person's smartphone. Smartphone users simply download an app to connect to the software. All of this is accomplished without changing the way messages are sent or updating pager numbers.

ReadyCall® Text provides seamless communication with your institution's patients or visitors using a small, convenient messaging device. Messages provide simple instructions or information without the need to return to the staff desk.
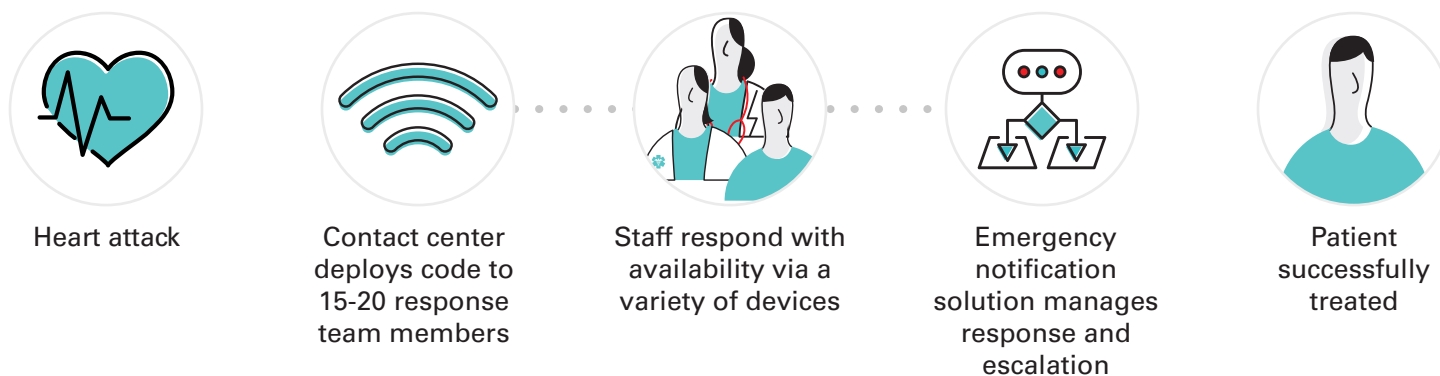
GenA™

T5

T52

ReadyCall® Text

Paging can complement secure text messaging in staff workflows

Many healthcare systems today integrate pagers along with smartphones into their workflows and secure communications. In fact, device diversity is a powerful approach. Truly effective enterprise-wide communications necessitate the ability to send various staff members a single message and have it received on whichever mobile device they carry. Hospitals need a wide variety of communication solutions to support their varied workflows, as they are likely different between staff members.

Spok Mobile® is a secure texting app. This intuitive app links to a powerful communication system.
Picture this scenario: a contact center agent launches a code STEMI for a heart attack patient. The response team includes 15 to 20 people throughout the organization, some of whom use smartphones, some who use pagers, and others Wi-Fi phones. The agent uses an emergency notification system to deploy a single message, which reaches everyone on the right device.

| Heart attack | Contact center deploys code to 15-20 response team members | Staff respond with availability via a variety of devices | Emergency notification solution manages response and escalation | Patient successfully treated |

When hospitals evaluate communication technology, it is important to find a partner that can support sending critical communications across a variety of devices. It is possible to have smartphones working together with pagers. Spok provides such a solution.

Paging management options with Spok

My Account – pager management portal

With My Account, you enjoy the convenience and practicality of managing your account on your own schedule—24 hours a day, 7 days a week. Access and update your account to:

- Check your account balance, make a payment and review your payment history
- Reprint your latest invoice, view the details online or download an invoice report
- Review and update your account information
- Order an additional device, a replacement device or a spare device
- Activate a replacement device or a spare device
- View device details or modify device reference information
- Add or modify the features on your device
- Message Forward
- Message Carbon Copy (Message CC®)
- Multi-Messenger® Group Paging
- View a coverage map, send a test page or reset your voicemail passcode
- Ask a question or request service modification via email

My Send a Message – your personal messaging console

My Send a Message is a complimentary personal messaging console, designed to make it easy for you to create and maintain an address book for individual and group messaging.

My Alias® – because you're a name not a number

My Alias lets you create a custom name for your pager. With My Alias, your contacts can send emails to your alphanumeric or two-way pager using an easy-to-remember address. For example: instead of 2145551234@usamobility.net, your customers and prospects can reach you at my.name@usamobility.net.

Message CC® – keeps you in the loop

With Message Carbon Copy (Message CC), you designate a pager and up to two email addresses to receive a copy of each message sent to your pager. A designated address can be an email account, a cell phone or smartphone, or any other device with an email address.

- Send all of your pages to additional devices and/or staff
- Have a copy of your messages delivered to another device when you know you will be unavailable or traveling outside your coverage area
- Maintain a comprehensive archive of your pages in a designated email account

Message Forward – automatically forward incoming messages

Message Forward gives you the option to forward your messages to another Spok pager or to any email address. While in the Message Forward mode, the forwarded pager will not receive messages.

Multi-Messenger® group paging – brings everyone together

Does your organization frequently need to deliver the same message to a group of responders at the same time? With Multi-Messenger, you can initiate a single message and have it delivered to a pre-determined group.

CellText Messaging® – bridging the gaps

With CellText Messaging, two-way pagers can communicate directly with any SMS-equipped phone. Simply address messages to SMS: plus the 10-digit phone number (e.g., SMS: 2145551234).

Spok Mobile® + Pager

Spok Mobile is a powerful secure text messaging app. Spok Mobile + Pager allows organizations to send messages to Spok pager numbers and have the communications appear on the recipient's smartphone. Smartphone users simply download an app to connect to the software. All of this is accomplished without changing the way messages are sent or updating pager numbers. In addition, charges appear on your Spok statement for ease of administration and billing.

Nothing beats pagers in disaster situations

While we certainly can't predict when disasters will strike, we can definitely lay the groundwork that will give critical communication the best chance of getting through when almost nothing else can. And that is accomplished only through the reliability and survivability of paging technology.

Most hospitals have defined procedures for disaster response. With their demonstrated reliability in disaster situations and ability to provide secure communication, pagers should be an integral part of this plan.

Even if the power is out and Wi-Fi and cellular networks are down, AA battery-powered pagers mean it's easy to remain operational and function independently of the power grid without needing to recharge.

> "We are often asked why pagers? It's true they have been around for many, many years; however, during 9/11 and severe storms such as Hurricane Sandy, cell phone coverage in New York was intermittent, yet paging stayed up and we were able to keep our communications open."
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> **Pat Black**
> Manager of Telecom Operations,
> Memorial Sloan Kettering Cancer Center

Paging is part of a fully integrated communication platform

Spok supports more than 2,200 hospitals—both large and small—in their quest to deliver the highest standards of care with communication technology designed to meet today's challenges. Spok is passionate about critical communication in healthcare. For Spok, every message is important because we know that minutes and seconds matter in a hospital, where patients' lives are at stake.

We offer a full suite of solutions, with Spok Care Connect®, which integrate with existing workflows in your hospital and will enable you to deliver information quickly and securely into the hands of the clinicians who need to act on it—wherever they are and on whatever device they are using. From the contact center to the patient's bedside, our solutions link directory details, on-call schedules, staff preferences, paging, secure texting, and a lot more.

Spok Care Connect® — Facility alarms, Contact center, Web directory, On call, Enterprise directory, Secure texting, Encrypted paging, Care coordination, Orders routing, Clinical alerting, Test results, EHR integration

Spok: A leader in global critical communications

- ✓ **Largest** paging network in the U.S.

- ✓ Processes more than **100 million** messages/month

- ✓ Includes paging as part of a full **critical communication platform** with leading-edge software

Device Flexibility

pagers, smartphones, tablets, Wi-Fi phones, voice badges
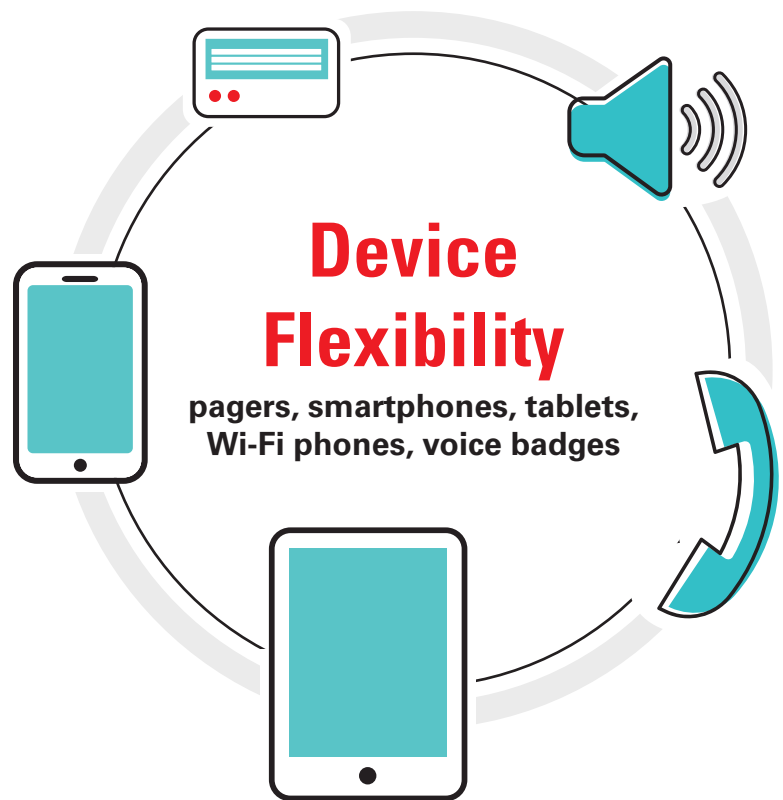
"Spok is a hub of communication tools. It's really important for a health system to be strategic and efficient, and a partner like Spok can help address a number of issues and enable us to plan for the future."

Andrew Blackmon
Chief Technology Officer,
Children's Hospital Colorado

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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 100 million messages each month through their Spok® solutions. When seconds count and patients' lives are at stake, Spok enables smarter, faster clinical communication. For more information, visit spok.com or follow @spoktweets on Twitter.

spok.com

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