

An Rx for Smarter Mobile Communications

Five Reasons Why Consumer Smartphones Aren't a Smart Choice for Healthcare



1. Privacy & Security

“...using a personal device to view and exchange PHI is far too risky to hospital compliance and patient privacy.”

~ Steve Shirley, CIO
Parkview Medical Center

Nearly
50%
of hospitals
experience a breach
involving PHI

avg. cost of
a breach
\$3.5M
for a healthcare
organization

A GROWING PROBLEM

- Healthcare organizations face approximately one cyberattack per month
- 73% say secure messaging & EHR are pain points
- 34% of all healthcare records in the US are exposed



2. Integration & Management

IT support is a top challenge for bring-your-own-device (BYOD) environments.

Seventy-three percent of hospitals don't have dedicated, knowledgeable help desk personnel to support consumer smartphone use.

42%
of healthcare organizations cite
IT Support
a primary challenge
of BYOD

3. Call & Phone Quality

Achieving Joint Commission NPSG in 2016 demands reliable, real-time communications.

Getting critical test results to the right person on time, seems easy, unless you work in a chaotic healthcare environment. Clinical workers have zero tolerance for dropped calls when patient safety is the conversation.

4. Productivity

\$12B

ANNUAL COST OF INEFFECTIVE COMMUNICATIONS AMONG CAREGIVERS

5. TCO

Consumer grade BYOD device failure rates in healthcare settings are incredibly high.

More than 20% fail within a year and total lifespan is between 1-3 years compared to the 3-5 year expected life of a purpose-built mobile communications device.

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