

A background image of two male doctors in a clinical setting. One doctor, a Black man with a beard and glasses, is smiling and looking at a tablet. The other doctor, a white man, is looking at the tablet. The image is overlaid with a teal color filter.

# **CLINICAL COMMUNICATIONS ESSENTIALS**

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# THE IMPORTANCE OF EFFECTIVE CLINICAL COMMUNICATIONS

Multiple studies have shown that the outcomes of poor clinical communication might be one of the most prevalent problems in medicine. Errors in communication can create substantial clinical morbidity and mortality.<sup>1</sup> Communication errors were found to be the leading cause in a retrospective review of 16,000 in-hospital deaths. This was twice as frequent as errors due to inadequate clinical skill.<sup>2</sup> And it's not just in hospitals. In a recent study, about 50 percent of all detected adverse events among primary care physicians were associated with communication difficulties.<sup>3</sup> Communication errors also cost a great deal: one study found that over five years, they cost an astounding \$1.7 billion. Clinics and hospitals simply must evolve their fragmented workflows to find new and improved ways of streamlining communication and care coordination.<sup>4</sup>

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1. Coiera E. When communication is better than computation. *J Am Med Inform Assoc.* 2000;7:277-86.i just
2. Sutcliffe KM, Lewton E, Rosenthal MM. Communication failures: an insidious contributor to medical mishaps. *Acad Med.* 2004 Feb;79(2):186-94. doi: 10.1097/00001888-200402000-00019. PMID: 14744724.
3. Bhasale AL, Miller GC, Reid SE, et al. Analysing potential harm in Australian general practice: an incident-monitoring study. *Med J Aust.* 1998;169:73-6.
4. Zack Budryk, Healthcare miscommunication cost \$1.7B—and nearly 2,000 lives, Feb 1, 2016

## A GRAVE PROBLEM

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leading cause of  
in-hospital deaths

50% of adverse events in  
primary care are caused by  
communication issues

\$1.7B in costs over  
5 years

### IMPROVED CLINICAL COMMUNICATIONS CAN:

- Increase patient safety and outcomes
- Calm patients and make them feel valued
- Foster timely transfer of medical records
- Minimize unnecessary costs

Arcelia Campbell, *Clinical Communications And The Importance Of  
Maintaining It*, July 23, 2020

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# UPDATE YOUR STRATEGY TO JOIN THE MOBILE ERA

## Transform your clinical communications

### **The power of iPhone**

Using iPhone as a multi-purpose device allows care teams to efficiently communicate with patients and the rest of the care team. They can also perform a range of duties like medication administration, monitor alerts and alarms, and more.

How it works:

- Nurses and care teams use iPhone as their primary devices
  - IT secures devices and deploys iOS apps that streamline clinical communication and workflow through Jamf Pro
  - Jamf Pro and Apple Business Manager make over-the-air deployments a breeze
  - Jamf Setup and Jamf Reset can streamline shared device deployments if desired
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## PROTECT PHI AND MAINTAIN HIPAA COMPLIANCE

Deliver efficient, patient  
centric care through iOS  
based solutions and  
Jamf Pro

iPhone and iPad can be deployed at scale with the right security settings that healthcare organizations need to protect PHI and maintain HIPAA compliance. With a wealth of Apple-based solutions for clinical care and coordination, Jamf Pro can wirelessly deploy apps with pre-configured settings with Managed App Configuration — Apple's native framework for app configuration and security. This allows healthcare IT to use Jamf Pro's over-the-air deployment workflows with Apple's deployment programs, yet maintain a streamlined end-user experience without manual configuration on the device itself.

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### **Apps for mobile access to patient records**

Customers can deploy native iOS apps from their EMR (electronic medical record), providing easy access to the patient chart while on the go. Apps like Epic Rover, Haiku or Canto make it easy for nurses and providers to perform duties like mobile medication administration or access test results. Many other EMR systems have iOS apps that can be deployed and managed via Jamf, including Cerner, Allscripts, Meditech and others.

### **Apps for secure communication**

EMR applications are just the beginning, and a rich ecosystem of clinical communications and collaboration-specific developers have emerged over the years. Jamf adds new collaborators and partners all the time.

To see our current healthcare partnerships, please visit the [Jamf Marketplace](#).

## Apps that transform nursing

With apps like Vocera Edge, secure messaging, voice, alerts and nurse calls with EMR data and clinical workflows are consolidated in one mobile app on one device. Vocera Edge enables safe, accurate communication by delivering real-time clinical data about the right patient to the right care team member in every secure message.

When communication and clinical workflows are unified, productivity is transformed: enabling care teams to deliver better patient outcomes. From rounding to specimen collection to care interventions and more, Vocera Edge streamlines clinical workflows to improve productivity and clinical performance.

Learn more about Vocera Edge on [Jamf Marketplace](#).

### **Discover other apps for nursing and clinical care**

Jamf works with a number of clinical communications iOS developers to ensure their apps can support Apple standards and Jamf distribution workflows

Learn more from [Alertive](#), [Mobile Heartbeat](#) and other clinical communications solutions on the [Jamf Marketplace](#).

# Jamf Setup and Jamf Reset

## Jamf Setup

Jamf Setup is an app that streamlines and simplifies provisioning and customizing devices.

Here's what's possible with Jamf Setup:

- **Initial device provisioning:** IT departments can create an app-based device setup workflow for end users
- **Shared device:** Jamf Setup creates an intuitive way for end users to change a device's apps and settings with no IT involvement
- **Role-based customization:** Brand the device for the specific use case by automating device background, lock screen messaging and home screen layout

Learn more about [Jamf Setup](#).

## Jamf Reset

Jamf Reset is an app that allows end users to securely wipe a device and prepare it for the next user.

Here's what's possible with Jamf Reset:

- **Simplified experience for end users:** Jamf Reset's device wipe button lives right on the home screen; much easier than navigating the settings menu. Paired with other configuration profiles or backgrounds, this option can be made prominent and obvious
- **Increased shared-device confidence:** Users will feel more comfortable seeing their private information disappear from a public or shared device. Organization-specific messaging and branding can be applied to inform users of next steps that might take place outside the device
- **Auditable and mobile device management (MDM)-driven tracking:** Every wipe is tracked so IT knows if or when a device was digitally sanitized

Learn more about [Jamf Reset](#).

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## Single Login with Jamf Setup and Jamf Reset:

While they can be used separately, Jamf Setup and Jamf Reset are best when paired together to provide end-to-end configuration management that's easy and quick for end users and effortless for IT.

The latest versions of the Jamf Setup and Jamf Reset apps now support Single Login, a workflow designed to simplify and secure frontline shared-device deployments.

With Single Login, an end user's Azure cloud-identity credentials can be used to instantly provision and de-provision an iOS or iPadOS device for their individual needs — wirelessly and without IT interaction.

Ready for more? Read our [white paper](#) or watch the [Single Login demo](#).

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# IPHONE FOR NURSING CARE

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## Learn from those who do

### **UC San Diego Health**

UC San Diego Health (UCSD) faced many issues including bad Wi-Fi and poor audio quality with their smart phone deployments for clinical communications, which caused nurses friction while accessing their key applications.

They made the switch to iPhone and saw immediate success.

[Learn more](#) about UCSD Health's success.

### **Parkview Medical Center**

Building a strategic vision to drive mobile adoption is no easy task for any healthcare organization. Even if you have the right people, processes and technology aligned, how can you ensure that workflows are transformed, and clinical outcomes are achieved?

Join Steve Shirley, CIO at Parkview Medical Center, for a discussion about iPhone-based clinical communication and workflow deployment in action. Carve out your path to mobile maturity, and discuss best practices for solution design/selection, implementation and on-going management.

[Learn more](#) about Parkview's transformation experience.



## UCHealth

In 2018, UCHealth, a large health care system in Colorado, began using Jamf to streamline their technology management and practices by offering an iPad at each patient's bedside. Using Jamf Healthcare Listener, Jamf Setup and Jamf Reset, UCHealth digitally sterilizes a bedside device between every patient and easily set it up for the next patient without IT assistance. And, as virtual care needs spiked in 2020, UCHealth was an early adopter of Jamf's Virtual Visits workflow for inpatient isolation telehealth.

Today, UCHealth has expanded its use of Jamf with iPhones at many of its vaccination sites, including a mass vaccination event at Coors Field in February, where ten-thousand Coloradans received COVID-19 vaccinations. Compared to their initial vaccination site pilot that leveraged PC terminals and required complex network infrastructure, their iPhone-based delivery model leveraged the latest mobile and cellular technology to simplify the process. This reduced per patient vaccination time from 3 minutes to 30 seconds.

UCHealth is a great example of how organizations continue to leverage Jamf to solve new problems and partner with us for industry innovating technology solutions.

[Learn more](#) about the innovation at UCHealth.

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## **IS YOUR ORGANIZATION NEW TO APPLE-BASED SOLUTIONS FOR THE DELIVERY OF CARE?**

**We're ready to help.**

Whether you are a small clinic, a large academic medical center or a large enterprise, the right technology workflows can remove the friction that end users feel and that frustrates IT.

Reach out at [jamf.com/healthcare](https://jamf.com/healthcare) or give us a call today.