



SPOK[®] PROFESSIONAL SERVICES

Smarter Clinical Communications.
Better Outcomes.



SPOK® VALUE ALIGNMENT, IMPLEMENTATION, AND SOLUTIONS CENTER

WE HELP YOU WORK SMARTER AND REACH YOUR GOALS SOONER

**Business to IT alignment, workflow consulting,
software design, project management,
solution implementation, and optimization**

TAKE A LOOK AT WHAT WE OFFER, AND LET'S TALK



The Spok Care Connect® platform integrates with existing systems and workflows in your hospital to deliver information quickly and securely.

To enhance our technology, Spok Professional Services is committed to identifying and delivering a solution that is tailored to your specific needs, challenges, and business requirements.

When you're ready to enhance your communication workflows, you'll work with a dedicated team of Professional Services consultants, trainers, solution architects, and project managers—all whom have extensive experience and knowledge to support our Spok® solutions.

Our team of experts average over 13 years of experience in healthcare IT and/or clinical environments, including specialized knowledge and training of Spok solutions. No one knows our solutions better than we do. Only our experts are qualified to integrate Spok solutions into your environment.

Spok is at the forefront of secure, healthcare-focused clinical communication and collaboration. We've supported, collaborated, and consulted in numerous ways with more than 1,900 hospitals and health systems. Whether your project is large or small, we'll get to know your business from the inside out, and help you understand how best to achieve your goals.

Spok Professional Services leverages years of professional expertise and a proven implementation methodology for the rollout of Spok Care Connect® enterprise communication. We plan, build, optimize, and implement a solution to meet your needs and ensure your project goals include measurable performance indicators that help drive adoption.

WHAT YOU CAN EXPECT

Our project timeline and roadmap, proven implementation methodology, and world-class Spok experts will help you develop a method and tailor a solution to support your hospital's goals today and into the future. Your dedicated project team will support you through your project journey.



"[Spok] asked us a question about our port setup during the evaluation, and it was something we were not aware could be manipulated. We saw value immediately because we were able to expand the bandwidth for our console solution and increase throughput when sending out pages."

Greg Walkup
Director of IT
Sentara Healthcare

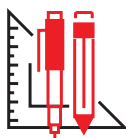


"Our project managers were knowledgeable, helpful, and easy to work with throughout the planning and implementation. Great experience!"

Brian Slickis
Clinical Application Specialist
Trinity Health

MEET YOUR TEAM

Discover what makes our team of experts and their proven implementation methodology remarkably valuable.



Solutions Architects

Spok solutions architects are the experts who translate your requirements into optimal solution design. They evaluate current processes and workflows to understand the needs of your stakeholders. Solutions architects also create a statement of work and help you with readiness activities.

Spok solutions architects have the expertise to design Spok solutions to solve unique challenges in healthcare environments.



Project Managers

Spok project managers go above and beyond to execute projects. They're accountable, fully vested in organizational success, and your dedicated direct resource. They're the team leaders driving strategy and execution, managing and controlling projects, and providing you with guidance and assistance to manage risks and issues.

All Spok lead project managers are Project Management Professional (PMP) certified, exemplifying the gold standard in project management. They have years of project management experience and are certified in Spok solutions. Depending on your needs, Spok may also provide a clinical project manager. Our clinical project managers are also PMP certified and have deep clinical and healthcare IT backgrounds.



“With [Spok’s] help, IT has taken on the role of training and support.”

Katy Desantis
Telecommunications Manager
Maimonides Medical Center



Sentara Healthcare saw

98% DECREASE

in pages sent to invalid devices



“Spok’s trainers really knew our needs. It’s clear they have extensive experience in hospital settings—and they were wonderful to work with.”

Betty Jo Ladd
Call Center Team Lead
McLaren Northern Michigan



Union Hospital
communication breakdown

**REDUCED
BY 50%**



Project Sponsor

The project sponsor engages with the project team throughout the project to ensure successful project completion and alignment with goals. The project sponsor drives overall organizational success, breaks down barriers, and ensures progress.

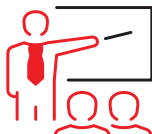
The project sponsor keeps the connection between your IT cost center and overall organizational goals to ensure desired outcomes are delivered.



Solutions Consultants

Spok solutions consultants ensure that Spok solutions drive value through measurable clinical outcomes and that users adopt the solution. They provide guidance on industry best practices related to infrastructure, policies and procedures, organizational change management, and user experience.

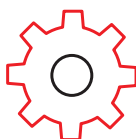
Spok solutions consultants average more than 10 years of experience working with Spok solutions. Each consultant on the team has specialized knowledge and extensive experience with healthcare communication-related services. Spok solutions consultants have certifications ranging from Information Technology Infrastructure Library (ITIL) to Lean Six Sigma.



Trainers

Spok trainers will provide custom training plans and deliver specialized training in all Spok applications, on site and/or remotely, to key stakeholders in your organization who will be responsible for training solution administrators and end users.

Spok trainers have an average of 20 years of experience in software training. They’re committed to building long-term relationships to ensure your team is armed with the skills needed to get the most out of your Spok solution.



Implementation Consultants

Spok implementation consultants ensure projects meet technical best practices and implementation quality assurance. They stage, install, configure, and test all your Spok applications and integrations.

Spok implementation consultants consist of technical installers, staging technicians, and database administrators. Each consultant has years of experience implementing Spok solutions.

WE'RE HERE WITH YOU EVERY STEP OF THE WAY

Spok Professional Services teams make sure your implementation happens on time and on budget—our approach aligns with major project milestones.

The Spok Project Roadmap





Discovery and Defining Requirements

The key to a successful new technology project is clearly defining the challenge that needs to be solved and identifying the critical success factors. Spok solutions architects will conduct a site visit to evaluate current processes, identify communication challenges, and understand your goals and business needs. We'll review your workflows and current integrations to help us identify improvements and opportunities. We'll partner with your IT and clinical teams and other key stakeholders to define your solution and infrastructure requirements.

Recommendations will be shared in a well-documented plan, which will include an overview of the discovery process, meetings that were held, and the individuals involved. During this phase, we will:

- Identify organizational goals, key initiatives, and measurable outcomes
- Review existing organizational systems and infrastructure
- Detail recommendations and other opportunities for long-term success
- Develop a deployment approach

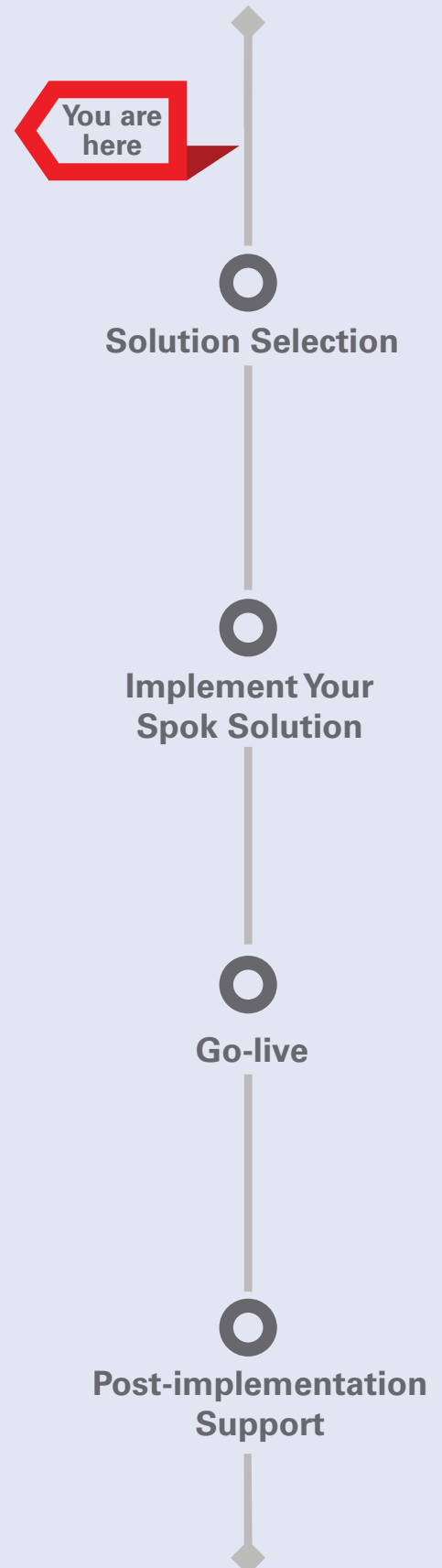


Solution Design

A solid project execution requires starting with a solid strategy. Spok solution architects will take everything we learned from initial discovery to design your solution. Your Spok project manager will coordinate with you to have these findings presented to your executive sponsor and key stakeholders, and start defining the scope of your project based on your preferred recommendations.

We'll create a statement of work detailing:

- Solution design with optimal configurations
- Software and hardware requirements



Readiness Assessment and Deployment Guide

A project moves more smoothly and provides the greatest benefit when project basics are clearly defined in advance. Before installing your Spok solution you'll receive four readiness worksheets (electronic documents) to review, complete, and return to us. Spok solutions architects will review the worksheets to ensure you have the right people, plans, and infrastructure in place to support successful implementation and rollout. Here's what the worksheets cover:

- Roles and Responsibilities: Outline the individuals required
- Solution: Identify workflows and business requirements
- Technology: Consider your existing infrastructure
- Adoption: Develop deployment strategies and plan for end-user adoption

Project Management

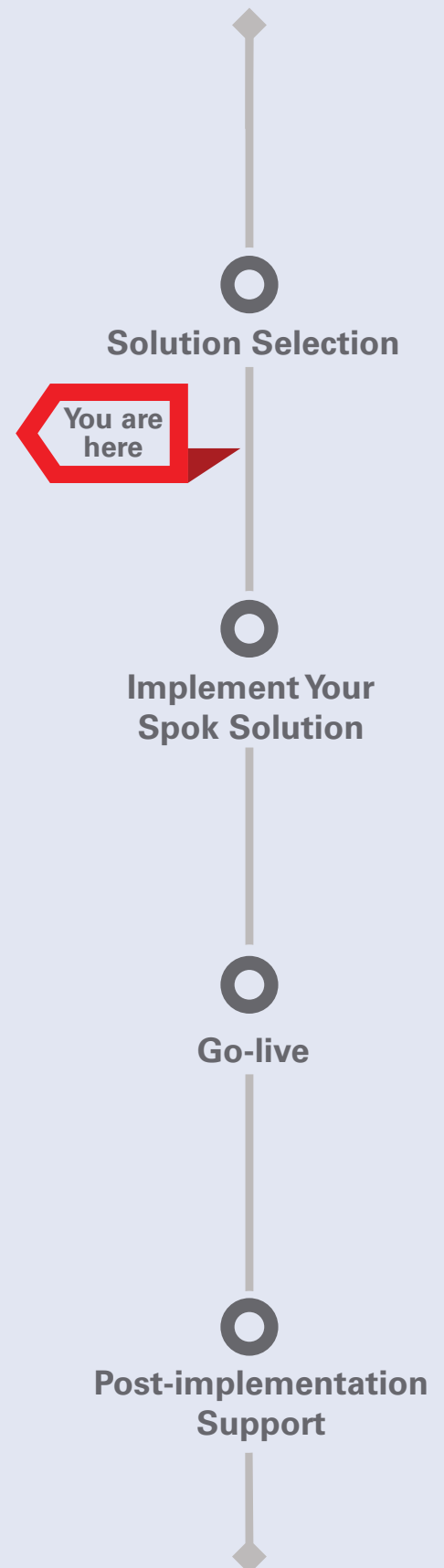
A Spok project manager will be your single point of contact, providing the following remote consultation:

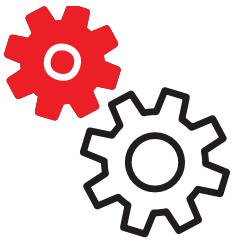
- Initiate project kickoff
- Liaise with your project manager and project team and act as a single point of contact
- Coordinate and lead project meetings
- Manage project plan
- Identify, control, and prevent project risks

Consulting Services

Spok solutions consultants will provide you with strategies and plans to help guide you in deploying Spok solutions. Having worked with hundreds of healthcare customers, we understand what is needed to deploy, manage, support, and optimize Spok solutions. Solutions consultants will sit down with you and your team to analyze clinical workflows and identify improvement opportunities, assess your networking needs, and work with your team to review and/or develop policies, procedures and guiding principles, including:

- Ongoing workflow analysis
- Wireless infrastructure assessments (for Spok Mobile only)
- Policies, processes, procedures, and guiding principles
- Best practices for solution implementation and configuration





BUILD

Installation and Configuration

The execution phase of a solution rollout is where the rubber meets the road. We'll help build deployment plans and create organizational change management, user communication plans, policies, and guiding principles.

Spok implementation consultants (provisioning engineers, database experts, and technical consultants) will test, train, and complete installation of your Spok solution—collaborating closely with your team throughout the process. We will ensure that your solution meets the highest standards and that your teams have the knowledge and skills needed for optimal performance of your Spok solution.

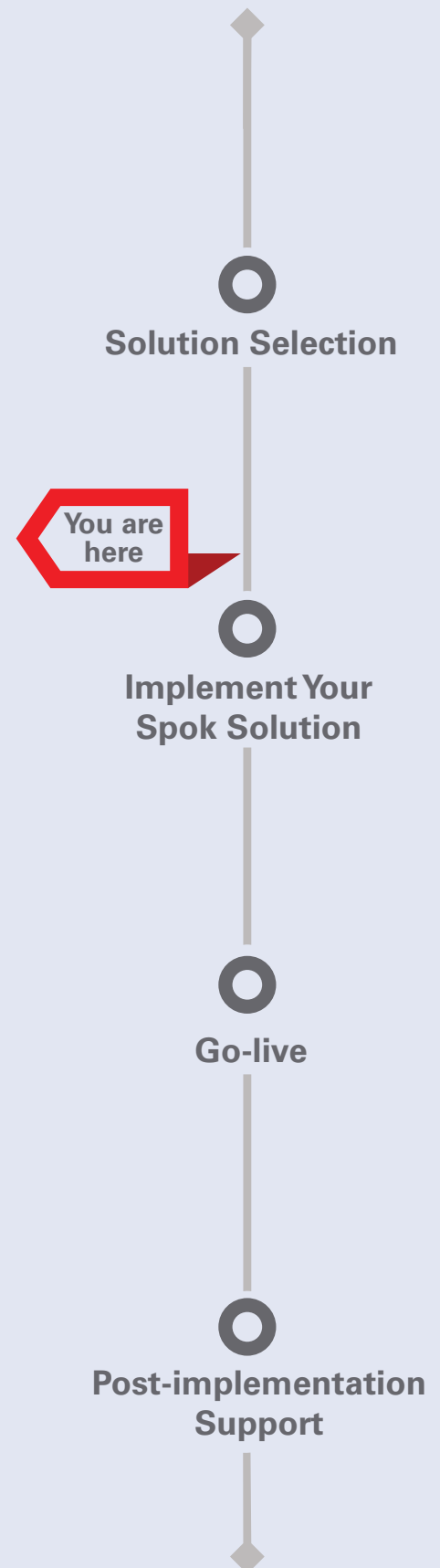
During install and configuration, Spok technical consultants will create your environment, conduct database services (loads, feeds, HL7/ADT, data mapping, etc.), complete system integrations, install any physical equipment required, and ensure all systems are functioning and available.

- Technical system architecture workshop
- Data mapping workshops
- Software configuration workshops
- Remote and/or onsite hardware configuration
- Remote and/or onsite software configuration
- System configuration
- Functional testing

Project Management

Your Spok project manager will continue to be your single point of contact, providing the following remote consultation:

- Ongoing project coordination and monitoring (meetings, agendas, documentation, status reports, etc.)
- Project communication strategy
- Resource coordination



Training

We'll develop a customized training plan and documentation based on the solution you've implemented. The plan will include:

- User, administrator, and quick reference guides
- Onsite or remote hands-on training workshops

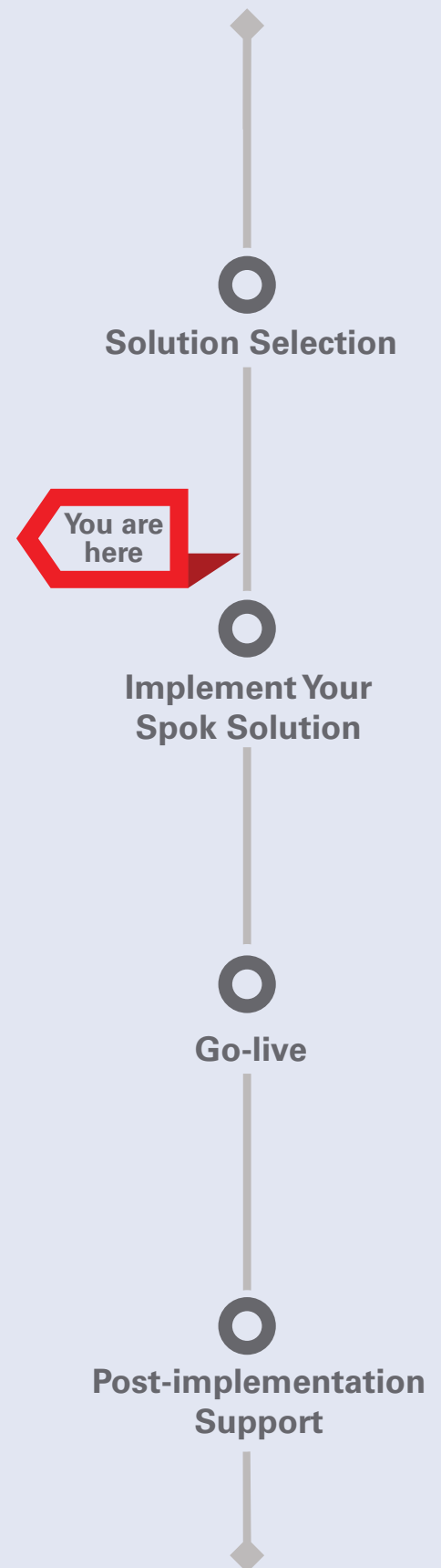
Our trainers have areas of expertise for each of our solutions. We'll make sure you're assigned the right trainer based on the solution you've implemented. They will conduct training on applications, features, and functions. Our goal is to help you understand the best, most efficient way to configure and use your solution.

You'll also be given access to the Spok Community Portal which includes resources and an extensive knowledge base. A Spok trainer will provide a portal tutorial, so your teams can feel confident they can find the resources and information they need.

Consulting Services

We'll work with you to develop everything you'll need to ensure users adopt and embrace the new Spok solution. Spok solutions consultants will provide you with a plan based on the ADKAR framework, provide knowledge materials for user onboarding and education, and help build your emergency codes and event templates.

- Organizational change management plans
- Marketing and communication plans
- User onboarding plans
- User-facing knowledge material
- User Acceptance Test (UAT) plan
- Template creation





DEPLOY

Your solution is now installed and testing is complete—it's time to monitor and ensure efficiency. Spok trainers, technical consultants, and project managers will support deployment and ensure the rollout of your Spok solution is smooth and efficient. Deployment will also involve execution of the test plan and any solution refinement. This phase will include:

- Pre-implementation live checklist
- Implementation plan
- Solution deployment (go-live)
- Hands-on go-live support
- Post-implementation support

After your solution deployment, we'll provide any technical support required, get final sign off that systems are functioning, and transition your team for future needs. Spok support services will provide ongoing technical support.

Following go-live, we'll present a customer acceptance document to you. A formal customer acceptance document is acknowledgment that the project deliverables have been delivered as intended. It is used to certify that the project is complete.



Solution Selection

**Implement Your
Spok Solution**

**You are
here**

Go-live

**Post-implementation
Support**



OPTIMIZE

These additional services are available to supplement any of your needs and requirements, as a cost-effective and efficient way to meet your business needs.

Optimization and Add-on Services

Our experienced team is available to help optimize your solution to maintain project goals and measurable outcomes. We know managing your hospital operations, internal systems, applications, and technology is complex and time-consuming.

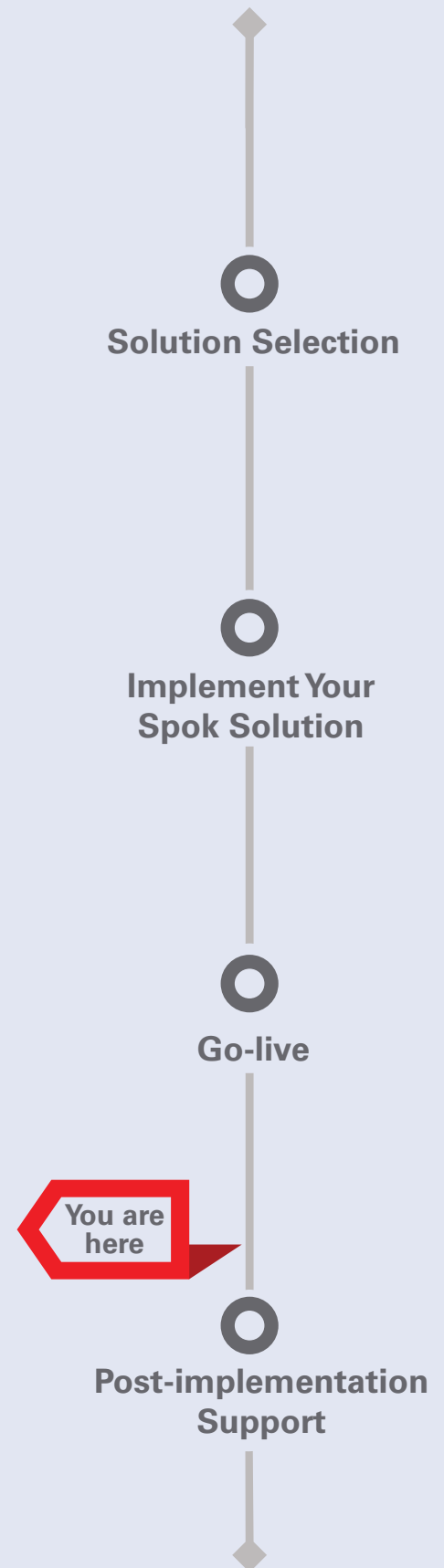
Many organizations rely on a range of Spok services after implementation to help ensure they scale optimally. Our goal is to ensure your Spok solution provides the most value post-project.

What you get with these services:

- Gap analysis (data analysis, end-user surveys/interviews, onsite consultation, key findings and recommendations for optimization)
- Configuration reviews (provisioning of additional applications, server patches, PBX updates)
- Continual training (refresh employee knowledge, transfer knowledge, quickly and efficiently bring on new staff)
- Add-on services (data feeds, single sign-on, alerting capabilities, and custom reporting)

GET THE MOST OUT OF YOUR INVESTMENT

From the earliest stages of solution planning through go-live and ongoing optimization, our goal is to go above and beyond to make sure your Spok solution helps you overcome your communication challenges and improve patient care. If you'd like to explore service options, please reach out to your sales representative to learn more.





ABOUT SPOK, INC.

Spok, Inc., a wholly owned subsidiary of Spok Holdings, Inc. (NASDAQ: SPOK), headquartered in Springfield, Virginia, is proud to be the 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, support administrative compliance, and provide a better experience for patients. Our customers send over 100 million messages each month through their Spok® solutions. When seconds count, count on Spok.

spok.com

