

# Transforming Healthcare Communications

Accelerate throughput, reduce costs,  
and improve patient care.





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*A 500-bed hospital loses over \$4 million annually as a result of communication inefficiencies.*

- Journal of Healthcare Management

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# Clinical communication is changing.

**We'll help you change with it.**

## **Communication matters.**

Anyone who's worked in healthcare for the past decade will tell you that the industry has changed dramatically. While clinical treatment has advanced across the board, healthcare communication is just now catching up, and the timing couldn't be more urgent.

The combination of rising costs, evolving regulations, and a massive influx of new patients means healthcare organizations are under intense pressure to aggressively manage revenues while upping their game on care quality. In this climate, providers need every advantage they can find. Fortunately, the evolving field of clinical communication technology is helping solve critical challenges in optimizing provider throughput.



# TigerText is your clinical communications partner

As the pioneer in clinical communications, we have developed a deep understanding of the hurdles that every healthcare organization faces when streamlining communication workflow and are proud to serve as the trusted resource for the thousands of clients that have embraced our solution.

Every day, we hear firsthand from our clients about the communication challenges they face in their roles as care providers, executives, and administrators. This feedback shapes our product roadmap and helps us continue delivering the highest possible value.

Our goal as a company is to help our clients significantly improve their productivity and performance by enhancing the quality of their care team communication. We do this by

providing the industry’s most innovative and reliable technology and then supporting clients throughout their lifecycle to help maximize success across a range of metrics.

Whether we’re reducing order entry time for physicians, saving staff pharmacists from a barrage of phone calls, or finding a more efficient way to share after-care plans with a patient’s family, our commitment remains the same: streamline care delivery at every touchpoint.

Through a combination of client-led product innovation, professional services, performance benchmarking, and governance, we guide you at every step to help you realize the highest ROI from your clinical communications investment.

## COMPANY FAST FACTS



**10M+**  
MESSAGES  
processed daily



**3,000+**  
CLIENTS



**99.99%**  
UPTIME



**30X**  
GROWTH  
since 2012



**7 YEARS**  
IN MARKET

**HITRUST**  
CSF Certified



## OUR MISSION

To transform healthcare communication, making the lives of physicians, nurses, and patients better.

# Finding success with improved communications

## CLIENT RESULTS



**75% REDUCTION  
IN TRANSPORT TIME**

Multicare Health System



**READMISSION RATES  
DECREASED TO  
UNDER 3%**

Innovation Care Partners



**CUT RELAY TIME BY 50%  
AND SAVED \$15,000  
IN LABOR**

Concordia Lutheran  
Ministries

Transforming an organization's communication protocols through strategic integrations, communication workflow optimizations, and the tailored application of best practices can have a profound effect in driving the ROI for key metrics in areas such as:

- Consult turnaround times
- Critical labs & images
- Bed management
- Physician orders
- Discharges & transfers

**At TigerText, we work directly with our clients to map their current workflows and identify areas where suboptimal communication processes may be impeding productivity.**

By analyzing each workflow individually and prescribing a set of customized integrations and best practices, we help streamline the care delivery process, providing expert guidance at every phase to bring down the high cost of care delivery. Even simple improvements scaled across an organization can yield millions of dollars in cost savings and reimbursements while raising both the quality of care and job satisfaction for the staff.

# Fast-track your productivity

Optimizing communications between physicians, nurses, techs, and other staff is one of the fastest and most cost-effective ways to effect meaningful, measureable change across an organization.

## **Centralized, Integrated Communications Platform**

By centralizing clinical communications and alerts on a single, integrated platform, critical information that would ordinarily be spread across multiple applications and hospital systems can now be instantly accessed by hospital staff from a smartphone or web browser. With real-time information at their fingertips, teams can more quickly and accurately coordinate efforts and rapidly improve the speed of care delivery.

## **Fast Access to Critical Information and Staff**

Speed and clarity are key components for improving the quality of a patient's stay, resulting in shorter wait times, faster orders, and expedited transfers and discharges. This real-time mobile access means information is instantly shared without rounds of phone tag, costly miscommunications, or physically tracking people down.

## **Reduced Costs, Larger Reimbursements**

Inefficient communications can quietly erode an organization's profitability. By streamlining routine tasks, care delivery accelerates, overtime hours are reduced, and bed utilization goes up. Medicare reimbursements also increase, due to more timely discharges and lower readmission rates.

## **Secure, Compliant Communications**

With HIPAA fines rising in both frequency and dollar amount, the need to protect patient data at every stage is becoming ever more critical. A secure, encrypted, centrally managed messaging solution is one way to safeguard a patient's sensitive information and your hospital's reputation.

## **Greater Patient Satisfaction**

HCAHPS scores have emerged as an important factor not only in a health system's reputation, but also in its reimbursement incentives. An optimized, clinical communications solution can significantly improve patient satisfaction through lower wait times, faster results, and direct communication with family members.



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*The most useful part of TigerText on a day-to-day basis is the interactions that take place across teams and being able to communicate all patient information in real-time. It is appreciated not only by the physician and surgeon but also the PAs, nurse practitioners, and other team members.*

”

**Dr. Robert Patterson,**  
Medical Director,  
Studer Family Children's Hospital  
at Sacred Heart

“

*We've not only reduced costs, but also maintained below average industry readmission rates.*

”

**Faron Thompson,**  
Chief Operating Officer  
Innovation Care Partners

**Dr. Meena Iyer,**  
Medical Director,  
Dell Children's Medical Center

“

*Before the implementation of TigerText, from the time a patient was discharged to the time the patient actually leaves the floor, it was around six to eight hours. After implementation of TigerText, that time has decreased by two to three hours.*

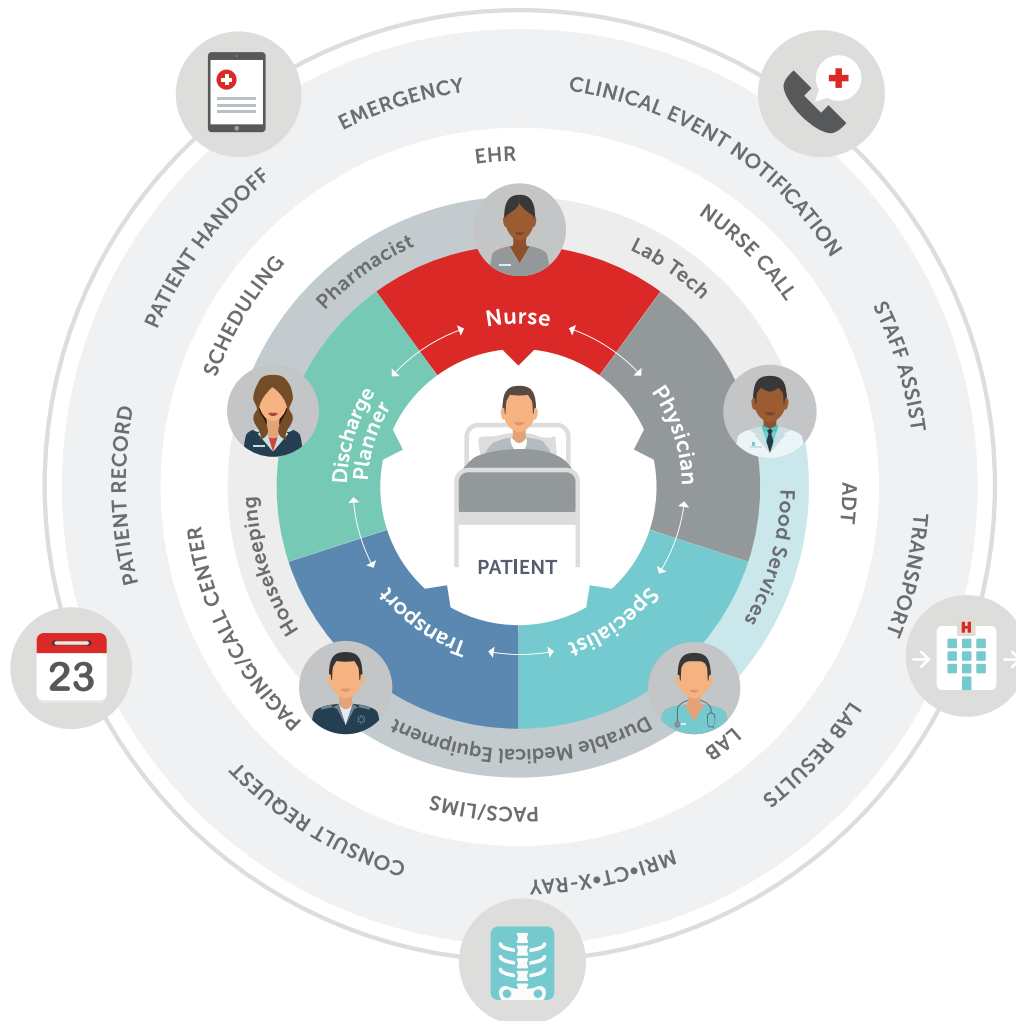
”



# Patient-centric care starts with patient-centric communication

Efficiency and productivity are often a direct reflection of a team's ability to communicate. When teams are in-sync, patient wait-times are reduced, results are shared more quickly, and serious situations can be quickly addressed.

The TigerText solution centralizes patient communications onto a single, mobile-friendly platform so patient related issues or needs – alerts, nurse calls, results – are instantly communicated to care team members.



# TigerFlow: Your formula for success

Achieving efficient, cost-effective care delivery doesn't happen by accident. It requires well-orchestrated elements working in tandem. That's where TigerFlow comes in. TigerFlow uniquely combines these critical elements into a single offering.

More than a secure text messaging app, TigerFlow represents the next evolution in clinical communications by aggregating information from various systems onto a single mobile platform so patient data is instant, complete, and actionable.



PRODUCT



INTEGRATED PLATFORM



PROFESSIONAL SERVICES



DATA & REPORTING

## Best-In-Class Product

By developing the industry's most intuitive, feature-rich, clinical communication application, we can address the widest range of use cases by removing the friction from traditional clinical communications. As easy to use as a consumer messaging app, TigerText's feature-set maps directly to your teams' preferences and workflows.

## Success at Every Stage

From Day 1, TigerText is there to guide you. Our implementation experts, client success managers, and support professionals educate your teams on best practices to help optimize your communication paths, track and improve adoption, and help you realize the highest possible ROI.

## Advanced Integrations

TigerFlow offers a wide range of integrations all configured to deliver real-time information in an actionable format. From EHR patient data to ADT alerts, nurse call notifications, and role-based scheduling, critical information is centralized in a single, mobile-friendly platform.

## Data, Reporting, and Analytics

You can't manage what you can't measure, which is why TigerText has invested heavily in building sophisticated data tracking capabilities that let you monitor your organization's app usage and benchmark it against the industry's top performing organizations to help maximize adoption, user engagement, and message volume.

## FEATURE SPOTLIGHT

# Roles and Scheduling Automation

In a large hospital system, having instant access to the right on-call specialist can save valuable time while avoiding rounds of phone tag and errant, unwelcome calls to off-duty staff members. TigerText's Role-based Scheduling Automation gives hospital staff both visibility and fast access by quickly messaging a role independent of the person staffing that role.

## Roles, Auto-Populated

Clinical staff and unit managers often waste valuable time trying to identify and contact on-call specialists and techs, struggling with whiteboards and spreadsheets just to locate the right physician or tech.

TigerText's Roles feature lets healthcare staff look up specialists and other colleagues by role or department rather than by name. When paired with a hospital's electronic scheduling system, the Roles feature becomes a dynamically populated directory where staff can text or call role owners to instantly communicate the details of a request or situation.

For role owners, role assignments happen automatically and any messages sent to the role will route through TigerText just as a normal message would. And to maintain privacy, Click-to-Call phone numbers are always masked.

## Automatic Shift Handoffs

With Role-based Scheduling Automation, shift assignments are automatically updated in the TigerText directory so users simply show up and start their shifts with both parties receiving notifications to indicate the shift change. Plus, past conversations are captured to give the new shift owner added context about the patient.

## Calendar Views

Now staff can see current or upcoming shifts – including their own – in a simple yet elegant calendar view right from the TigerText app.

## Details Screen

The information screen for Roles provides details about the role, including the current owner, and a swipe option so a user can opt in or out of the role manually.

## Fast Setup

Scheduling Integration with TigerText can be set up quickly, giving admins full control, including a toggle switch for turning Roles on or off.





## REAL-WORLD APPLICATIONS

### Pager Replacement

An ED physician just coming on shift automatically receives paging alerts sent to the On-Duty ED role. Alerts are sent directly to the TigerText app on his phone instead of a physical pager.

### Patient Discharge

The Unit Secretary quickly locates an available patient care technician to help with a patient discharge in Room 302.

**Radiology Results** The Night Nurse messages the on-call Radiology Tech to check up on an X-ray result for a patient.

### Shift Coverage

Instead of scanning the white board to make sure all roles are filled during her shift as required, the Nursing supervisor can simply check the schedule using TigerText on a hospital-issued smartphone.

### Continuity Of Care

An incoming physician assuming the Trauma MD role can look historically at the prior conversations around a patient for better context.

### Care Coordination

A Critical Care nurse creates a private group around a patient and pulls in the On-Call Critical Care Doctor and On-Call Critical Care

Anesthesiologist to coordinate the care effort.

### New Role Creation

The Hospitalist Group Secretary creates a new role for On-Call ICU Surgeon and assigns Dr. William Smith as the role owner.

# TigerFlow

## A Complete Clinical Communications Platform for Hospital Systems

TigerFlow combines best-in-class product, success services, and data analytics into a single solution that helps organizations transform by reimagining the way care teams connect and communicate.

## Tailored Integration Packages

Integrating TigerFlow with other hospital systems can dramatically improve clinical communication engagement and help extract additional value from high-cost solutions that still present barriers to real-time, actionable information. With TigerFlow, clients choose the integrations that best align with their clinical workflows, including:

- EHR Alerting & Notifications
- Nurse Call Systems
- Scheduling Services
- Single Sign-On (SSO)
- Authentication (SAML)
- Health Information Exchange (HIE)
- PACS / Imaging
- Answering Services
- Paging System Alerts

## Get Started Right

Each client engagement begins in the implementation phase where our experienced team of project managers creates a customized implementation plan that maps to your organization's objectives, requirements, and timelines.

## Ongoing Success

TigerFlow clients are assigned a dedicated success manager who conducts in-depth reviews of your current workflows and provides recommendations and best practices for reducing steps and maximizing the efficiency of your internal teams.

## Client Support, 7 Days a Week

TigerFlow ensures that help is available anytime it's needed. Our technical support experts work to quickly and effectively resolve issues so care teams and IT stay productive, tracking cases to closure in partnership with our product and engineering teams.

## TigerFlow is ideal for:

- Large healthcare systems with single or multiple facilities
- Organizations offering multiple types of services such as acute, post-acute, and ambulatory care
- Executive teams looking to control costs, improve revenues, and raise HCAHPS scores

# TigerFlow Enterprise

## Leadership Through Innovation

TigerFlow Enterprise puts healthcare systems on the cutting edge of clinical communication innovation. It's ideal for those organizations looking to establish or further their position as healthcare innovation leaders. Enterprise clients have first access to the latest beta technology and can participate in shaping the development of new features before they're generally available.

With TigerFlow Enterprise, we design, build, and support a custom EHR implementation that reengineers your communication workflows so that contextual patient data is accessible within the TigerText app interface.

A key component of TigerFlow Enterprise is read/write access to the EHR, allowing select messages related to a patient's condition to be saved back to the patient record. This reduces redundant steps and frees care teams from excessive computer time.

Finally, your feedback is leveraged to yield a virtuous cycle of refinement and performance improvement within your custom deployment.

### **TigerFlow Enterprise is ideal for:**

- Leading edge organizations looking to set a model of performance and innovation for the industry

# TigerText Essentials

## Secure, Encrypted Messaging

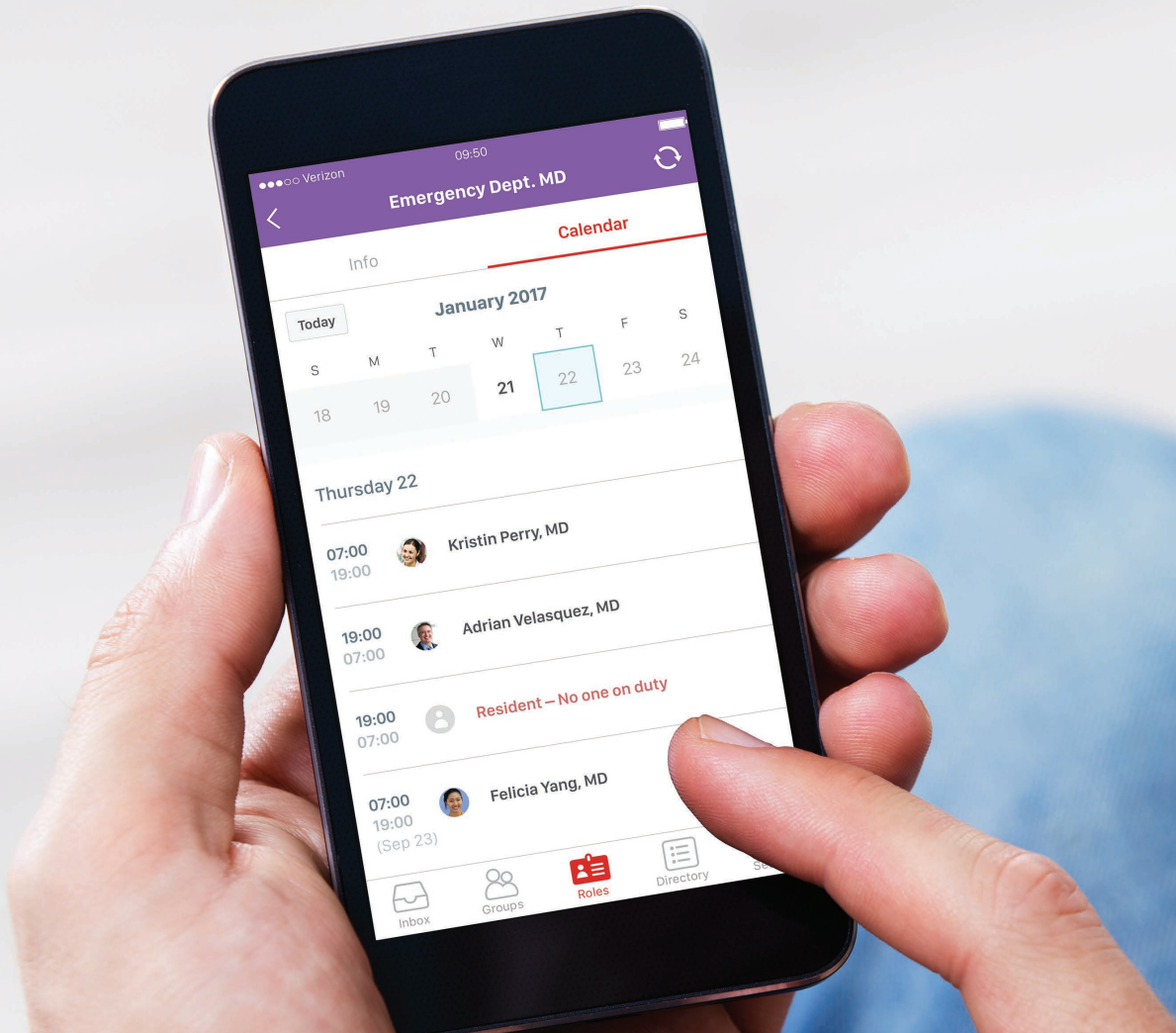
As the first secure text messaging app in the healthcare space, TigerText Essentials leads the field in terms of adoption and performance. A solid, dependable, HIPAA-compliant, secure messaging experience, TigerText Essentials delivers end-to-end encryption and administrative controls, checking the requisite box for compliance and ensuring patient data remains protected. Features such as message read status, attachments, and group messaging

improve productivity while the feature-rich administrator console makes it easy for IT to set and enforce messaging security policies.

### **TigerText Essentials is ideal for:**

- Compliance-focused organizations
- Organizations looking to transition from less efficient forms of communication such as pagers, faxes, and voice mail to a faster, more efficient model





## TIGERTEXT ESSENTIALS

### Secure Messaging

Keep messages private with encrypted, end-to-end, secure app.

### Delivery Confirmation

Know instantly when messages have been sent/delivered/read.

### Message Recall

Recall a message & attachments before or after it's been read.

### External Messaging

Securely converse with colleagues who do not have TigerText.

### Message Forwarding

Forward messages to colleagues who were not on the original thread.

### Group Messaging

Create groups on the fly to improve collaboration.

### Photos & Files

Securely attach PDFs, images, and files from PACS systems or storage apps like Box or Google Drive.

### Multiple Inboxes

Easily switch inboxes when using multiple TigerText accounts.

### Multi-Platform Support

Access secure messages on any smart-phone, tablet, or desktop.

### Delivery Escalation

Notifications not delivered within 2 minutes are re-sent via SMS.

# Features & Services

INTEGRATIONS	TigerText Essentials	TigerFlow	TigerFlow Enterprise
<b>PRODUCTIZED</b>			
Answering Services	+	✓	✓
Paging System Alerts	+	✓	✓
Scheduling Integration with Amion	+	✓	✓
Authentication (SAML)	+	✓	✓
LDAP / Active Directory Sync	+	✓	✓
<b>CUSTOM</b>			
Clinical Notification Events: EHR, Radiology System, Lab System, ED System, ADT		+	✓
Administrative or IT Notification Events: IT Systems, Inventory Management		+	✓
Nurse Call Integrations: Notifications, Code Alerts		+	✓
Interface Engine Integration		+	✓
Single Sign On: Desktop App or TigerText Web		+	✓
Scheduling System Integration, 3rd Party, Role-based Scheduling Automation		+	✓
<b>ADVANCED</b>			
Deep EHR Integration - Patient Contextual Communication, View Patient Data, Save conversations to EHR			✓

+ Paid Add-On Feature

IMPLEMENTATION SERVICES	TigerText Essentials	TigerFlow	TigerFlow Enterprise
Assigned Project Manager		✓	✓
Complete Project Plan		✓	✓
Deployment and User Adoption Planning		✓	✓
Basic Implementation Assistance	✓		

TRAINING SERVICES	TigerText Essentials	TigerFlow	TigerFlow Enterprise
Administrative Training Session	✓	✓	✓
Training Webinar for End Users	✓	✓	✓
eModule Training Video – Basic	✓	✓	✓
Onsite Training and User On-Boarding Support		✓	✓
Train-the-Trainer Session		✓	✓
Train-the-Trainer Curriculum Development		✓	✓
TigerLaunch Training at TigerText Headquarters*		✓	✓
eModule Training Video – Premium		✓	✓
eModule Training Video – Custom			✓
Remote Training Workshop			✓
Custom eModule Training Video Development			✓
Custom Documentation (User Guides, etc.)			✓

\*Client plays T&E



CLIENT SUCCESS SERVICES	TigerText Essentials	TigerFlow	TigerFlow Enterprise
Thought Leadership Resources	✓	✓	✓
Dedicated Client Success Manager		✓	✓
Executive Business Reviews		✓	✓
Best Practice Advisory Services / Communication Optimization Engagement		✓	✓
Customized Communication Strategy		✓	✓
Cohort Deployment Support		✓	✓
Adoption Acceleration Services and Monitoring		Quarterly	Monthly
Executive Sponsorship			✓

CLIENT CARE	TigerText Essentials	TigerFlow	TigerFlow Enterprise
In-app Access to Client Support via Email	✓	✓	✓
Direct Access to Client Care Support via Dedicated Toll-Free #		✓	✓
Prioritized Access to Tier 2 Technical Support		✓	✓
Expedited 30-min. Response During Standard Hours of Operation (SHO); 1 hr. outside SHO for all incidents reported by phone		✓	✓
Monthly Case Review Calls		✓	✓
LDAP Monitoring, Active Directory - Proactive Team IT Team/ Triggered		✓	✓
General Phone	✓		
24/7 Emergency Hotline, SLA 2 Hours	✓		



# Where to learn more

## Website

[www.tigertext.com](http://www.tigertext.com)

## Sales & Product Demos

1-800-572-0470

## eBooks

**Executive Buyer's Guide: 11 Must-Ask Questions When Evaluating Clinical Communication Solutions**

**Communication Optimization for Nurse Teams: 3 Ways to Streamline Care Delivery with a Clinical Communications Platform**

**Communication Paths for Physicians: 3 Ways to Streamline Care Delivery with a Clinical Communications Platform**

**Clinical Strategies for Today's CIO: How a Comprehensive Communications Solution Improves Security, Population Health, and Interoperability**

# About TigerText

As healthcare's largest provider of clinical communication solutions, TigerText helps physicians, nurses, and other staff communicate and collaborate more effectively, accelerating productivity, reducing costs, and improving patient outcomes. With 6,000 facilities, 99.99% uptime, and over 10 million messages processed each day, TigerText continually delivers advanced product innovations and integrates with critical hospital systems such as the EHR, nurse call, and scheduling solutions.

The company's commitment to client success is reflected in its broad support organization that works directly with clients at every stage to streamline communication workflows and achieve the highest possible ROI.

**For more information**, follow TigerText on Twitter (**@tigertext**) and visit **[www.tigertext.com](http://www.tigertext.com)** to learn how clients like RWJBarnabas, Geisinger, and Lifepoint are using TigerText to solve healthcare's biggest communication challenges.

