YOUR PARTNER FOR PAGING IN HEALTHCARE
THE ONGOING POWER OF PAGING FOR CRITICAL HEALTHCARE COMMUNICATIONS

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 LEADER:
Spok is the nation’s largest paging provider sending more than 100 million messages each month.

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

SECURITY:
In addition to the millions of dollars Spok invests each year in infrastructure upgrades, we continually update our hardware and software security appliances such as firewalls, anti-virus, and SPAM blocking to maintain network and data security. We hire outside vendors to test and evaluate the integrity of our systems each quarter, including a Service Organization Controls (SOC) 2 audit of our data center. With the testing and documentation required for a successful SOC 2 audit by an independent, third-party auditor, you don’t have to ‘just trust’ that our environment and operations are secure, you know they are.

WIDE-AREA VERSUS ONSITE PAGING:
There are two types of paging, wide-area and onsite. With wide-area paging, transmitter towers provide service to all pagers in the area. Onsite 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: THE T5 AND T52:

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 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 T5 (one-way paging) and T52 (two-way paging) are among only a few wireless pagers now available that offer encrypted paging. With secure messaging capabilities and display-lock security features, these devices provide powerful tools for healthcare and emergency response communication.

PAGING CAN COMPLEMENT SECURE TEXT MESSAGING IN STAFF WORKFLOWS:

Many healthcare systems today integrate pagers into their workflows and secure communications along with smartphones. 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 communications approach that supports their workflows, which likely means different devices for different staff.

Spok Mobile® is Spok’s secure texting app. This intuitive app links to a powerful communication system. You can access your hospital’s full directory of accurate contact information; send secure text messages, images, and videos to smartphones and other devices; and ensure critical communications are logged—all with security, traceability, and reliability in mind. A mobile API also allows interoperability with third-party mobile applications, enabling secure patient discussions via an electronic medical record (EMR) app, communication with proprietary hospital apps, and access to content on a cloud-based drive.

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.

Some secure texting apps support critical healthcare communications by integrating with the hospital’s directory and on-call information. Smartphones can work hand-in-hand with pagers, as both can receive alerts from patient monitoring, nurse call, and other communication systems. When hospitals evaluate communications technology, finding a partner that offers the ability to send messages to a variety of devices is key.
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 account balance
- View statements
- View payment history and make payments
- Update account information
- Order additional devices
- View message receipt data

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 Spok’s 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 communications 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 communications, 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.”
Pat Black
Manager of Telecom Operations
Memorial Sloan Kettering Cancer Center

PAGING IS PART OF SPOK CARE CONNECT®: A FULLY INTEGRATED COMMUNICATIONS 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 communications 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, called Spok Care Connect, which integrates 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, Spok Care Connect links directory details, on-call schedules, staff preferences, paging, secure texting, and a lot more.
SPOK: THE LEADER IN GLOBAL CRITICAL COMMUNICATIONS

NATION’S LARGEST paging network

PROCESSES MORE THAN 100 MILLION messages/month

INCLUDES PAGING AS PART OF A FULL CRITICAL COMMUNICATIONS 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
ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Va., is proud to be the global leader in critical communications for healthcare, government, public safety, and other industries. We deliver smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. Our customers send over 100 million messages each month through their Spok® solutions, and they rely on Spok for workflow improvement, secure texting, paging services, contact center optimization, and public safety response. Spok is making care collaboration easier.