THE CMIO'S GUIDE TO DOING MORE
WITH SPOK + YOUR EHR:
17 WAYS
TO ACHIEVE THE QUADRUPLE AIM

In what ways can technology enhance the provider experience and improve patient safety, outcomes, and satisfaction?

As a chief medical information officer (CMIO) and current Spok customer, you're positioned to make significant strides to optimize your clinical communication platform and use it to extend the effectiveness of your EHR.

These 17 steps represent practical, hands-on efforts you can immediately act on in the coming days or weeks for long-term payoff.

Many of the options described below can be implemented using your current Spok® solutions; others may require additional modules of the Spok Care Connect® platform, or additional services from Spok Professional Services.

ENHANCE THE PROVIDER EXPERIENCE

1 PROVIDE SELF-SERVICE FOR MESSAGING VIA THE WEB

Do people still dial 0 to send a message? Are clinicians getting a message that only contains a callback number? Providing self-service for messaging via the web reduces reliance on your operator group. Spok has a web-based module that extends the existing directory and on-call schedule to allow anybody in the health system to quickly look up contact information or an on-call provider and send a detailed message.

> **This solution eliminates the unnecessary step of asking someone else to send the message, and providers will receive relevant, complete messages.**

This tool is one of the easiest to deploy enterprise wide, and Spok customers have found it offers the biggest impact of the Spok platform modules: It saves everyone in the organization time, improves accuracy, and enhances privacy. Your providers can be assured that sensitive contact information, such as a personal cell phone number, will only be visible to specified roles in the organization. If your organization has not deployed this tool, we highly recommend it as the first component of a complete clinical communication and collaboration strategy.

2 CLEAN UP YOUR DIRECTORY

How easy is it to find people within your organization? How many entries have outdated contact information or include staff members who are no longer at the organization? If the answer isn't "it's perfect," then it's time to clean up your directory. Consider reviewing the contents and maintenance process of your enterprise directory to help ensure contact details are up-to-date and easily accessible to everyone in the organization via the web. Partner with the owner of the contact center and directory to review data sources, establish clean source systems, and prioritize data integrations. A manual review by one group is not scalable nor sustainable. Methodically creating a robust process that is automated and measurable sets your staff up for success, and ensures patient care is not compromised when a provider cannot be reached quickly.

LEARN how LifeBridge Health leverages their enterprise, web-based directory to empower any staff member to log in anytime to perform searches and updates, manage scheduling, and send messages.

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3 REVAMP YOUR ON-CALL LISTS

Are your on-call lists searchable by role or department? Are there still groups that have their on-call schedules on paper or outside of Spok? It may be time to evaluate your on-call list if a provider, nurse, or operator looking for the on-call cardiologist cannot quickly and efficiently search and locate them, or if they must know the name of the person they're looking for. Taking steps to organize your on-call scheduling list with a consistent naming convention and a well-defined hierarchy will make it easier to find groups and ensure critical messages go to the right person.

REACH the right employee, day or night. See how updated on-call schedules and organized lists made a difference at North Mississippi Medical Center.

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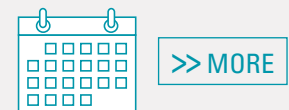
4 LINK TO THE DIRECTORY AND ON-CALL SCHEDULES FROM FREQUENTLY VISITED LOCATIONS

Do your providers even know they can look up and message their colleagues via a webpage? Maybe you already have a link to the enterprise directory somewhere on your intranet.

> Make it simpler for everyone to access contact details by adding a link to the directory on everyone's desktop and placing it in a prominent place on your intranet's homepage.

Usually it only takes a request to your IT team to make these simple changes. Publicize the link on screensavers and in internal newsletters. Make it so providers can't miss it. Finally, make sure the URL is simple and can be memorized. For example, directory.myhealthsystem.org instead of www.myhealthsystem.org/spok/spokweb.

5 ADD YOUR WEB DIRECTORY AND ON-CALL SCHEDULES TO YOUR EHR TOOLBAR

Save clicks or "mouse miles" by putting links to communication tools directly in your EHR. Adding a hyperlink to the enterprise web directory and on-call schedules makes it easy to look up someone at the point of care. Simple, yet significant. These links can even be placed in other strategic locations, such as putting the on-call schedule link in the details section of consult orders in the EHR. Putting these key sources of information at their fingertips helps prevent physician burnout and frustration over wasted minutes.

6 IMPLEMENT SINGLE SIGN-ON TO THE WEB DIRECTORY

Tired of getting messages to Spok Mobile® that say "unknown" as the sender? Solve this problem with single sign-on to the Spok web directory and on-call system. By having the users authenticated into Spok, the message recipient will automatically see who sent the message. Ambiguity in clinical messaging often breaks a workflow or adds unnecessary steps. Plus, knowing who you're messaging is a big benefit for security and preparing for HIPAA audits.

7 SEND AN AUTOMATIC NOTIFICATION TO THE PROVIDER WHEN A NEW CONSULT ORDER IS PLACED IN THE EHR

How often are providers frustrated that they didn't hear about a consult for hours after it was ordered? Use Spok to automatically send them a notification as soon as the order is placed. Spok provides a few different options to send a message to the consulted provider, and the consult notification can be sent to a named provider or to the on-call provider.

8 SUPPORT THE ENCRYPTED DEVICE MIX BEST SUITED FOR YOUR STAFF

Did you know that you can receive secure messages on a smartphone or a pager? Many providers continue to prefer carrying a pager over using a smartphone. Pagers remain an effective clinical communication tool that eliminate some drawbacks of using consumer smartphones for messaging, such as reliance on cellular and Wi-Fi networks and inability to finely tune notification preferences. With Spok, you don't have to choose one or the other. Spok supports sending messages containing protected health information (PHI) to Spok's encrypted pagers and to Spok's mobile messaging app, Spok Mobile. This allows providers to continue to receive complete patient messages while choosing the best messaging technology for their situation and preferences. Spok also allows providers to have both pagers and a mobile messaging app and seamlessly switch back and forth depending on their needs.

DETERMINE the best devices for your organization with this guide: The Connected Clinician: How to Receive Pages on Your Smartphone, PHI on Your Pager, and More.

>> MORE
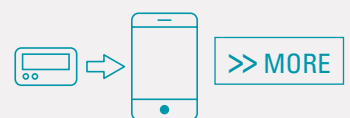
9 WORK WITH SPOK TO EXECUTE A SOLUTION AUDIT

Ensure that you're maximizing the potential of your communication platform by working with the Spok Professional Services team. With decades of experience collaborating with some of the top hospitals and health systems in the country, this team can conduct in-depth, onsite evaluations to assess efficiencies, increase user adoption, review organization of data, and more.

READ how a solution audit helped Sentara Healthcare realize a 98 percent decrease in pages sent to invalid devices.

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MEET the Spok Professional Services team and explore their offerings.

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IMPROVE PATIENT SAFETY, OUTCOMES, AND SATISFACTION

10 CREATE A MOBILITY STRATEGY AND SUPPORTING POLICIES

Did you know many hospitals do not have a mobility strategy of any kind? Do you have an established mobility strategy that incorporates mobile clinical communications requirements and a rationalization of mobile apps and supporting technologies, such as an enterprise mobility management solution? According to the Spok 2018 mobility survey, more than a third of organizations do not have a documented mobility strategy and supported policies. However, they do have big goals for care team communications, and the most successful organizations use a detailed strategy to ensure patient safety, provider adoption, and consistent communications.

EXPLORE the seven must-have components for a mobile strategy.

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11 MAKE SURE YOUR WI-FI INFRASTRUCTURE IS WORKING FOR YOU

Your communications infrastructure is a critical component to patient safety—if messages do not get through to providers, patient safety may be compromised. A frequent yet correctable cause of message failure is an inadequate wireless infrastructure: poor architecture, wrong configurations, and dead zones. These types of infrastructure deficits lead to frustrating and difficult to diagnose message delays and message failures. A wireless assessment from Spok or other companies can identify Wi-Fi dead spots, and the assessment should identify other causes of message delivery failure such as poor access point placement and/or power settings, captive networks, repeated authentication requirements, and/or blocked ports.

REVIEW six steps to get your wireless infrastructure ready for secure messaging.

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COMPLETE our wireless assessment to see if your facilities are equipped for success with Spok Mobile.

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12 USE TEMPLATES TO FORMALIZE PROVIDER COMMUNICATION PROCESSES

How often do your providers receive incomplete information or messages that don't have enough context to indicate urgency? You can create and save message templates for use on the web messaging portal and Spok Mobile. Templates provide structure to the message with required and optional fields. Just as SBARs (situation, background, assessment, recommendation) create a consistent, safe framework for verbal communication, a message template could contain fields for the person sending the message, callback number, patient identifier, description, and urgency.

Your providers will greatly appreciate receiving detailed, consistent messages with context instead of simply a callback number.

Bonus: Create documented and communicated guiding principles for care team collaboration, such as expected response times, use cases for various modalities, and ownership of message receipt.

DISCOVER eight ways to diminish the din of alarms throughout your hospital, improve patient safety, and boost clinician satisfaction.

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13 AUTOMATE IMPORTANT NOTIFICATIONS FROM ANY CLINICAL OR IT SYSTEM

EHR systems are great at recording important patient events, but not so great at disseminating that information out to the right care team. Spok can take events from the EHR and automatically deliver them as alerts to clinicians' mobile devices. For example, organizations are using Spok to automatically notify the rapid response team as soon as an elevated MEWS score is confirmed in a clinical decision support alert in the EHR.

LEARN how University of Utah Health hardwired sepsis alerts using this protocol to reduce sepsis mortality rate by 20 percent.

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14 SET UP A TRIGGER BASED ON ADT (ADMIT, DISCHARGE, TRANSFER) TO IMPROVE THE PATIENT EXPERIENCE AND PATIENT FLOW

How often do your patients wait—for transport, their car at valet, or something to be adjusted in their room? As soon as events that trigger ADT messages, such as a discharge, are entered into the EHR, other services—even nonclinical team members like the valet service—can be automatically notified to smooth and accelerate the patient experience. In this case, the patient's experience is greatly improved when their car is waiting for them as soon as they are discharged.

15 CREATE A PLAN TO EFFECTIVELY MANAGE EMERGENCIES

How do you communicate to all staff, or a select group, about an emergency? Is someone manually tracking responses for critical individuals, such as the interventional cardiologist in a code STEMI? Can you support multiple modalities for mass notifications—pager, Spok Mobile, email, SMS, and automated phone calls? Spok mass notification allows you to do this effectively; it is an even more powerful tool if you have it set up to handle various scenarios on a moment's notice. You can establish use cases, activator workflows, and notification templates for inclement weather, system outages, organizational issues, critical codes and trauma alerts, active shooters, and even more routine items like Joint Commission visits, system tests, and traffic delays. Creating a framework for each scenario your organization may encounter helps ensure you're ready to alert everyone who needs to know quickly.

EXPLORE how Franciscan Health Michigan City cut their Code STEMI response time by 1.5 minutes by notifying multiple departments and groups simultaneously.

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16 TRAIN YOUR PROCESS IMPROVEMENT TEAMS TO USE SPOK AS A TOOL TO IMPROVE COMMUNICATIONS

Virtually all process improvement projects involve streamlining communication, yet many process improvement (PI) teams are not educated on the power of the Spok platform to improve clinical processes. The PI team should be educated about the capabilities of the Spok platform. In addition, the PI team can examine analytics and message content to better understand opportunities for improvement.

17 CREATE A CULTURE THAT ENFORCES SAFE, CONSISTENT COMMUNICATION PRACTICES

The organizations that most successfully cultivate a culture of safe clinical communications are those that are effective at communicating the value and best communication practices to users through consistent education and modeling. The most effective organizations create an internal website where champions explain why the solution is valuable to them and where solution managers can post updates, reminders, and best practices. This culture is continuously enforced through periodic reminders, educating local champions or super users, and creating opportunities to gather feedback for ongoing optimization.

CHECK OUT this example from Legacy Health for educating users on the value of mobile communications.

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Some of these efforts are big and some are small, but they'll all get you closer to achieving the quadruple aim. They all have an impact on provider satisfaction and patient safety, satisfaction, and outcomes. Many also help lower costs and result in other operational benefits. You can see a snapshot of some of our customers' most significant improvements and wins on the Spok Customer ROI page. As a CMIO, look to your telecom or IT manager who is responsible for your Spok solution to be your partner, and don't hesitate to talk with your Spok representative if you have any questions about how to implement these ideas. Finally, spok.com contains many case studies, webinars, and eBriefs that may spark other ideas for how to leverage your existing investment in Spok to achieve your organizational goals.

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.