tigertext
Work Securely

Case Study: Optimal Health Service

For 20 years, Optimal Health Services has provided in-home and hospice care across much of California. Its 370 employees serve thousands of patients, offering home nursing, therapy, social work, and supportive services. Thanks to their hard work and desire to provide superior service, Optimal has consistently achieved quality scores higher than state and national averages and readmission rates for hospital services much lower than average.

The Challenge

With its focus on in-home care, Optimal requires close communication between medical directors, office staff and nurses who are visiting patients in the field. To coordinate its staff, the company has set up ten service centers that allow coordinators to provide information to clinicians as they visit patients.

Before TigerText, Optimal had communicated largely by phone. This created a number of challenges:

• Nurses and medical directors spent considerable amounts of time playing phone tag.

• No one knew if, or when, a message had been received.

• Verbal communications were time-consuming and inefficient.

• Nurses and medical directors had difficulties consulting one another about a patient because they could not securely send each other photos, orders and other files.

• Email was not readily available and texting wasn't an option.

Additional Requirements

With more than 370 employees roaming across California, Optimal had a number of additional requirements for its communication system.

• **Ease of Use:** With so many employees to train, it had to be easy to set up and intuitive for the staff to use.

• **Cross-Device Functionality:** Dispatchers had to be able to use the solution from their desktop computers, while clinicians needed to be able to communicate directly from their cell phones.

• **Accountability:** Users needed to know when a message was received, and read.

• **Collaboration:** Nurses needed to be able to send images and other files to facilitate consultations regarding patient care.

Optimal evaluated several solutions before selecting TigerTextPRO for its ease of use and superior functionality.

OPTIMAL
HEALTH SERVICES

Organization Size:
• 370 employees
• 10 locations

Category:
• Hospice Care
• In-Home Healthcare

Major Concerns:
• HIPAA Fines
• Potential Communication
• Improving Care Coordination
• Accountability for Clinical Staff in the Field
• Quality of Service

Solution
TigerText

Benefits:
• 50% Time Savings in Filling Prescriptions
• Improved Workflow
• Compliance with DEA and HIPAA Regulations
• Peace of Mind

Benefits

By using TigerText, Optimal has experienced several benefits, including:

1. **Painless Implementation:** Its familiar, text-like interface allowed for easy implementation.

2. **Productivity Gains:** Productivity has significantly increased due to faster and more direct communications. Additionally, the nurses are able to stay in the field longer versus having to come into the office to complete communications with other staff.

3. **Improved Quality of Care:** The quality of care has improved thanks to the speed of communication and the ability to send images that seamlessly allow colleagues to weigh in on a patient's care.

4. **Reliability:** Because of its robust reliability and uptime, TigerText has even become part of the company's emergency disaster plan. When a two-hour outage struck their answering service provider, TigerText served as a vital backup and kept communications flowing.

5. **HIPAA Compliance:** Industry-leading encryption capabilities and audit capabilities help the organization stay HIPAA-compliant.

> **"**
> *As a nursing organization everything we do is guided by a physician order, thus it is essential that we have an easy and streamlined way for our nurses to communicate with our medical directors."*
>
> *- Sarah Shelbourne, CFO*
> **"**

Optimal Health Can Now Quickly Receive Doctors' Requests and Send Approvals Using TigerText. No More Costly Time Spent Playing Phone Tag.

Conclusion

TigerText helps the employees of Optimal Health Services communicate securely wherever they are. Medical directors can send orders faster, while nurses can spend less time trying to reach them. The end result? Everyone can concentrate less on communications and more on ensuring that patients get the best possible care.

About **TigerText**

As healthcare's largest provider of clinical communication solutions, TigerText helps physicians, nurses, and other staff communicate and collaborate more effectively, accelerating productivity, reducing costs, and improving patient outcomes. With 6,000 facilities, 99.99% uptime, and over 10 million messages processed each day, TigerText continually delivers advanced product innovations and integrates with critical hospital systems such as the EHR, nurse call, and scheduling solutions. The company's commitment to client success is reflected in its broad support organization that works directly with clients at every stage to streamline communication workflows and achieve the highest possible ROI.

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