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STUDY: ADOPTION OF CLINICAL COMMUNICATION & COLLABORATION SOLUTIONS ACCELERATE DURING COVID-19 PANDEMIC, SAYS SPYGLASS CONSULTING GROUP

90% of hospitals and health systems surveyed have made significant investments in Smartphones and Clinical Communications and Collaboration solutions to support collaborative team-based care

MENLO PARK, CA, February 22, 2021. Today, Spyglass Consulting Group released its most recent healthcare report entitled **Trends in Clinical Communications and Collaboration 2021**. Study shows that 90 percent of hospitals and health systems surveyed had made significant enterprise-wide investments in Smartphones and Clinical Communications & Collaboration (CCC) solutions to drive clinical transformation and address the mission- and patient-critical communications, collaboration, and documentation requirements of patient care teams, medical support staff, and non-clinical mobile workers within the hospital and across the care continuum

With the passage of the Affordable Care Act, healthcare providers surveyed are rapidly transitioning toward patient-centered care and value-based reimbursement models. Clinicians are under increased pressure and scrutiny to communicate, collaborate, and coordinate care more effectively across a wider array of team members within the hospital and across the care continuum. Hospital IT has a business imperative to evaluate and deploy next generation smartphone-based solutions to address existing communications gaps and inefficiencies and achieve the Quadruple AIM framework:

During the COVID-19 pandemic, healthcare provider interest and focus on CCC solutions was strong. Majority expanded existing CCC deployments to address the communications, collaboration, coordination, and documentation requirements of essential frontline workers, medical staff, and ad hoc care teams across the care continuum who handled monitoring and managing contagious and sometimes severely ill COVID-19 patients.

- **Adapted mobile communications strategies.** Providers adapted their mobile communications strategies to address the business, clinical, and operational realities of the pandemic. They optimized their business operations, streamlined clinical workflows, increased staff productivity, and improved staff/patient experience.
- **Expanded usage of alarm management and clinical surveillance.** Providers expanded their usage of alarm management and clinical surveillance tools. This helped frontline workers identify, monitor, and manage patients considered at-risk of deteriorating or life-threatening conditions, especially when taking care of patients who are on ventilators.
- **Leveraged Telehealth and other digital health tools.** Providers leveraged Telehealth and other digital health tools to enhance patient/provider communications and encourage

patient self-sufficiency as a proxy for not being able to see their primary care provider or medical specialist.

- **Realized value of hands-free communications.** Providers realized the value of hands-free communications devices powered by speech recognition. These devices enabled frontline workers, who were fully gloved, gowned, and masked, to use their devices without having to leave the room or take off their personal protective equipment to communicate and collaborate with colleagues, care team members, and medical staff.
- **Enhanced enterprise-wide contacts directories.** Providers enhanced their enterprise-wide contact directories to include representatives from public health authorities, diagnostic laboratories, local hospitals, and community-based resources.

ABOUT SPYGLASS' TRENDS IN CLINICAL COMMUNICATIONS & COLLABORATION 2021 REPORT

Trends in Clinical Communications & Collaboration presents the findings of an end-user market study identifying the market opportunities and challenges for US-based hospitals and health systems who are evaluating large-scale investments in Smartphones and secure Clinical Communications & Collaboration solutions to address the mission- and patient-critical communications requirements of clinical and non-clinical mobile workers within the hospital and across the care continuum.

Trends in Clinical Communications & Collaboration 2021 is an outgrowth of a similar study published by Spyglass in January 2018 entitled Trends in Clinical Communications & Collaboration 2018. Content for Trends in Clinical Communications & Collaboration was derived from more than 100 in-depth interviews with healthcare professionals working in hospital-based environments who are technically competent and representative of a broad range of medical specialties, organization types, and organization sizes.

The telephone interviews were conducted over a three-month period starting in June 2020. During the interviews, Spyglass identified the market requirements for Smartphone-based communications platform through discussions about:

- workflow inefficiencies in communicating with care team members and patients,
- current usage models for Smartphones and mobile communications solutions, and
- barriers for widespread mobile communications adoption.

The complete market study, “**Healthcare Without Bounds: Trends in Clinical Communications & Collaboration 2021**,” is available for \$2,795 (USD) from Spyglass Consulting Group at www.spyglass-consulting.com.

Spyglass also evaluated key vendor product offerings and identified early adopter organizations that have successfully deployed these solutions.

ABOUT SPYGLASS CONSULTING GROUP



Spyglass Consulting Group is a market advisory firm focused on disruptive technologies, changing business models, and growth opportunities within the healthcare and life sciences industries.

Gregg Malkary is the **Founder** and **Managing Director** of **Spyglass**. With more than 30 years of strategic planning, marketing, and business development experience, he is a nationally recognized leader in digital and clinical transformation helping its clients create, protect and transform business value to support executive decision making, drive innovation, and enable sustainable competitive advantage.

Spyglass offers its clients market leading portfolio methodologies, tools, and services in the following growth areas:

- Evaluating disruptive technologies
- Transitioning to value-based care and population health management
- Embracing consumerism and digital health
- Improving operational performance through analytics
- Optimizing clinical workflows and EHR systems

Spyglass clients include leading technology companies, management consulting firms, healthcare provider organizations, and the investment community which includes **Cisco, IBM, Microsoft, Intel, Accenture, HP, GE Healthcare, Philips Healthcare, Kaiser Permanente, and Johns Hopkins.**

Prior to founding **Spyglass Consulting Group** in 2002, Malkary was an Associate Partner at **Outlook Ventures**, a venture capital firm focused on early-stage investments in enterprise software and communications companies. Previously, Malkary was the Director of Strategic Planning for **Exodus Communications** where he handled identifying, evaluating and executing growth initiatives for Exodus in the managed Web-hosting marketplace. Malkary has also held consulting and senior management roles in business development, strategic planning and product marketing for public and private technology companies including **IBM, Hewlett Packard, Accenture, Silicon Graphics** and **Skytel Communications.**

Malkary frequently speaks at regional and national conferences focused on mobile computing, wireless technologies and healthcare related issues. Numerous industry publications have written about and quoted Malkary including the Wall Street Journal, CIO, Business 2.0, MIT Technology Review, Network World and eWeek. Malkary is an honors-graduate of **Brown University** having earned a MS and BA in Computer Science. He was awarded the prestigious North American Philips Corporation Fellowship for his graduate research work in graphical simulation environments.

For more information about this study, please contact Gregg Malkary at gmalkary@spyglass-consulting.com.

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