

Ensure the integrity of your data

Use case from Oregon Health & Science University Hospital



Why is data integrity important?

The contact center is the main communication hub of a hospital or health system. Individual departments often look to the contact center as the source of truth for staff directory, code call workflows, and more. An effective communication solution creates a solid foundation for capturing, storing, securing, and analyzing data. Many healthcare organizations create this foundation thinking it's a "one and done" operation. But maintaining a robust communication solution means meticulous upkeep of various staff directories and on-call calendars for ongoing support of these critical functions.

See the results this organization achieved by partnering with Spok. This use case offers tips for establishing accurate, relevant data across your organization.

Oregon Health & Science University (OHSU)

Challenge: Operators were spending too much time making manual data updates to the system and the data provided was not complete. A lack of trust in how the data was organized caused additional manual work across OHSU.

Result: Initial feedback has been overwhelmingly positive, with increased staff satisfaction and improved efficiency.

One of the core challenges at OHSU was inaccurate and outdated data. This made it difficult for all users to find contact details quickly and efficiently. OHSU, in collaboration with the Spok Professional Services Team, outlined what items needed to be addressed to ensure accuracy of the Spok data. This included directory listings, individual listings, on-call groups, and message groups. Overall, the goal was to remove most of the manual database management by replacing manual processes with automation. These solutions benefit not only the hospital but the entire organization, including the OHSU Health System.



Project activities:

- Conducted a comprehensive workflow analysis to identify the root cause of these issues
 - Evaluated the system for data fields that weren't populating accurately to ensure those fields were addressed in the automated data feeds
 - Analyzed and mapped data fields from external sources to the fields needed in the Spok database
 - Analyzed workflow for pager removal process and phone number updates
- Defined new operational and organizational policies for data governance and integrations
 - Determined the sources of the files and which file would take precedence
 - Determined what information was needed for end users to access versus what was needed for visibility
- Identified, isolated, and consolidated available data sources
 - Consolidated phone number types and paging statuses
 - Established publicity indicators for directory listings
 - Created department mapping for directory listings for approximately 900 departments
- Initiated a nightly feed by consolidating four data sources into one (OHSU and partner HR system, student system, and provider system)
- Identified data to be cleaned prior to system automation being established
 - Identified and updated on-call schedules not in use or those needing to be revised
 - Identified and updated listings that where children of other listings (approximately 1,600 records)
 - Identified listings that displayed Call Center phone number and updated with correct phone number (approximately 6,800 records)
 - Updated listings with Cell or Cellular to OHSU-owned device or personal device type
 - Created Smart Sheet link for people to complete when they need to update phone numbers
- Created business rules to automate the onboarding and off-boarding processes
- Created automated reports used to follow up on paging device/services
- Identified audit reports (used monthly, quarterly, and annually to ensure data integrity)
- Implemented best practices to ensure staff receive the proper training and change management support to ensure success

The data project at OHSU is ongoing. The initial results are very positive, and OHSU is encouraged by how these standard data practices are starting to improve business outcomes. Specifically, they're eager to streamline directory information to improve efficiencies.

Getting started on your data optimization project

Maintaining the integrity of data is essential for ensuring your communication solution is effective. Often, the data within an enterprise database is unstructured, existing in various formats with differing naming conventions, and containing duplicates and other anomalies. An experienced Spok data consultant can help you clean your data in your existing Spok Care Connect® suite.

Contact your sales representative, or email inforequest@spok.com, to get more information about Spok data optimization services.

