Six Tips for Integrating Secure Texting with Your Existing Systems

Joe Alfonsi, Director, Temple Access Center & Charles Shieh, Director, Product Management

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Company Profile

TigerText, the recognized leader in secure texting for enterprises combines mobile technology on an OTT platform to help organizations securely communicate.

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<thead>
<tr>
<th>Locations</th>
<th>Los Angeles, Sunnyvale, Boston, Chicago, Phoenix</th>
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<tbody>
<tr>
<td>Business Focus</td>
<td>Secure texting platform and application, serving the needs of regulated organizations in Healthcare, Financial Services, Government, Legal, and more</td>
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<tr>
<td>Usage</td>
<td>More than 3 million downloads and more than 4,000 facilities</td>
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<tr>
<td>Infrastructure</td>
<td>High-availability infrastructure leveraging Amazon’s Web Services that utilize Tier IV, SSAE 16 audited data data centers</td>
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<td>Delivery Scale</td>
<td>Delivering millions of messages per day 4 of the 10 largest ‘For-Profit’ Hospitals use</td>
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<td>Growth</td>
<td>10x growth since 2010</td>
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Leading Organizations Trust TigerText

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<th>Hospice / Homecare</th>
<th>Private Practice / Specialty</th>
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<tr>
<td>Hartford HealthCare</td>
<td>HCR ManorCare</td>
<td>IPC</td>
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<td>Ascension Health</td>
<td>Life Care Centers</td>
<td>Universal Health Services, Inc.</td>
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<td>Doylestown Hospital</td>
<td>of America</td>
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<td>UHS</td>
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<td>Seton Healthcare Family</td>
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<td>MultiCare Memorial</td>
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<td>Scottsdale Health Partners</td>
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<td>BetterConnected</td>
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<tr>
<td>TigerText</td>
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<td>Scottsdale Health Partners</td>
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6 Tips for Integrating Secure Texting with Existing Systems

In this webinar, learn how integrating systems, like Amion and Spok, with secure texting can help your organization:

- Quadruple the number of messages within a month
- Increase accountability for those on-call
- Streamline communications for faster response time
About Joe Alfonsi

- Director of the Temple Access Center for Temple Health in Philadelphia, PA
- Runs call center providing scheduling, coordination of care, paging and emergency/information services across five organizations
- Responsible for improving operations by developing people and technology for pharmaceutical and hospital environments
- For fun, Joe plays hockey and shoots professional firework displays
In The Beginning...There Was Unsecure Texting

PHI communicated via text was happening more than anticipated

From clinician to clinician, clinician to admin

Was happening more than first anticipated

Needed to find a secure texting solution and implement it fast...

It should integrate into existing workflows and technologies
1. Solid Environment in Place

MDM

Have strong MDM that is:
- Fully developed
- Handles updates

Network Coverage

Ensure uninterrupted coverage to include basement, radiology and other spotty areas

Wi-Fi

Confirm employees can access MDM through secure networks
2. Review of Data in Upstream Systems

Data was entered incorrectly over the years creating failures. Needed to scrub info.

Solved existing issues during the review process.

Fixed previous issues of some services, like Amion, not working for end users.
3. Synching Amion

One mass change from Verizon Enterprise Messaging to TigerText

Temple cleaned up Amion database

TigerText setup background
4. Synching Spok

Create a new % type to point pages to TigerText instead of Verizon Enterprise Messaging

Longer Pilot – Slowly switched end-users overs, instead of massive change

Setup page information so primary device points to TigerText
5. Seamless Pilot and Implementation Phase

MAKE IT SEAMLESS
- Pilot identical to final product
- Remove steps (like extra icons)
- One-click messaging

TRANSITION OF DEVICES
- List of Blackberry users needed to be transitioned to iPhone

FAMILIARITY
- Amion and Spok stayed the same for end users – now messages were coming from TigerText
6. Education, Education, Education

RAISE AWARENESS
Extensive pre-communication from clinical and IT leadership:
• FAQs
• PDFs with customized, easy, downloadable instructions

PRODUCT TRAINING & ACTIVATION
Get as many people up and running as possible:
• On-site training kiosks
• Support on-site for the on-call stragglers

DRIVE USAGE & ADOPTION
• Attend department meetings, physician led meetings and grand rounds
• Identify and work with advocates and clinical super users
Benefits of Integration
User Friendly

Easy-to-manage messages

Able to identify conversation threads and sender

Text messages marked as “Delivered” or “Read” for more accountability

Faster response time

Repeat notifications and forwarding capabilities

Via Amion/Spok

Via TigerText
Improved Adoption

All on-call schedule texts (Amion) and operator system pages (Spok) go through TigerText

Number of users almost doubled within 1 month

Number of messages sent via TigerText quadrupled within 1 month
Culture Change

Directory of users in palm of their hands
All messages come from one app
More control of information
Less variability and confusion
Workflow improvement
Better Security

Amion and Spok are not secure – they store messages on the device's hard drive

No longer sending PHI over unsecured channels

Reduces risk of HIPAA violations
TigerText Integrates With Major Systems

**ANSWERING SERVICE**
Your answering service can send all of your after-hours messages directly from their software to your TigerText account.

**LAB RESULTS**
Receive critical lab reports directly to your phone. With read notifications, the lab automatically knows when you have read the message.

**ON-CALL SCHEDULING**
Query your on-call schedule, find out & contact who is on call and view department schedules.

**EMR INTEGRATION**
Have real-time, secure conversations regarding patients directly from your EMR and capture critical information to their record.
Ways To Integrate with TigerText

There are several ways to interact with the TigerText secure messaging platform:

- PAGER (WTCP Gateway)
- EMAIL (SMTP Gateway)
- WEB & APPS (REST API / SDK)
Pager Integration
Wireless Communications Transfer Protocol (WCTP)

Enables customers to receive pages as secure TigerText messages

How Does It Work?

- Patient calls Answering Service
- Answering Service Operator notifies physician of their message using their answering service software
- Secure “page” is delivered to the recipient’s TigerText application
- No changes to current workflow
TigerPage
Unique pager number associated with a TigerText account

Keep communications within one system
Leave a call back number or voicemail right in the TigerText app

Never miss a critical message
Share your TigerPage number with hospital operators, answering services, nurse and hospital staff, and lab technicians

No more waiting around for a call back
TigerPage has one-click functionality for immediate call backs
Email Integration
Simple Mail Transfer Protocol (SMTP)

Enables customers to receive emails as secure TigerText messages

How Does It Work?

- Email sent to designated SMTP gateway
- Secure message is delivered to the recipient’s TigerText application
- No changes to current workflow
- Emails can be automatically triggered
- Email attachments supported
Web & Apps

REST API (Application Programming Interface)

Enable applications to interact with the TigerText platform

AMION Example:

• AMION “Bot” allows users to quickly receive on-call schedule in their TigerText application
• Application interacts with AMION database and responds with secure message by calling the TigerText REST API
• Completely automated with real-time response
• Sample Text: “Today” to AMION “Bot” to receive today’s schedule
Clinicians can work within their existing interface to capture patient data and results.

Clinicians can save PHI in the patient’s record from the TigerText conversation.

Clinicians can send messages to their colleagues mobile devices within the EMR.

When patients are admitted, a patient group is created with all the members of the care team.
## TigerText Integrations

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<th>EMR</th>
<th>Healthcare Solutions</th>
<th>Cloud Storage</th>
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<td>Altelco</td>
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<td>Stericycle</td>
<td>Lightning Bolt</td>
<td>MEDITECH</td>
<td>ShareFile by Citrix</td>
<td>Dropbox</td>
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<td>Epic</td>
<td>Rauland</td>
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<td>Burgess</td>
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Advantages of TigerText Integrations

VS. EMAIL OR SMS
TigerText is a priority channel for critical notifications:
- Set unique alert tones for incoming messages to distinguish critical alerts (TT) vs. non-critical alerts (email, SMS)

VS. PAGERS
TigerText lets physicians use his/her preferred device (e.g. smartphone):
- Carry one device, not two
- Pagers are noisy/cumbersome & costly to maintain
- TigerText integration renders them useless and replaceable

VS. ALL ALTERNATIVES
TigerText’s secure channel allows ePHI to be transmitted in the alerts, for more actionable notifications:
- Increased reliability around alerts, driven by delivery escalation & repeat push notifications

ADOPTION
All of these integrations drive adoption of TigerText within the organization:
- Helps organizations work more efficiently, productively
- Consolidates all communication on a single platform (& network)
Contact Information

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Joe Alfonsi  
joseph.alfonsi@tuhs.temple.edu

Related Resources:


[Case Study] Limestone Medical Center cuts patient diagnosis by 50%

[Case Study] El Rio Health Center improves response time to under 60 seconds