

## SOLUTION OVERVIEW

# MOBILE ENGAGEMENT FOR HEALTHCARE

Improving the patient experience results in a less stressful visit and improved outcomes

Patient experience matters. Quality of interactions with clinicians, time spent waiting, and timely delivery of information are all reflected in patient satisfaction (HCACPS) surveys; negative scores affect the bottom line – both from reduced Medicare reimbursements and a patient's willingness to return.

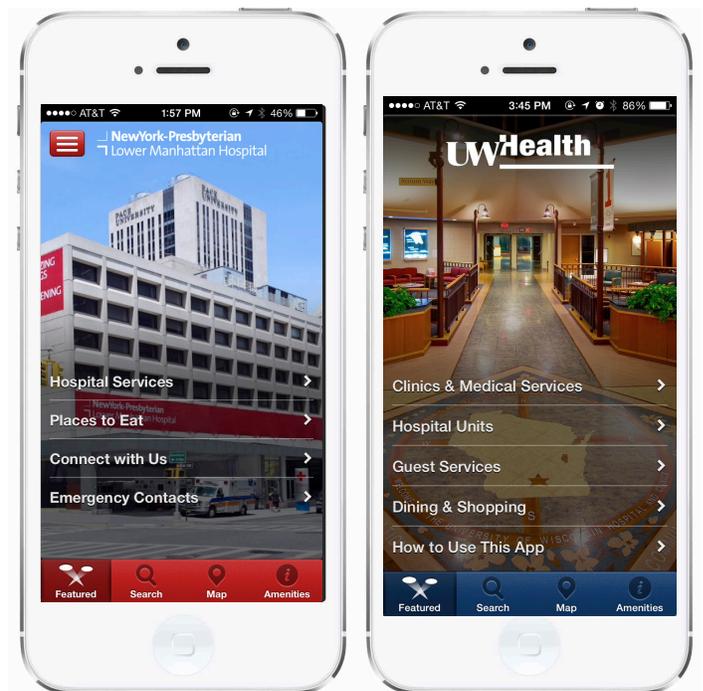
Hospital visits are rarely made under ideal circumstances. The last thing a hospital wants is to add to an already stressful situation, but with the complexity of how large healthcare campuses are built, it is almost inevitable. Buildings and wings that look the same, confusing signage, and temporary hallway closures mean even hospital staff have trouble finding their way around. For patients, getting lost increases their frustrations and often results in running late for appointments.

Today's GenMobile patient is more engaged in the Healthcare process and more informed about their choices. Just as they get on their computers and smart phones outside a hospital, patients and their visitors expect easy access to information inside a care facility's walls.

A Health IT strategy that includes public-facing apps is critical. Patients and visitors carry smartphones that give healthcare facilities an opportunity to engage with them, reduce frustration, and boost satisfaction scores. By taking advantage of location-based mobile app tools and Wi-Fi based engagement, healthcare facilities can bring attention to hospital services, provide turn-by-turn navigation, and grant access to a database full of resources — such as doctor profiles and their specialties.

## MOBILE ENGAGEMENT FOR HEALTHCARE

The Mobile Engagement solution from Aruba brings together Aruba location services and Guest Wi-Fi to allow healthcare facilities to provide a first class patient experience.



### Mobile app-based engagement:

- Increase patient satisfaction and adhere to government regulations by providing a mobile tool in multiple languages.
- Decrease the number of missed appointments by giving patients turn-by-turn directions.
- Allow patients to find services and departments on their own, freeing up busy staff to answer higher-value questions.
- Provide in-app information such as doctor bios, health information, diagrams, drug, and any other relevant items.
- Send location-based push notifications that alert visitors to services such as pharmacy, counseling, lab hours, café, gift shop promos, and flu shot availability.
- Give visitors the option to opt in and out of notifications.
- Send push notifications to patients when they enter the hospital to welcome them and let them know if their appointment has moved to a different location in the building.

### Wi-Fi and browser-based engagement:

- Provide secure and smooth self-service onboarding to get onto a hospital's Wi-Fi.
- Customize and brand the captive portal experience.
- Display healthcare news or related promotions, such as flu shot availability.
- Gather visitor profiles, interests, and preferences for targeted ads.
- Encourage downloads of mobile apps.
- Remember repeat visitors and automatically connect them to the network.

## MOBILE APP-BASED ENGAGEMENT WITH MERIDIAN

Hospital environments constantly change, clinics move, and renovations happen. Communicating these changes via physical signage can be time-consuming, expensive, and ineffective. The Meridian platform allows hospitals to build their own app and update content in real-time through an intuitive and easy-to-use online content management system – thus effectively communicating changes to wayfinding routes and department locations.

Hospitals that build a mobile app using the Meridian framework, can also add to Meridian's key mapping and navigation features by entering information about in-house events and services, and by integrating staff database, app users can have information about providers and physicians readily at their palms.

For healthcare facilities that already have an existing app, Meridian Software Development Kits allow them to add Meridian mapping and navigation into their existing mobile app.



## LOCATION SERVICES POWERED BY ARUBA BEACONS

Accustomed to mobile app tools such as Google Maps, visitors want to figure out where they are and where they need go in the shortest amount of time. Healthcare facilities that add Aruba Bluetooth Low Energy (BLE) Beacons to their Meridian-powered app help patients and visitors find their way through complex hospital environments by displaying their location as a glowing blue dot on a hospital map, and leading them on a direct path to the destination they're trying to get to – without having to indicate a starting point. Aruba Beacons can also be used to trigger proximity-based push notifications based on a visitor's real-time location. For example, a message near the waiting room *"Having a long day? Come to the café for half-off any beverage."*

## BROWSER-BASED ENGAGEMENT WITH ARUBA WI-FI + CLEARPASS GUEST

The Aruba Mobile Engagement solution begins with ultra-fast and highly scalable Wi-Fi to meet customer demand and

connect bandwidth-hungry devices to the Wi-Fi network, while visitors roam the building or wait in the waiting room. With the ability to connect thousands of devices and apps to it, ClearPass Guest complements Aruba Wi-Fi by securely connecting visitors to the hospital's network with an intuitive hospital-branded device onboarding portal. Healthcare facilities can use ClearPass Guest to also offer targeted ads for in-house services such as the gift store and pharmacy, as well as encourage mobile app downloads.

## CONCLUSION

Hospitals are evaluated and allocated government funds based on patient satisfaction. With Meridian-powered mobile apps, Location Services powered by Aruba BLE Beacons, high-speed Wi-Fi, and secure and easy ClearPass Guest onboarding, patients and visitors have the tools to access maps and hospital information which help minimize anxiety and stress. In turn, healthcare facilities can work towards constant improvements with a more efficient budget.



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