



## Medical School Deploys OnPage for its Residency Program

A CASE STUDY – 3 Years Later!  
with IT Director Jaime Cifuentes



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Critical Healthcare Communication

### A Large Public Medical School in the South Chose OnPage Critical Communication for their Residency Program – 3 Years later!

#### The Business Situation

A major public medical school residency program in the Southeast was in a critical messaging turmoil. The IT director and his team were experiencing unreliable paging coverage, pages were intermittently not getting through, and there was no way to know which message failed. The IT team searched for an easy-to-use, reliable critical messaging system that is HIPAA-compliant and records the status of each message via a time-stamped audit trail.

#### The Solution

OnPage provided HIPAA-compliant, fault-tolerant global coverage with complete messaging accountability.

#### The Product

OnPage Enterprise Solution - Cloud-Based Incident Management System and Priority Messaging.

#### The Benefits

- Resident accountability via a stamped Audit Trail.
- Solid global coverage with no gaps, regardless of where the residents are located.
- Easy to deploy and virtually no learning curve.
- On-Call scheduling with escalation and failover.

#### THE SITUATION

Three years ago, a major public medical school residency program was experiencing serious critical messaging issues. Administrators, management and residents alike, were never certain whether critical messages got through to the intended recipients. Furthermore, due to limited coverage and antiquity of their paging system, most residents were forwarding Pager messages to their smartphone as SMSs, exposing the hospital to major fines and penalties due to non – HIPAA compliance.

#### THREE YEARS LATER

Having used the OnPage system for three years now, we asked Jaime Cifuentes, IT Director and Information Security Officer for the medical school, to shares his motivation and experiences with the deployment of OnPage throughout the organization.

*“One of our physicians at the University was already using OnPage. We, the IT team, downloaded the FREE TRIAL and really liked what we saw. Honestly, I could not find another system that had the collection of features that the OnPage solution provided. None of them were so easy to use and deploy nor as secure as OnPage. Very few vendors published how information is secured which was not acceptable. The HIPAA compliance feature was one of our mandatory requirements. After doing an OnPage pilot program we never looked back.”*

According to Jamie, there were several factors that drove his department in search of a real-time incident management solution. While security is always of paramount concern, his most pressing problems were **availability and accountability**.

*“The paging service provider in the area had very little coverage and it was getting worse every day. When running a residency program, reliability and complete geographical coverage is crucial. Residents were living all over the region, and beyond, while the pages were being received only in a limited four or five block area around the hospital. Anywhere outside that area coverage was spotty at best, and trending worse regularly”.*

The IT team had to find a suitable solution that needed to be **secure and HIPAA compliant, as well as reliable, easy to use, and provides accountability among the residents**. They looked at non-digital paging systems that the local police department was using, however the pagers just “paged” out and did not have any additional features. Working with a young, progressive residents community, Jaime and his team realized that in order to ensure success of deployment of a new messaging system, they had to introduce a state-of-the-art, progressive system.

*“We could see the market was changing towards using smart devices and decided to seek out something more valuable with the latest technology. We wanted it to be easy-to-use (like sending an email or text) for the residents while HIPAA compliant and easy to manage for us. That’s when we discovered OnPage. OnPage was highly cost-effective while providing rock-solid, data channel signal coverage no matter where the users were located. It was also feature-rich as compared to the old “Plain Jane” pagers. **OnPage was a no brainer for us.**”*

## **OnPage is an Important Component of the Residency Program.**

It enables the program to work efficiently and all members of the organization to communicate reliably. When an unexpected event occurs and there is a need to get a hold of someone right away, OnPage is at the ready.

*“The page that goes out in the middle of the night when someone is giving birth is a good example of a critical alert that has to work reliably and securely. We must be 100% certain that the message was received and read, and that someone is attending the patient.”*

Additionally, HIPAA compliance has to be guaranteed in all healthcare environments. The department heads and the IT teams no longer have the nagging feelings and doubts associated with traditional unreliable pagers.

## **Directors of several departments at the Medical School thoroughly appreciated the accountability that the OnPage audit trail provides.**

Since it's a residency program, the hospital needs to get in touch with doctors, residents and students quickly and frequently. Prior to deploying the OnPage system, the most common problem they experienced was that pages frequently did not get through to the intended recipients, and they were constantly wondering "Did the pages go through or not?" At the same time, the residents were concerned that they may have missed an important page. There was no way to confirm and track the messages.

*"I heard this complaint far too often: I don't know what you are talking about, I never got paged!"*

The IT staff and the department heads needed to know what or who was failing and why.

### **THE SOLUTION**

**Not only is OnPage HIPAA Compliant, the Paging Problems have disappeared. Critical communication is effective and residents as well as staff are happy with the solution.**

The audit trail is tracking all OnPage communications via all channels, and has eliminated any uncertainty and confusion over missed pages. Everyone can see that a nurse has appropriately sent the page, the time that the recipient received it, and whether the page was read or not. The content of the message is, of course, visible only to authorized users.

*"There is no longer a messaging black hole. For over 3 years now we are using the OnPage system. Thanks to the audit trail, we no longer have to take somebody's word for it. We can actually see what happened, when it happened and at what point there was a break in the process. There is a log where we can see what's happening day to day on an operational basis. The OnPage system's accountability reporting has made our jobs much easier."*

### **SUMMARY**

*"I am glad to say it, I take OnPage for granted. I no longer stay awake at night wondering if the messages are getting through.*

***It just works!"***

- **Superior Technology that's Easy to Deploy.**
- **Secure HIPAA Messaging with "High" and "Low" Priority**
- **Solid / Reliable Coverage**
- **Audit Trail Guarantees Accountability**
- **Simple On-Call Scheduling & Escalation**
- **Cost-Effective / Real-Time Messaging**