



**THE NEXT FRONTIER
FOR HEALTHCARE:
LOOKING INWARD TO
RECOGNIZE REVENUE**



THE NEXT FRONTIER FOR HEALTHCARE

LOOKING INWARD TO RECOGNIZE REVENUE

On dozens of visits to healthcare institutions around the country in recent months, one fact has been truly inescapable: hospitals are at a critical inflection point. Some might even say a breaking point. Even with stable or increased volumes, a growing number of these organizations will not be able to continue surviving on operating income alone.

It's a difficult situation—and the conversation inevitably leads to the words “expense reduction.” But this is an industry that's long past the point of making the easy cuts. Nursing and other professional staff are already stretched to capacity, and equipment resources are frequently only available at levels that meet minimum compliance standards.

The solutions here aren't easy.

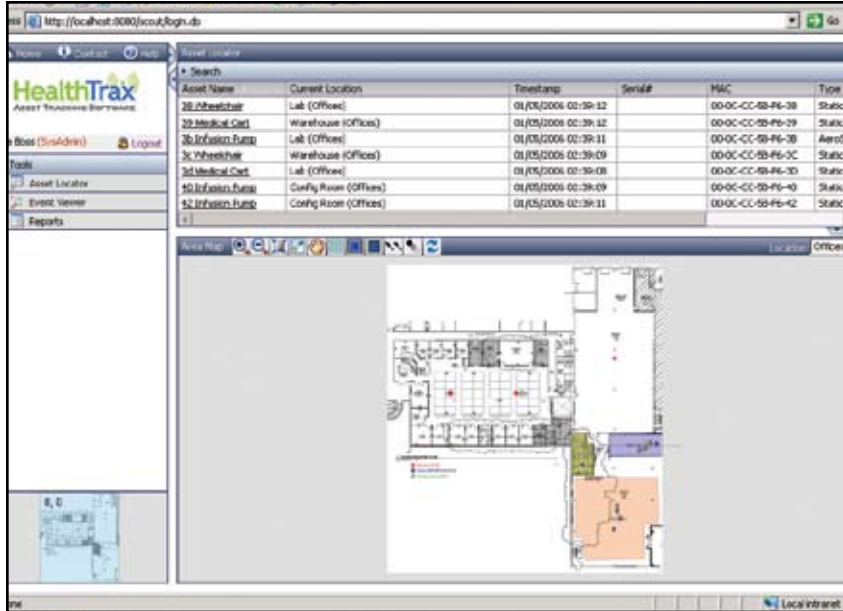
But the areas in which to look for them are clear:

Improvement in Patient Flow. This may be the key factor for hospitals to demonstrate material increases in revenue going forward. Wherever revenue can be increased due to improvements in patient flow—without increasing variable expenses—then we see an improvement in margin for the hospital. Top and bottom line improvements are what most CFOs are looking for.

Technology That Opens Immediate New Capability. The reality is that hospitals simply can't waste time implementing new technology that only brings incremental improvements in efficiency. What's needed here is a new breed of solutions that essentially change the paradigm—offering entirely new capabilities and functions that bring insight, efficiency and accuracy that simply wasn't previously available.

Optimized Resource Utilization. Resources and equipment may be scarce, but it's frequently not because the equipment is in use. Downtime is often disproportionate due to equipment waiting in queues for maintenance, being discreetly stashed or hidden away by well-intended but overworked medical and nursing staff, or a basic inability to quickly locate where an item is at the moment when it's needed.

Improved Perception and Reputation. These may seem to be softer objectives, but the implications here will ultimately hit the bottom line. Improvements in patient satisfaction will impact the type of patients that actively seek admission to your facility and the subsequent procedures performed. This in turn can lead to greater levels of staff morale, greater productivity and the ability to allow doctors to see more patients.



RTLS will play a significant role in shaping the strategic landscape for Healthcare.

There are elements in each of these areas that can be partially remedied, but there are few solutions that can directly address the root cause behind each of these four drivers today—while remaining fully viable and cost-effective. We believe that one of the exceptions is where the introduction of real-time location systems (RTLS) is involved.

Conquering Expense Reduction in Real-Time

A real-time location system (RTLS) can directly address the workflow, technology, resource utilization and reputation issues noted above. It may also be the fastest-growing wireless application most people have never heard of—and will play a significant role in shaping the strategic landscape for healthcare. RTLS takes the guesswork out of two pivotal questions:

- Is something or someone here, or is it there?
- Where has it been previously—and is that information valuable for planning?

According to a recent AMR Research healthcare study, staff members claim that up to 25% of their day is spent trying to locate limited availability specialty instruments and equipment. This is a dilemma common across the whole market. Reclaiming this inefficient use of time will empower the caregiver to do what they were truly hired to do. In addition, it accommodates for the vital need to locate equipment in every context—from normal procedures to code blue situations.

At base level, real-time location system data can provide the caregiver with a patient's current location within the facility—new information that has an immediate impact on patient flow. Yet, the user of RTLS data can also go a step further and measure the interaction between the patient and caregiver. The measurement of this interaction and workflow can assist the healthcare organization in managing FTEs (shift and staffing).



Considerations Prior to Implementation

Before implementing any RTLS solution to improve workflow, a healthcare facility needs to understand the objectives in implementing this type of solution and the importance of selecting the right strategic partner.

In order for the solution to be successful, the partner should be responsible for measuring logistics and timelines, as well as determining objective metrics on the current processes—a critical step in the creation of baseline data against which future return on investment calculations will be made.

At the conclusion of this analysis, areas for measurement of ROI and/or improvements will be jointly identified. Since automation often provides opportunity for both hard-dollar and soft-dollar return metrics related to performance, areas such as patient satisfaction, employee satisfaction, support of mission and other organizational imperatives will also be considered in addition to savings in time and resources.

Choosing the Right Partner

The best news here is that it's possible to see a return on investment in a short period of time. With the right partner—one who has both specialized healthcare knowledge, and the resources to implement a full RTLS mobility solution—implementations can leverage your existing infrastructure and be handled with minimal involvement from your IT staff. These are both critical factors in the current environment of expense reduction.

As healthcare organizations continue turning inward to recognize revenue, real-time location systems present one of the most promising methods for addressing the greatest operational and resource challenges.

Authors

George Cikalo

Director of Software
Business Development
InfoLogix, Inc.

Jason Fradin

Vice President of Marketing
InfoLogix, Inc.

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InfoLogix is a leading provider of enterprise mobility and advanced wireless asset tracking solutions for the healthcare and commercial industries. InfoLogix uses the industry's most advanced technologies to increase the efficiency, accuracy, and transparency of complex business and clinical processes.

With 19 issued patents, InfoLogix provides mobile managed solutions, on-demand software applications, mobile infrastructure products, and strategic consulting services to over 2,000 clients in North America including Kraft Foods, Merck and Company, General Electric, Kaiser Permanente, MultiCare Health System and Stanford School of Medicine. InfoLogix is a publicly-traded company (NASDAQ: IFLG).

WWW.INFOLOGIX.COM • INFO@INFOLOGIX.COM • 215.604.0691
INFOLOGIX, INC. • 101 E. COUNTY LINE ROAD, HATBORO, PA 19040