TeleMessage

TAKING HEALTHCARE COMMUNICATIONS INTO THE DIGITAL ERA

"IF INFORMATION IS THE LIFEBLOOD OF HEALTHCARE THEN COMMUNICATION SYSTEMS ARE THE HEART THAT PUMPS IT" - *Touissant PJ, Coiera E.*

Smartphones and other connected devices have become an integral part of our social and working lives. It is no surprise that physicians, hospital administrators and healthcare professional have come to rely upon these devices to improve communication efficiency particularly when it comes to patient care and safety. Compared to the traditional, laborious pager and callback workflow that hospitals and other organizations have used for years, mobile messaging technology such as SMS is ubiquitous, fast, direct, and efficient.

Unfortunately, these channels are inherently non-secure and non-compliant with safety and privacy regulations such as those under the Health Information Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health (HITECH) Act. As such, messages containing electronic protected health information (ePHI) cannot be sent via these channels as they require secure storage, encryption, recipient authentication, application lock, automatic message removal and audit controls, features that traditional messaging lack.

TeleMessage provides multi-channel, HIPAA compliant and field-proven messaging solutions that enable healthcare professionals to send, receive and manage a range of encrypted and password-protected message types (SMS, MMS, IP messaging via Smartphone push notifications or RCS, Voice, Fax and E-mail) to any communication device including mobile phones, tablets, Landlines and PCs. The solution seamlessly integrates into healthcare systems and provides two way communications across multiple networks and technologies.

The TeleMessage messaging solutions for the healthcare industry include:

- **Mobile and Tablet Apps:** an enterprise-ready application that facilitates the sending and receiving of rich messages over SMS, MMS and IP messaging via Smartphone push notifications or RCS on iOS and Android devices.

- **Messaging Gateway:** a multi-channel message delivery and management solution that facilitates real-time messaging to and from any device. It supports many APIs such as SNPP, WCTP (for Pager replacements), XML, SMTP, HTTP and more, allowing it to seamlessly integrate with existing healthcare IT systems.

- **PC to Mobile:** a suite of applications that allow healthcare professionals to send messages from Outlook and Web interfaces with emergency mass notification and campaign management features.

TeleMessage delivers intelligent and secure messaging solutions seamlessly over any communication device.

TeleMessage helps operators retain their subscriber base by enhancing the user experience and assists enterprises achieve greater efficiency by optimizing their communication capabilities.

TeleMessage seamlessly handles text, voice, data, multimedia and IP messages over mobiles, tablets, the web, Office, APIs and IT infrastructure.

Successfully deployed with over forty operators and thousands of enterprises worldwide, TeleMessage's software reaches hundreds of millions of users and powers billions of messages through customer networks.

TeleMessage product line includes: Mobile and Tablet Applications, PC to Mobile, Messaging Gateway, and SMS to Voice.

- Separates critical messages from less important emails and text messages
- Secures delivery of messages and responses
- Provides automatic message delivery receipts
- Offers active acknowledgement of message and free-form text response
- Enables directory look-up and user authentication
- Initiates messages to other users on any type of device from a TeleMessage-enabled device
- Enables remote application wipe and administration
- Leverages cellular and Wi-Fi networks
- Provides secure port directed SMS as a fallback to IP messages

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TeleMessage

SECURE HEALTHCARE APPLICATION

Compose messages:

Manage contacts:

Track messages and replies:

By using TeleMessage solutions, healthcare professionals can not only send and receive patient information, but also potentially achieve the following goals:

Proactive Patient Care

- Better communication between healthcare providers and patients means fewer delays and queues
- Automatic reminders ensure patients comply with medical regimens
- Automatic follow-up procedures and customer satisfaction monitoring
- Intelligent scheduling and verification of doctors visits and other tests
- Automatic prescription notifications get directly to patients
- Test result notifications to specialists and patients
- Keep customers informed about issues related to medicines and prescription drug plans
- Include the illiterate, deaf and visually impaired with messages sent as voice messages

Improved Operations

- Speed up reaction times to emergency situations with automated group messaging
- Ensure staff compliance with compulsory receipt notification
- Centralize and automate staff communications and management
- Real time staff scheduling and updates of emergency data and work plan
- Automate reminders and confirm routine visit schedules with patients
- Implement cost-effective automated notification service to reduce inbound calls
- Reduce expensive missed visits by automatically confirming appointments with patients
- Communicate beyond pagers and contact mobile staff on their device of choice
- Simplify administrative communications by sending to individuals within distribution groups, ultimately addressing a "segment of one"
- Supplement or replace mailings with high-quality voice messages to ensure the information is received

More Effective Marketing

- Promote new drugs, tests, automate mail order and other offerings to drive costs down
- Healthcare bulletin alerts to patients, pharmacists and physicians of urgent drug-related developments and other important news affecting patients' prescriptions schedules
- Handle promotions and market special offers to interested customers

In today's increasingly mobile world, technology will undoubtedly continue to be a massive driver of greater efficiency. Healthcare professionals are typically eager to embrace and adapt new technologies. Used properly, messaging technology has the potential to revolutionize the quality of how health care is delivered to patients.