Comparing the Zipit® Enterprise Critical Messaging Solution™ to other secure texting apps

Qualifying secure messaging providers

When comparing secure messaging solutions, Healthcare professionals and staff must carefully consider which offerings will most effectively address their unique business challenges. While many secure texting apps and platforms provide a familiar means of communicating, most are limited in their ability to support Healthcare teams due to **unreliable message delivery**, lack of message **visibility**, and/or inability to **integrate** with clinical workflows and existing Health IT systems.

In addition, studies have highlighted the ineffectiveness of simple texting solutions due, in part, to their lack of sensitivity to the context of a message. This results in important messages getting lost in the often-overwhelming number of non-urgent or "everyday" messages.

When choosing a secure messaging solution for your organization, consider the following:

Is communication completely secured and reliable?

Security is about more than just encrypting messages. If unauthorized persons, either inside or outside of the organization, can access sensitive communications, then the platform in question cannot reasonably protect PHI or other confidential information.

As in the Zipit solution, messages must be encrypted from end-to-end, both "at rest" on the device and in the cloud, as well as "in transit" using SSL/TLS technologies. If a person loses their smartphone or messaging device, administrators should have the ability to remotely lock and wipe that application/device to prevent unauthorized access to sensitive data.

Messaging systems must also be consistently available and reliable. In the case of the Zipit solution, all messages sent since going live in 2011 have had an average confirmed delivery time of less than 10 seconds and Zipit servers have operated with an uptime of 99.99%.

This network and database redundancy ensures communication is constantly working and always protected.

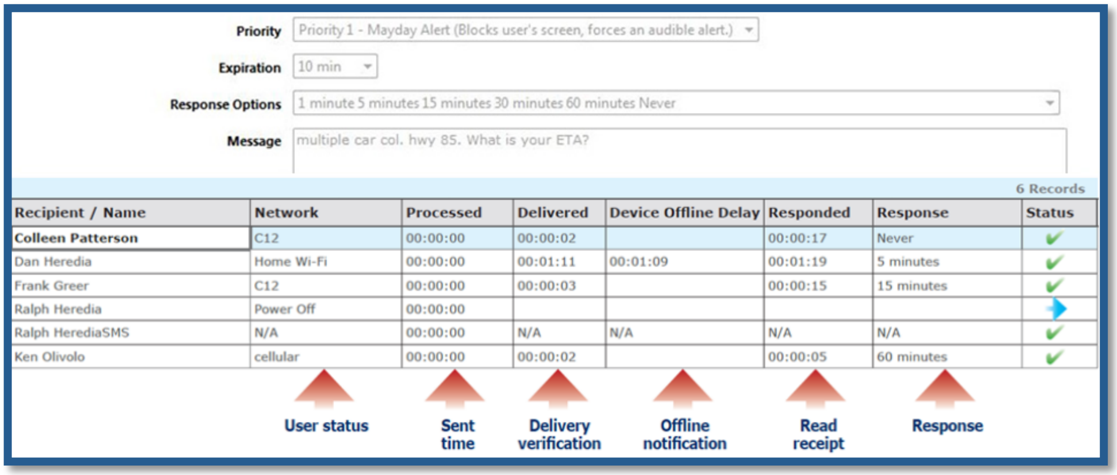
Does the solution provide visibility into the communication that is taking place? Are users notified when devices are powered off?

Anyone familiar with texting has either said or heard "Did you get my text?" before. This scenario clearly highlights the inherent problem with texting. **Encrypted or not – text message delivery is not guaranteed. Because many platforms do not provide detailed analytics on message and device status, organizations may overlook this or believe it is unavailable. That is not the case.**

In addition, many states have legal regulations in place determining the minimum amount of time organizations must keep records of patient-centered communication. Some state requirements stipulate that data must be stored up to 7 years.

Solutions that rely solely on disappearing or "self-destruct" messages are actually less effective in protecting organizations from frivolous claims down the road, as there is no lasting trace of the communication.

In contrast, the Zipit solution records all two-way communication on a robust, secure cloud-based infrastructure, enabling clinicians or other authorized employees to review the data, create digital reports, and even export and attach it to a specific patient's medical record. Zipit also maintains the data as long as customers require, while still providing a method to export the data to your own backup site at your convenience.



Priority: Priority 1 - Mayday Alert (Blocks user's screen, forces an audible alert.)

Expiration: 10 min

Response Options: 1 minute 5 minutes 15 minutes 30 minutes 60 minutes Never

Message: multiple car col. hwy 85. What is your ETA?

6 Records

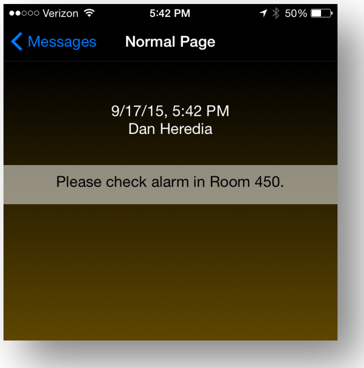
Recipient / Name	Network	Processed	Delivered	Device Offline Delay	Responded	Response	Status
Colleen Patterson	C12	00:00:00	00:00:02		00:00:17	Never	✓
Dan Heredia	Home Wi-Fi	00:00:00	00:01:11	00:01:09	00:01:19	5 minutes	✓
Frank Greer	C12	00:00:00	00:00:03		00:00:15	15 minutes	✓
Ralph Heredia	Power Off	00:00:00					➜
Ralph HerediaSMS	N/A	00:00:00	N/A	N/A	N/A	N/A	✓
Ken Olivolo	cellular	00:00:00	00:00:02		00:00:05	60 minutes	✓

Message status in the Zipit RAP™

Can the solution change a message's priority to match the corresponding event or task?

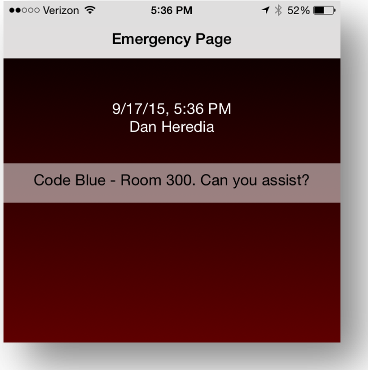
Not all messages are equal.

This may seem like common sense, but in a clinical setting, a Code Trauma or STEMI alert demands a faster response than a nurse call button. Why then should mobile communication be treated any differently? **Messages must be able to present information in a contextual way, with imagery, sounds, and other behavior that indicate the urgency of the event.** Non-emergent notifications should not take a clinician's focus away from a patient or overwhelm them to the point of fatigue.



9/17/15, 5:42 PM
Dan Heredia

Please check alarm in Room 450.



9/17/15, 5:36 PM
Dan Heredia

Code Blue - Room 300. Can you assist?

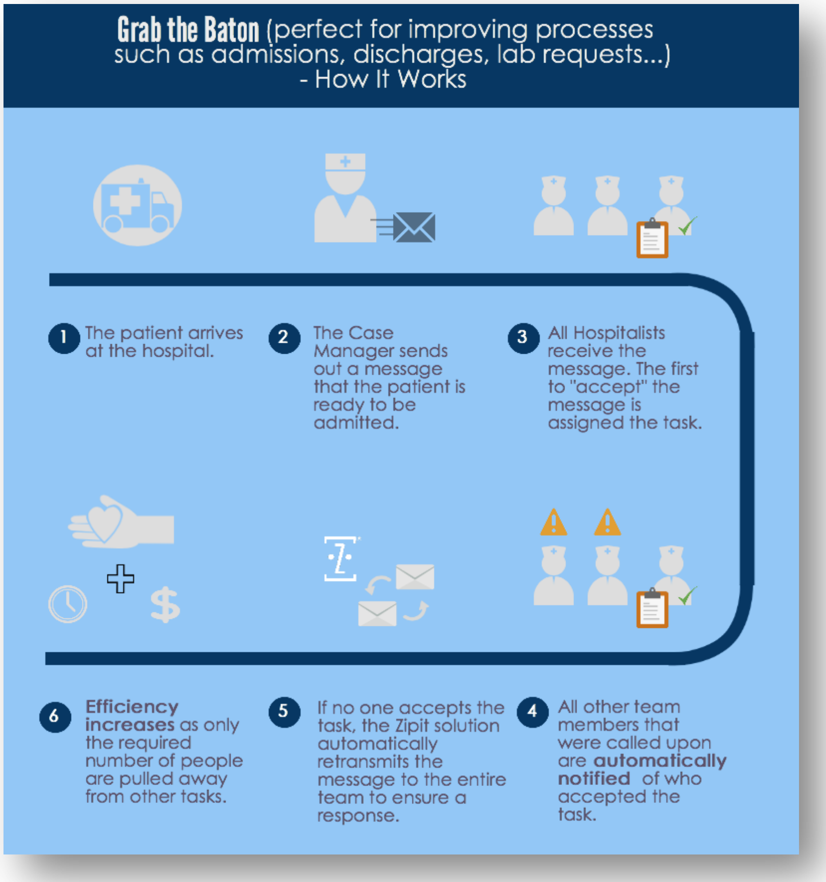
Zipit's priority message feature enables administrators and end users to set priorities for each message or per message type, keeping alarm fatigue in check and ensuring appropriate response is always met.

Can the solution be adapted to your specific workflows, promoting process improvement, or are you required to adapt to the constraints of the product?

Messaging systems should enable users to **easily customize message routing based on a specific task** and support clinical workflows that typically require one person to accept responsibility for a task, like nurse and hospitalist rounding. A key part of adapting to clinical workflows is the ability for messages to be escalated when a primary contact cannot be reached. For example, consider the time it takes to activate a Code or other rapid response team and how decisions need to be made in record time, based on who has been activated, and who hasn't. If messaging platforms only "escalate" messages by sending them in SMS format, this fails to provide urgency and can cause more time to be spent chasing the message than responding to the event.

The Zipit solution's easily programmable Smart Message™ workflows automatically route, escalate, assign timeouts, and re-route messages based on pre-defined requirements so users can communicate quickly and then re-focus on the more important tasks at hand.

Using the previously mentioned rounding workflow as an example: Clinicians can kick off a "Grab the Baton" messaging workflow whereby a task is sent to a team of clinicians' mobile devices. The first one to reply and "accept" the task claims ownership of it, while the other team members are automatically notified of who accepted in real time.



Grab the Baton (perfect for improving processes such as admissions, discharges, lab requests...) - How It Works

1 The patient arrives at the hospital.

2 The Case Manager sends out a message that the patient is ready to be admitted.

3 All Hospitalists receive the message. The first to "accept" the message is assigned the task.

4 All other team members that were called upon are **automatically notified** of who accepted the task.

5 If no one accepts the task, the Zipit solution automatically retransmits the message to the entire team to ensure a response.

6 **Efficiency increases** as only the required number of people are pulled away from other tasks.

Does the solution easily integrate with other Health IT programs, promoting smooth communication handoffs? More importantly, does it enable users to assign urgency to alerts from those systems?

Fragmented communication is caused in part by technology that doesn't share data. A comprehensive communication solution should **easily integrate with existing clinical systems** like nurse call buttons, medical device alarms, refrigeration system alerts, EHR/EMR alerts and triggers, patient transport, and others to support the effort for better patient outcomes.

The Zipit solution integrates with all of these systems and additionally enables users to assign message priority levels and Smart Message™ settings, providing urgency and reliability that is often lacking in these important notifications. For example, critical lab values, which The Joint Commission requires physicians to review in 30 minutes or less, are typically sent to clinicians as emails but can be integrated with the Zipit solution to be sent as high priority messages directly to a physician's mobile device.

Who do you trust to secure your PHI and help you meet your long-term objectives?

There are numerous companies in the marketplace offering simple text messaging platforms; however, Zipit is also the only company offering a critical messaging solution that includes secure mobile applications, dedicated messaging devices, and web applications. This multi-platform approach uniquely positions Zipit to support the needs of diverse healthcare staff that use various tools depending on their role.

Zipit understands the importance of executing Business Associate Agreements, as required by law. Our organization has also created a trusted advisory board made up of former executives from The Joint Commission, personnel from the Department of Health and Human Services, and leading healthcare institutions to ensure our technology and offerings continue to evolve with growing needs in healthcare.

Contact zipitsales@zipitwireless.com to let us know about your secure messaging requirements and see how we are uniquely equipped to meet your needs.

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