

Verizon Powerful Answers Award 2013

QUICK REQUEST PROBLEM – SOLUTION

Many issues pose as challenges to the healthcare industry when it comes to the quality of patient care. According to Healthcare Financial News, the Physicians Foundation identified the top five biggest problems that doctors will face in 2013. Among these is the estimated number of 30 million new patients entering into the healthcare system within the next two years, and recent studies have shown that the average wait time for a patient to receive care in a hospital is already four hours. The main concern with the increased number of patients is the decrease number of staff members to provide the quality of care necessary. Each year, millions of dollars are distributed to hospitals around the country based in part on a government survey that rates patient satisfaction with questions like “how often did doctors treat you with courtesy and respect” and “how often was your room and bathroom kept clean?” When hospital employees fall short of their service, like not being able to clean or maintain facilities as directed or respond to a patient’s requests in a timely manner, the hospital can easily receive lower ratings which may result in lower Medicare and Medicaid payments. The hospital would lose money, its reputation, and ultimately, repeat business.

Quick Request is an ideal solution for quality of patient care in the healthcare industry. Quick Request combines smartphones with QR codes to provide custom mobile apps for each hospital room to help manage the facility and improve patient service and satisfaction. Patients, along with visiting family and friends, can easily scan the QR code posted in their room or around the hospital to report a problem, order food, ask their nurse a question, or request custodial services. The system records all interactions automatically and immediately notifies the right employee to respond. By utilizing Quick Request, patients can more effectively and efficiently communicate their needs to the appropriate staff member without the frustrations of finding the right person or having the patients’ requests be lost in translation. Nowadays, more and more Americans who are considering a hospital stay can simply go online and compare reviews of performance for their local hospitals. This inevitably will force hospitals to improve their quality, service, and cost.

Furthermore, the system saves the nurses and doctors time from routing patient calls and requests and allowing them to perform their main job functions with minimal distractions. With the ease of Quick Request’s communication channel, hospitals will be more likely to receive positive feedback on surveys from their patients to help boost ratings.

VERIZON CORE CAPABILITIES

With the combination of smartphones and QR codes, Quick Request utilizes the wireless, mobility, and cloud services of the Verizon core capabilities. After creating and customizing Quick Request’s apps from the hospital computers, anyone can use his or her smartphone, or a tablet provided by the facility, to scan the available QR codes to report a problem, request a service, and/or provide feedback. The system would automatically record the activity on a cloud-based service and immediately notify the appropriate staff member to respond to the scan.

SOCIAL BENEFIT

Social attitudes in today's society have changed drastically with the advancements of technology. People have shorter attention spans, have become less patient, and have higher expectations with what they should get in return. With the world's news and information literally at a press of a few buttons, people expect the society as a whole to be better informed and better behaved. The major challenge here, however, is communication. Being able to find effective ways to communication with someone or an effective method of communication is often times the barrier to getting back the desired response or behavior in a timely manner.

With the new and innovative service software of Quick Request, this cutting-edge technology is able to offer a significant social benefit by creating better and more positive interactions between a company and a customer through an improved communication strategy. Quick Request makes it easier for businesses to connect and receive feedback from their customers so they can increase efficiencies and services to boost client satisfaction, so medical service providers become more transparent and accountable in what they do.

Switching to online services for the healthcare industry allows hospitals, clinics, and treatment centers to lower their operating costs and grant more people access to affordable healthcare. The system allows companies to renovate their internal operations by cutting down additional and unwanted administrative paperwork, processes, policies, facility management costs, and ultimately, valuable employee working time. The goal of technology is to continually improve the way people live their lives every day. By adopting Quick Request, companies can provide better service to their customers and implement better management and operational tactics for their employees to continually advance the overall quality of the healthcare system and save more lives.

COMPETITIVE EDGE

Quick Request has many features and benefits to its service that separates itself from its competitors. The main advantage to Quick Request is its ability to multi-function within just one system. Currently companies have to install, train, and maintain multiple technologies for their businesses since most of these systems are only able to provide one main function: to send out a survey for gathering feedback, to automate daily tasks for employees, OR to track employees' progress and performance. Having to manage multiple systems can increase company costs for more time spent on training new hires, constantly updating the software, and ensuring that no errors were made by the users. With Quick Request, users can performance and track many of their necessary functions and needs with just one scan of a QR code on their smartphones without a computer. A patient in his hospital room can request custodial services to clean up his bathroom, order his meals from the kitchen customized to his preferences, AND give his feedback on the quality of service of his nurse all from the one unique QR code signed to his room.

In addition, Quick Request eliminates manual input of issues. The system automatically records all activities from both the customer and administrative side of usage. This significantly reduces the chance of employee errors for inaccurate data and unnecessary delays in procedures. Not only is Quick Request easy to set up and use, the system also is a powerful application for creating efficiencies for time-consuming tasks and delivering better results instantly from customer feedback.

IDENTIFYING THE MARKET

Quick Request is adaptable to perform in multiple industries to help improve quality of service across the globe. The healthcare industry offers a huge market size nationally and internationally. According to the American Hospital Association (AHA) Annual Survey, there are approximately 5,800 community, federal government, psychiatric, long-term care, and institutional hospitals registered for service in the United States. Internationally, the number of registered hospitals increases to approximately 18,000. Other facilities within this competitive market include thousands of treatment centers, clinics, and senior care facilities across the country and worldwide.

Not only can Quick Request help improve the healthcare system, but this technology also has viable solutions other industries such as hospitality, higher education, retail, property management, and the sports and entertainment fields.

ECONOMIC ANALYSIS

According to Forbes news, health expenditures in the United States neared \$3 trillion last year and is projected to reach an astounding \$4.6 trillion by 2020. Many factors within the industry contribute to the rapidly growing expense. Among these is the decrease in productivity with using old technologies.

U.S. physicians and hospitals are far behind the digital evolution when it comes to using the latest mobile devices and internet services to provide quality patient care. USA Today reported that because of this, hospitals are engrossing an estimated \$8.3 billion annual cost in productivity loss and increased patient discharge times. A study by the Ponemon Institute for health care professionals found that clinicians waste approximately 46 minutes per day waiting to gather accurate patient information, and patients wait another estimated 37 minutes for hospital staff to respond with necessary information to discharge them from the hospital. This loss of productivity and time equate to \$900,000 spent per year for a community hospital and more than \$5.1 billion in the healthcare industry annually. The main reason for the time delay comes from relying on ineffective communication software such as poor emailing systems and inefficient pagers.

In addition to increasing health expenditures, medical mistakes are costing physicians and hospitals not only billions of dollars each year, but also hundreds of thousands of American lives. According to the Journal of the American Medical Association, three times as many people die every year due to medical errors in hospitals than they do on U.S. highways — 100,000 hospital deaths compared to 34,000 highway deaths. Of these 100,000 people, an approximate 80,000 die from causes that could have been prevented if doctors and nurses had more time to provide better care for their patients. In other words, one out of every 370 people admitted into a hospital dies due to medical errors. As a result, these mistakes are costing the healthcare industry an estimated total of \$17 billion to \$29 billion annually.

Addressing the growing burden of healthcare cost and expenditures in the United States continues to be a major challenge. However, adopting new technologies into the healthcare system in innovative ways is a viable solution to decreasing health spending and increasing health affordability to save more lives.