

## CLINICAL MESSAGING

*"In the 90's, the only people who used pagers were doctors and drug dealers. Now it's just doctors." – Dr. Dante Morra.*

Did you know that 1 in 7 pages in a hospital go to the wrong doctor? In 2008-2009, there were nearly 2.8 million hospitalizations in acute-care hospitals across Canada (CIHI). Can you imagine how many wrong pages are being sent between nurses and physicians? It isn't only an annoyance for healthcare providers; the breakdown of communication is often cited as the cause for many adverse events. Canadians – and lots of us – are at risk of the wrong medication, or a serious injury while in a hospital. We are only beginning to understand how much at risk we actually are as we begin to understand the link between poor communication and patient safety. When we look deeper into the complicated and urgent communication that happens in a hospital, it looks so frantic, that it's surprising that healthcare providers can even stay on the same page about their patients.

Part of this is because healthcare has failed to embrace the new 'social cloud' of communication that is everywhere on the Internet like Facebook, and Twitter. Instead, hospitals cling to 50-year old technologies like pagers and corded phones.

Clinical Messaging is the 'social cloud' for hospitals; it helps to manage the day-to-day complexity of communication between nurses and physicians so that everyone is on the same page for their patients.

It doesn't matter how the doctor wants to stay connected – through their pager, email, a Smartphone, or any mobile device. Clinical messaging figures out who the right physician is for a patient, if they are busy, and makes sure that the important messages go straight to the doctor while saving the less-urgent messages in a place that the doctors can check regularly. Now, everyone has instantaneous access to the most updated "story" of a patient. Doctors aren't constantly interrupted, and when they are, it's for good reason. Nurses have more time to attend to patients on their wards instead of trying to find out where the right doctor is.

The great thing about Clinical Messaging is that the technology already exists. Web-based applications, coupled with SMS, and mobile devices can easily be setup. In fact, a prototype is being used by doctors right now at the Toronto General Hospital with great success. As the prototype grows, more and more units are asking to get on it. In 3 years, Clinical Messaging won't simply connect healthcare providers inside a hospital, but can connect all the providers for a patient.

## Fewer Interruptions

Overhead paging, and locating systems take precious time away from doctors and nurses! Clinical messaging triages the messages so there are fewer interruptions to clinical care. It also knows patient assignments so it always finds the right doctor to get the message to.

## Hospital-based

Clinical messaging is hospital-based and patient-centric. It doesn't matter where the patient is in the hospital, every healthcare provider can have instant access to their most updated story. Not only that, Clinical Messaging knows if the doctor is predisposed, or otherwise busy with another patient. It knows to send the message to someone else who can deal with the issue immediately.

## Interdisciplinary conversation

Pharmacists, nurses, allied health, physicians can all post messages on the patient's "wall." Everyone takes part in the "cloud conversation."

## Urgent messages

Clinical Messaging knows the difference between messages that need an immediate response and those that can wait. In fact, it will sort these messages and send the important ones to the doctor right away. Nurses don't have to keep following up, Clinical Messaging makes sure the doctor gets the message.

## Secure and safe

Clinical Messaging runs only on the secure and encrypted network of a hospital. Thanks to technologies like VPN, healthcare providers can be part of the conversation from anywhere. Don't have VPN? Don't worry, Clinical Messaging will still tell the doctors that they have important messages waiting for them at the hospital.

## Mobile and device-agnostic

iPhone, BlackBerry, Android, it doesn't matter what your doctor uses. Clinical Messaging works on a web-based platform and is compatible with all of them.

## Time-intelligent

Clinical Messaging knows when certain kinds of messages need to be sent, and it makes sure that those messages are sent at those times so that healthcare providers get the information they need, when they need it.