



# WiFi Engagement & Analytics



## Private Healthcare

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A proven solution to enhance safety, improve staff efficiencies, and increase patient satisfaction

# The need for change

Patient satisfaction is crucial to the financial success of healthcare organizations and expectations continue to evolve.

A high percentage of patients are frustrated with their healthcare experience, while a growing number are asking for a more digital experience.

Hospital facilities are by their nature very complex and constantly adapting which creates confusion for patients and visitors, causes delayed or missed appointments, increases the pressure on staff and has financial implications running in to the billions of dollars.

This has been compounded by the Covid 19 pandemic which has added to the innate anxiety felt by patients, causing a drop in the number of elective treatments being carried out and reduced revenues.

Healthcare organizations need to adopt approaches that will instil trust, reduce anxiety and reap the financial rewards.



# WiFi Engagement & Analytics

Our goal is to make sure that physical spaces survive and thrive for current and future generations, by helping them to stay relevant and ensuring visitors enjoy going to them.

We do this by turning them into Intelligent Spaces. Healthcare organizations leverage technology, know-how and clear insights that allow them to drive their desired outcomes and make better decisions.

WiFi Engagement & Analytics is used in more than 65,000 venues, servicing more than a million end users every day. Customers include Cleveland Clinic, Sarasota Health, University Hospitals and the NHS.

Through WiFi Engagement & Analytics, they have been able to understand who their patients and visitors are, how they behave when they're onsite, and through this insight have been able to deliver safer, more pleasurable experiences, while reaping the rewards for their own organization.

# Designed for Healthcare, proven in Healthcare



## Cleveland Clinic

Simplify the patient journey in order to improve the experience



## Brigham and Women's

Support staff efficiency and well being



## Albany Medical Center

Rapid updates and response to ever changing policies and routes



## University Hospitals

Integrated wayfinding to help decrease missed appointments



## Sarasota Health

Boost satisfaction for new onboarding staff and first time patients



## National Health Service (NHS)

Targeted health messages based on demographics to ensure patient safety



# The cost of confusion



Many patients find it difficult to navigate successfully around healthcare campuses.

Arriving at the wrong parking garage, entering at the wrong entrance, or simply taking a wrong turn and becoming lost - all of which can lead to missed appointments as well as interruptions for staff.

All of this adds up to increased anxiety, poor patient experience and negative impacts on revenue.

The areas that can be affected by this kind of experience include:

Patients are getting lost in healthcare venues

**30%**

The percentage of patients frustrated with their healthcare experience

**71%**

The cost of each missed hospital appointment in the US costs

**\$200**

Of patients are asking for their experience to become more digital

**60%**

# The patient journey

A patient's experience begins before they start their journey to a healthcare facility, and doesn't end until they have returned home again.

To truly provide a quality experience, it's important to provide help and support throughout the journey, from providing the right information pre-visit, clear and detailed instructions when they are on site, help to make it home efficiently and a mechanism for them to provide feedback quickly.

The five steps of the patient journey are:

**1.**

Pre-visit

**2.**

Navigation

**3.**

Incidents

**4.**

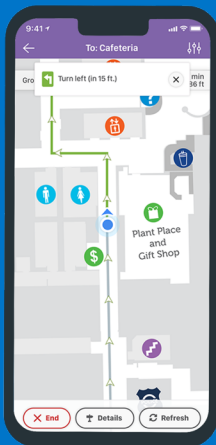
Sharing

**5.**

Feedback

# Tailoring the experience

Healthcare organizations deliver services to a wide range of demographics, each with differing expectations, as well as access to, and experience of using technology. Providing functionality that matches their needs is crucial to their satisfaction.

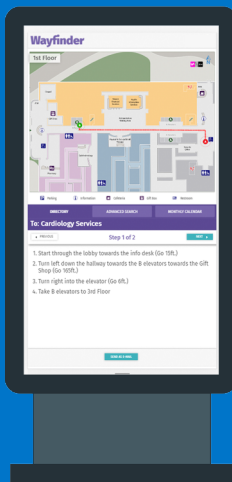
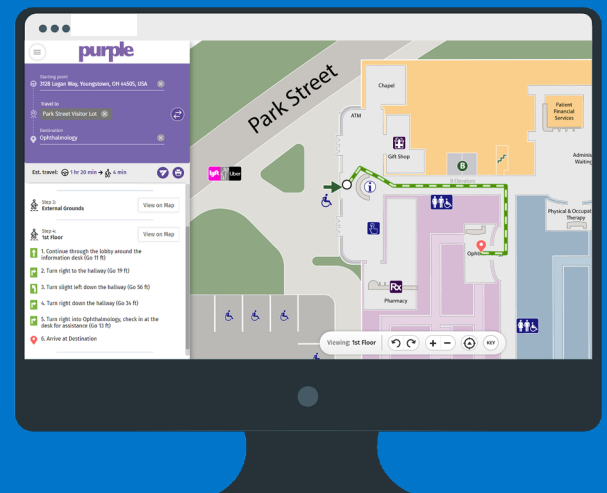


## Mobile Application

Provide an accurate blue-dot navigation experience and location-based messaging delivered through a new or existing mobile application.

## Responsive Web

Enable patients to pre-plan their visit, with offsite to onsite directions. Delivered online via desktop and mobile.

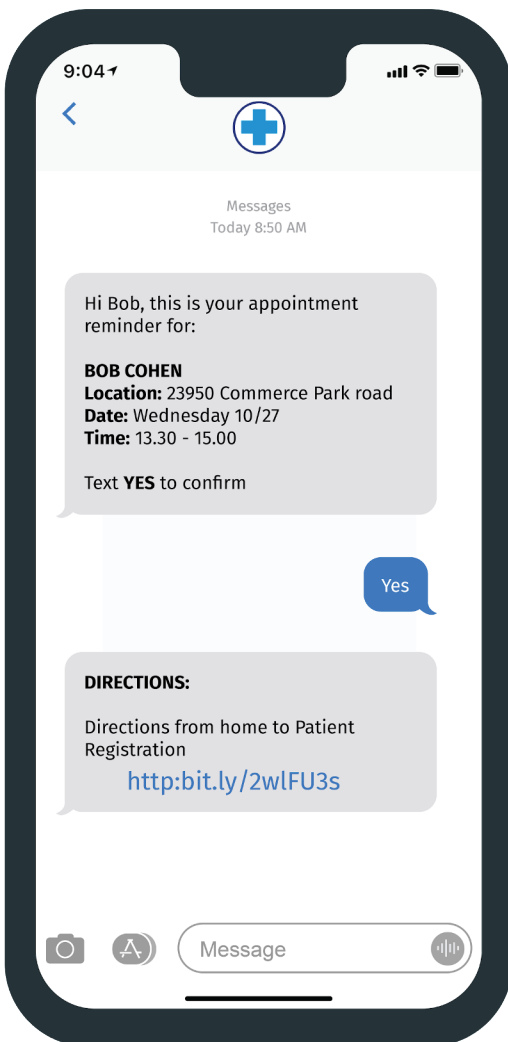


## Digital Displays

Physical onsite kiosks provide Interactive maps, directions and multimedia information. Offer the ability to print specific directions onsite.

# Pre-visit

The time leading up to a hospital visit can be an anxious one. Patients are not only worried about their upcoming appointment, but also about traveling to the venue and making their appointment time. Through providing useful educational information they can be put at ease.



## Appointment reminders

Deliver appointment details including a link to provide information on navigation

## Transit

Offer advice on the best possible route to the facility using different modes of transport

## Route planning

Provide the details so that patients can plan their entire visit in readiness for their journey

## Information on their consultant

Link to useful information regarding the doctor or consultant they will be meeting with

## Integrations

Link directly with your Epic processes through our integration

# Navigation

When a patient or visitor arrives on site, they're looking for the easiest, quickest and safest route to their destination. By providing information to them in a format they find useful you can remove many of the stresses of visiting a hospital, as well as providing opportunities to communicate to them on additional services.

## Log their starting point

Make it easy for patients to return to their original starting point, such as a parking garage, by logging this location

## Directions

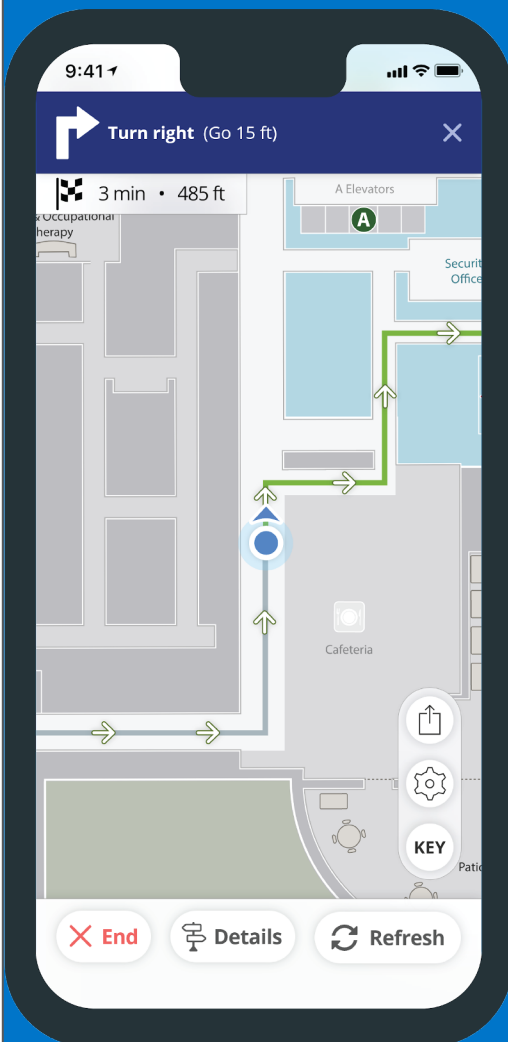
Provide step by step instructions on arrival at the facility across multiple channels including mobile app and web browser

## Location based information

Use their location to provide useful or important information on other services available in their location

## Alerts

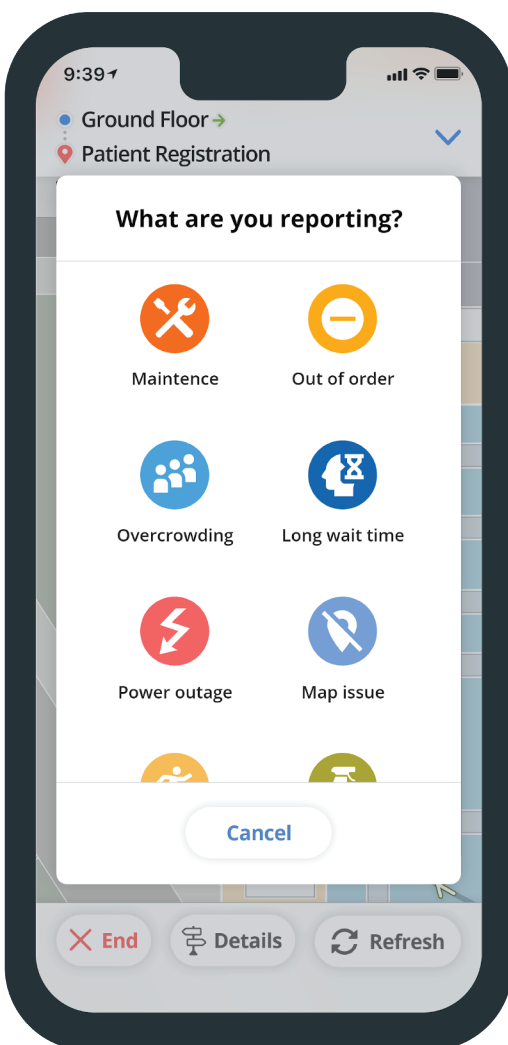
Let them know if they have arrived successfully, gone off track or if there is a requirement to alter their route due to other circumstances



# Incidents

The incident reporting functionality works in conjunction with the wayfinding system, and enables staff, patients and visitors to report different kinds of events or hazards with a single click.

This feature contributes to the rapid resolutions of maintenance issues, a safer environment, empowered staff and patients, and a reduction in call center FTEs.



## Configurable incident types

Incident types, icons and priorities are determined by your team

## Automated business rules

Business rules determine what process occurs with each alert type, for example to send a text and/or email notification to a designated recipient or group

## Rapid resolution

The incident owner will receive a report and an embedded link, which will launch the wayfinding system and guide the respondent to the hazard

## System logging and analysis

The entire process is logged by the system, for later analysis and action by the institution on a case by case, or aggregate basis

## Integrations

Incident reporting integrates with your existing ticketing system



# Sharing

Depending on the circumstance, patients may need to let friends and love ones know their location so they can join them, or potentially help them with some element of their journey. Giving them the ability to share their location eases some of the stresses of a hospital visit.

## One-click location sharing

With a single click, you can share your location via your preferred DM with anyone on your contact list

## Seamless navigation

The recipient will receive a message and a link - clicking on the link opens the wayfinding app (if installed) or the responsive website, and provides them with the same quick, safe and efficient route to their destination

## Favorites

Locations can be starred as favorites or bookmarked for ease of reference and sharing in the future

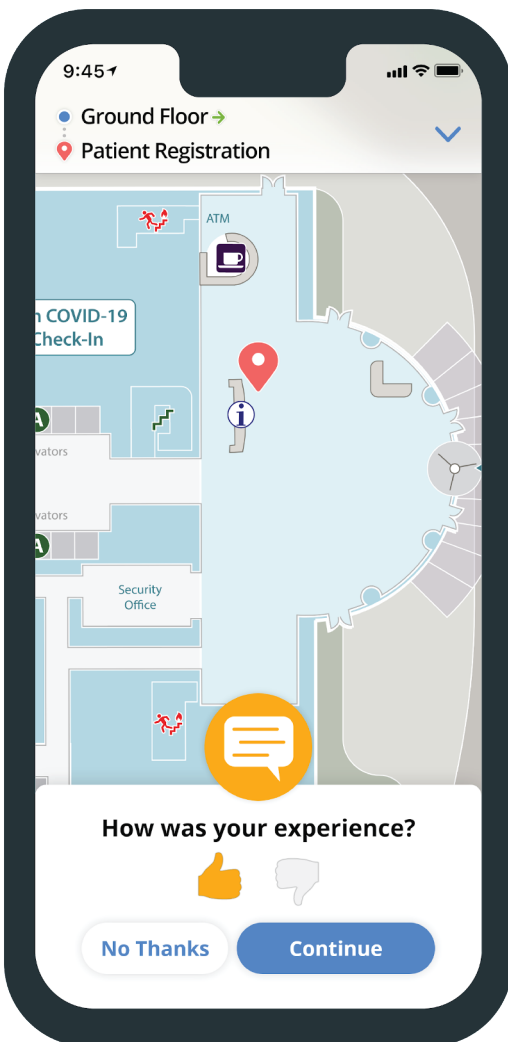
## Watch my journey

An upcoming feature will allow you to watch your friends progress to your destination



# Feedback

Iteratively improving the patient experience and increasing satisfaction requires ongoing, immediate and useful feedback. It's important to know what you are doing well, as well as areas you need to improve. Capture this information from patients as they navigate through your facility.



## **Configurable feedback screen types**

Feedback screen types, such as text/stars/thumbs up/down, are configurable and determined by your team

## **Trigger feedback screens by location**

Feedback screens can be automatically launched by a location trigger - typically when the patient reaches their destination

## **Launch feedback screens on demand**

At any time the user can launch the feedback screen from the menu bar, providing an immediate and productive outlet for good and poor experiences

## **Feedback is FYEO**

Feedback and star ratings are posted to your internal wayfinding admin logs only, not to the app store, so you can decide what to do with it

# A business case:

Summa Health is a healthcare delivery system in Northeast Ohio, providing comprehensive emergency, acute, critical, outpatient and long-term/home care.

## Challenges and Objectives

- Complicated buildings and evolving layout
- Multiple garages and entrances
- The need to increase patient experience

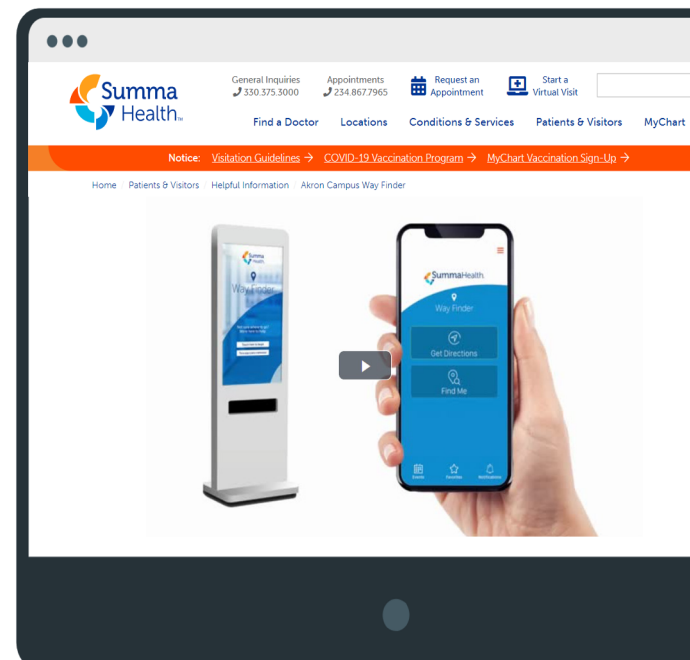
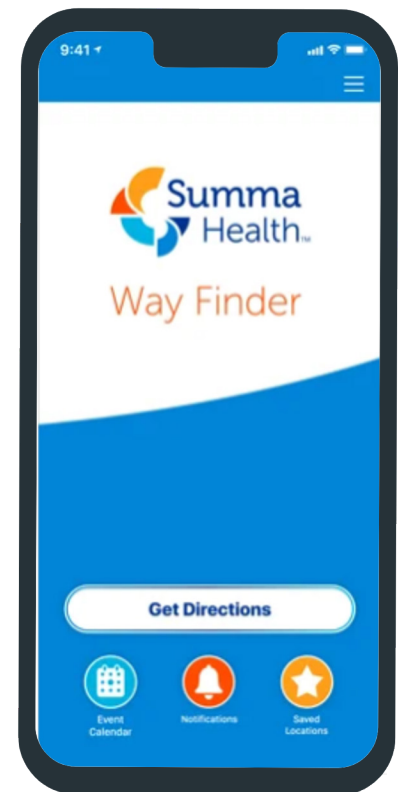
## The Solution

- Wayfinding (web and mobile version)
- Kiosks at key building locations
- The launch of Summa Health Way Finder

## The Results

- Patient-focused navigations
- 1,000's of app downloads
- 5 stars on Apple marketplace

# Summa Health



# Technology (mobile)

WiFi Engagement & Analytics's hybrid positioning technology gathers data from WiFi, BLE beacons and the earth's geomagnetic fields to deliver positioning accuracy within 3'-5' while using 85% less beacon hardware than competing systems.

## Installation

A full web based wayfinding system can be installed in as little as four weeks

## Content management

Our advanced CMS makes changing data easy for your staff, and we're always there to help

## Real-Time

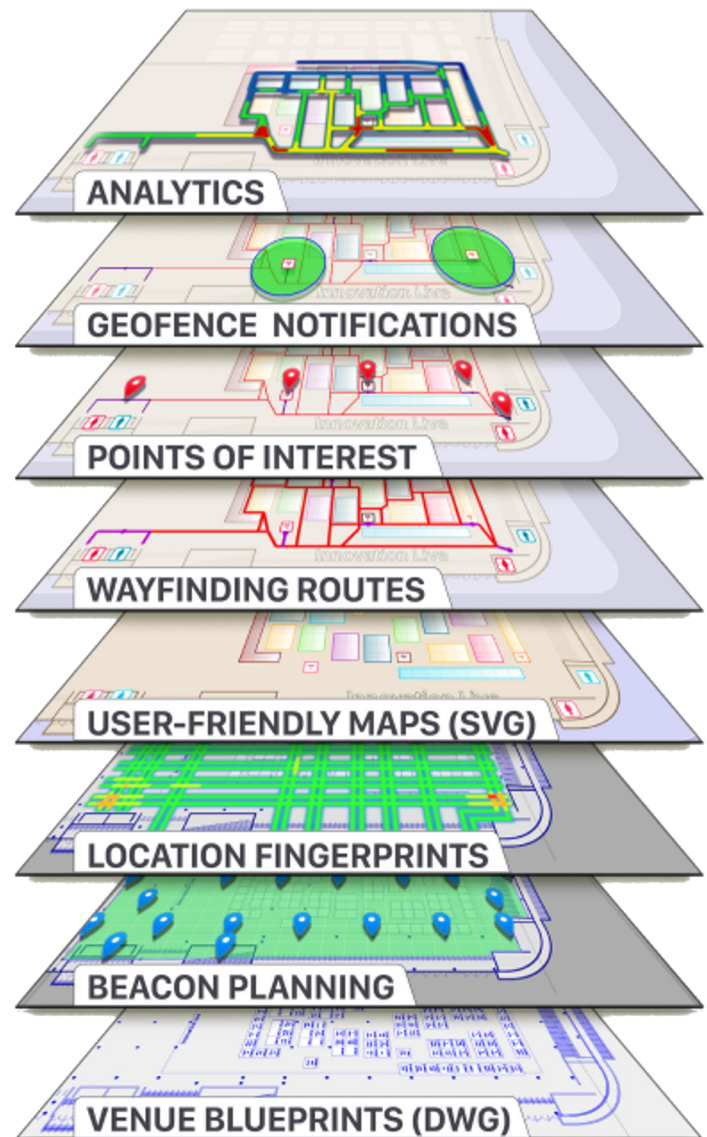
Routes are drawn in real-time, so the quickest, safest journey is always presented to the user

## Geo-magnetic

Our partner-patented geomagnetic technology provides a significant cost and accuracy edge

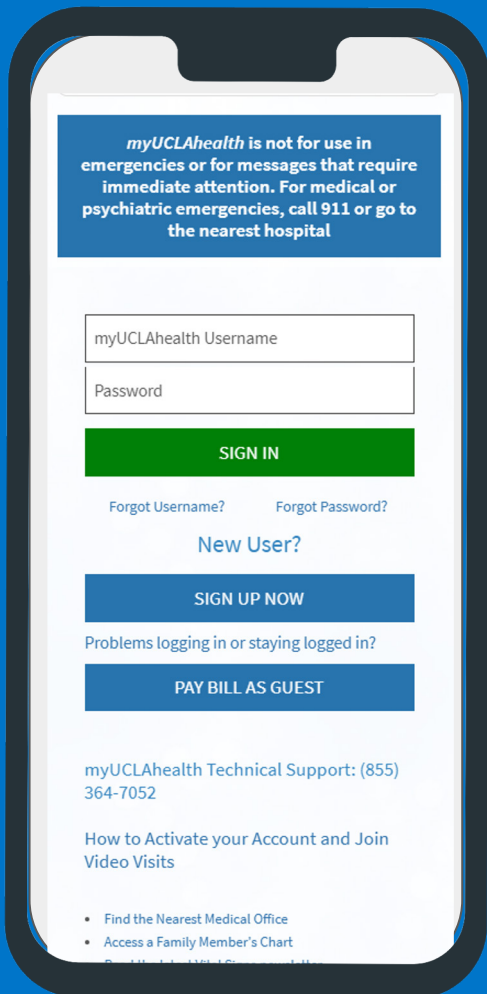
## SDK vs. white label

Both white label and SDK versions of the app are available



# EMR and Epic Integration

WiFi Engagement & Analytics Indoor Wayfinding can be integrated with third-party platforms or apps via open APIs and a mobile SDK. Through MyChart Extensibility functionality, the system is launched from a patient's MyChart appointment details page. This allows visitors to get one-click directions from their home or other starting point to the point of care and back again.



## Login

Patients log into their MyChart account, where they check their list of upcoming appointments

## Deep link

Within the appointment screen, patients will be provided a deep link that, when clicked, launches directions

## Epic

EPIC DEP codes are used in the deep link to pass the appointment location to the wayfinding app

## Appointment

Directions are generated from any starting point to the exact location of their appointment

# Deployment & success

WiFi Engagement & Analytics takes a phased approach to deploying solutions which typically takes 12 weeks to deliver. However our support doesn't stop there. We'll work with you to drive adoption through education and marketing, as well as an ongoing commitment to customer success.

## Deployment Phase 1

- Requirements gathered
- System set up
- Testing and acceptance

## Deployment Phase 2

- Fingerprinting
- Testing and acceptance

## Building Engagement

- Benchmarking activities
- Internal announcements
- Internal champions and testers

## Marketing

- Physical signage
- Digital assets
- Campaigns

## Customer Success

- Success plan
- Kick off
- Healthcheck
- Quarterly business reviews





# Stakeholder rewards

Focusing on increasing patient satisfaction will clearly have a positive impact on the overall experience that they receive. However as we've found, a wider group of stakeholders benefit from these initiatives.

Furnishing patients with more information and an intuitive way of navigating the facility also removes some of the obstacles that staff have to overcome on a daily basis, allowing them to focus on their key roles.

The organization will also see benefits through decreasing the cost of missed appointments, increased funding through higher satisfaction ratings and a much more efficient workforce.

## Patients

Improved satisfaction  
Reduced anxiety

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# 30K

Successful journeys  
completed per year

## Staff

Improved satisfaction  
Increased efficiency

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# \$25K

Reduction in  
interruption costs  
per nurse per year

## Hospital

Appointment discipline  
Increased efficiency

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# 80%

Reduction in  
infrastructure  
investment and  
maintenance

# The Power of WiFi Engagement & Analytics

WiFi Engagement & Analytics customers include some of the largest stadiums, biggest retail brands, and highest ranked healthcare campuses and hospitality venues in the country.

Whether your business is looking to capture key visitor data, build detailed visitor profiles and reports, or segment data to improve visitor engagement and increase revenue, we offer the tools and reporting functionality to transform your physical space and deliver exceptional visitor experiences. Contact our team to learn how you can put your WiFi to work for you.

## About Telesystem

For over 25 years, Telesystem has been empowering businesses across the country with a range of innovative network, communication and collaboration solutions designed to address the business-specific needs of each customer. Guided by strategic partnerships and a customer-centric mission, these customized solutions are backed with white-glove implementation and 24/7 US-based support.

Telesystem currently delivers enterprise collaboration solutions and networking services to businesses nationwide. Their customers include hospitals, universities, local public and private school districts, banks, multi-location retail establishments and regional government offices, to name a few.

