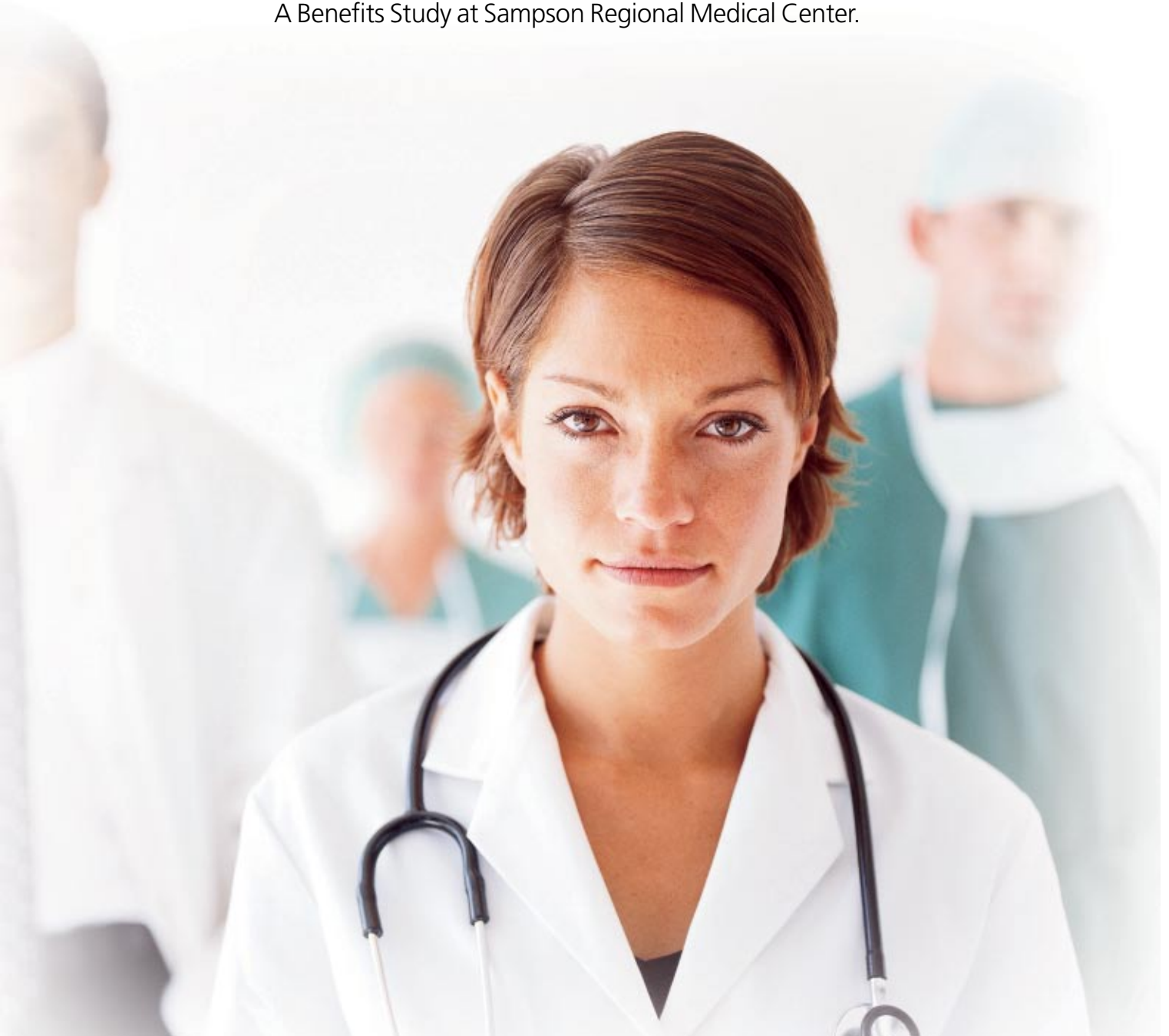


Discover the advantages of integrating hospital systems with Ascom wireless communication solutions.

A Benefits Study at Sampson Regional Medical Center.



On-site wireless communication
for quicker response

ascom

An Ascom Benefits Study at Sampson Regional Medical Center.

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Executive summary

In today's competitive healthcare environment, your organization continually strives for excellence in every area. You need to be able to ensure patient safety, reduce medical errors and offer flexibility for clinical, ancillary and administrative staff. Communication is key. One misstep can mean the difference between life and death. Delivering superior healthcare means you need a staff that can quickly respond to communications with each other, with departments and with patients. You need a wireless communication solution that improves staff efficiency, helps ensure patient safety and satisfaction and enhances employee morale. That's precisely what the Ascom solution has delivered at Sampson Regional Medical Center.

All major departments at Sampson Regional Medical Center have achieved productivity gains after installing the Ascom wireless communications solution.



Nursing

IT

Laboratory

ED

Radiology

Cardiopulmonary

ES

Facilities mgmt

BioMed

Protective services

Utilization mgmt

Hospital admin

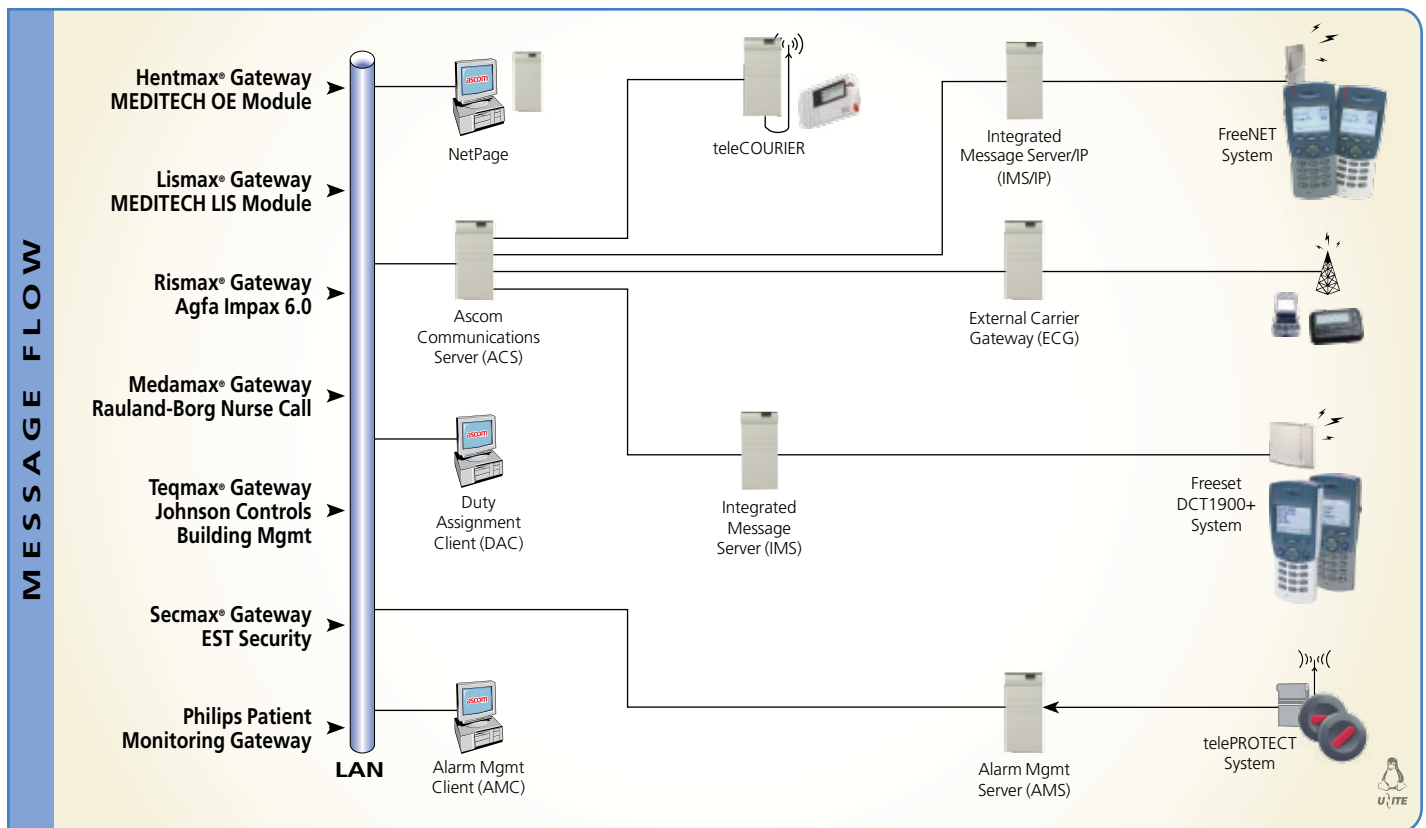
An Ascom Benefits Study at Sampson Regional Medical Center.



"We tend to fear integration with our systems. Hospitals are notorious... we grab this software here and that software there and pray that they'll talk to each other and work. Integration issues are something that, from where I sit, we tend to live in fear of their cost and their efficiency... [but] the Ascom team managed and executed the project flawlessly."

—Larry Chewning, Chief Executive Officer

Whether you are operating a 100, 500, or 1,000-bed hospital, you need a solution that leverages your existing technology. Ascom (US) Inc. delivers a complete wireless communication solution, designed for smooth integration with the technology you already have in place. Because Ascom solutions are not locked into one particular technology, we can provide a complete on-site wireless system that meets your specific needs, helping you to become a fully integrated wireless facility.



The Ascom UNITE Messaging Suite deployed at Sampson Regional Medical Center uses Ascom network appliances running on a Linux kernel for superior reliability and stability.

At Ascom we know the needs of health-care professionals. Our solutions:

- Enhance staff performance and productivity
- Increase patient satisfaction scores
- Support JCAHO patient safety goals
- Improve employee morale
- Increase patient and staff security
- Support HIPAA privacy-compliance efforts
- Decrease patient length of stay (LOS)
- Extend the life of your existing systems
- Decrease exposure with a complete audit trail

Implement a complete solution

You need a partner who can deliver a complete solution — from design and installation to training and technical support. Ascom wireless communication solutions provide your facility with all the pieces you need to create a responsive, secure healthcare environment. The Ascom facility-wide wireless communication solution enables your staff to make and receive voice calls, as well as send, receive and confirm receipt of text messages. The solution integrates seamlessly with your existing systems, including:

- Telephone system (PBX)
- Nurse call, patient monitoring
- Hospital Information System (HIS), Computerized Physician Order Entry (CPOE), Order Entry (OE), Radiology Information System (RIS), Laboratory Information System (LIS), Building Management System (BMS)
- Medication management; fire alarm; security and infant abduction



A complete Ascom solution includes:

- Workflow improvement consulting services
- Ascom FreeNET VoWiFi solution with voice and two-way messaging
- Ascom Freeset DCT1900 wireless infrastructure for voice and two-way messaging
- Ascom 9p23 Medic™ and Messenger™ purpose-built wireless handsets
- Ascom i75 Medic purpose-built wireless handsets
- Ascom Mobility Server for disaster recovery emergency preparedness planning and concentrated PRI PBX interface
- Ascom Emergency Notification System (ENS)
- Ascom teleCOURIER on-site paging system
- Ascom telePROTECT personal security system
- Ascom UNITE Messaging Suite enabling instant, real-time communication integration with disparate existing systems
- Installation, commissioning, training, maintenance, 24/7 technical support and service

“Our nurses love this new phone. It allows immediate notification of acute changes in patients. It also facilitates patient care and continuity through all disciplines.”

— Cassie Faircloth, Director of Skilled Nursing

An Ascom Benefits Study at Sampson Regional Medical Center.



“My staff quickly learned, embraced and adapted to this system of communication... improving their lives as nurses.”

—Larry Chewning, Chief Executive Officer

The aforementioned Ascom solution is fully deployed at Sampson Regional Medical Center (SRMC). SRMC is a progressive health care facility located in Clinton, North Carolina. Since 1950, SRMC has served the medical needs of the residents in Sampson County and surrounding areas. SRMC is a 146-bed facility that provides a full range of medical, surgical and obstetrical services, including outpatient surgery and radiology. They also offer nuclear medicine services that include CT and MRI, cardiopulmonary services, rehabilitation services, telemetry, gynecology and pediatrics.

Background and approach

To objectively quantify how Ascom wireless communication solutions benefit hospitals, Ascom developed a Solution Development Partner Program (SDPP), which facilitated establishing a relationship with a local hospital for conducting in-depth workflow studies. As part of this program, Sampson Regional Medical Center entered into a three-year partnership with Ascom in April of 2004. With this partner program and support from Systems Electronics Inc., an Ascom channel partner, Sampson Regional Medical Center now enjoys the significant and measurable benefits of the entire Ascom wireless platform. The complete Ascom solution is fully integrated with the hospital's MEDITECH Health Care Information System (HCIS) in addition to numerous other existing clinical and non-clinical systems, which has added considerably to the overall benefit.

The ability to instantly contact caregivers while on the go with basic voice communication has provided tremendous benefit but the quantified value of integrating with all of these disparate systems is nothing short of amazing. This unique collaboration provided Ascom with access to the entire hospital to complete this detailed benefits study. To lead the data collection and analysis effort, Ascom engaged X-Future Consulting Group AB (www.x-future.com), a Swedish-based industrial engineering consulting firm that specializes in workflow analysis and productivity improvement services.

Engineers from X-Future spent several weeks at SRMC collecting relevant data using staff survey and interview techniques. Understanding the value of the Ascom solution required collecting both quantitative and qualitative data facility-wide over the observation period. The X-Future team developed tools and methods for data collection and analysis for both value elements.

Benefits of Ascom wireless solutions

All departments at SRMC using the Ascom system have been positively impacted by having mobile voice communication capabilities but even more impressive are the workflow improvements resulting from the smart integration with both clinical and non-clinical systems. The actual results of the study have been detailed in the sections below and provide the value data required to understand the Return on Investment (ROI), which has been provided in the Conclusion.

“We can track CNAs down wherever they are, instead of having to get on the intercom and page every room... If you’re in the room and there’s an emergency, you don’t have to fumble for the wall phone, you can just pick up your personal phone.”

— Cassie Faircloth, Director of Skilled Nursing

Improving workflow

The Ascom wireless solution allows SRMC medical personnel to communicate more quickly within — and among — departments, increasing overall efficiency. Members of the clinical staff carry their individual Ascom wireless device, which enables an instantaneous response to calls or messages, regardless of location. SRMC medical personnel are no longer tied to the nurses’ station and locating a traditional wired handset has become obsolete. As a result, response time has shortened — time losses in the workflow have been eliminated. To validate that the Ascom communication solution improved workflow at SRMC, we asked nurses and unit secretaries the question in Figure 1. As the results indicate, the surveys emphatically confirm our assertions — 92% of respondents agree that workflow has been positively impacted.

Survey Question: Do you agree that the Ascom communication solution has enabled a more efficient workflow?

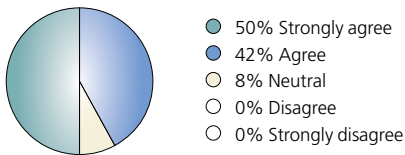


Figure 1

Increasing patient satisfaction scores

Like many hospitals across the country, SRMC uses the Press Ganey survey to measure patient satisfaction. By implementing the Ascom wireless solution, SRMC staff now provides a quicker response to patient requests. Overhead paging has also been eliminated; creating a quieter, calmer environment that increases patient satisfaction. In fact, SRMC has seen a dramatic shift in its Press Ganey Inpatient Survey results to the specific question regarding noise levels in and around the room. The survey results in Figure 2 below indicate that 93% of the nursing staff agrees that noise and associated disruptions have been reduced on the bed units.

Survey Question: Has overhead paging noise and disruption been reduced since the implementation of the Ascom solution?

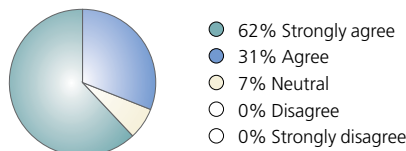


Figure 2





"I just can't sing the praises of [the Ascom system] enough... it's easy for me to communicate with the nursing supervisor, to call her directly from where I am in the building — from my portable phone to her portable phone. We're responding to calls in a more timely manner, which could... save a life or prevent injury to a person or prevent property damage."

— Glenn Pope, Vice President

Supporting JCAHO patient safety goals

The Ascom wireless solution and broad clinical integrations at SRMC fully supports 2006 JCAHO patient safety goals. Specifically, with respect to Goal 2, the Ascom Lismax Gateway ensures instant and accurate delivery of critical values from the MEDITECH LIS directly to the responsible caregiver's wireless Ascom device. This solution provides a complete event log with receipt acknowledgment and escalation, if required.

The Ascom approach to notification was reviewed and commended by surveyors during a January 2005 JCAHO visit at SRMC. To learn more about how Ascom wireless solutions specifically address each goal, visit ascomwireless.com. Click on Solutions, then Hospital Solutions and read the white paper, "Ascom (US) Inc. Supports JCAHO Compliance."

Improving employee morale

Like most hospitals across the country, SRMC faces a shortage of healthcare employees, which means staff are often challenged to meet patient needs. The team is stretched thin, with long hours on multiple shifts. As a result, morale can suffer and employee turnover can start to rise. By making communication less arduous, the Ascom solution has eased stress and helped boost morale. As the survey results in Figure 3 highlight, 96% of hospital staff at SRMC have recognized tremendous time savings from the Ascom system. This is repeatedly cited as having improved employee morale.

Survey Question: The time savings resulting from a reduction in non productive time using Ascom is (less wait time, less interruptions, reduce walking, time, etc).

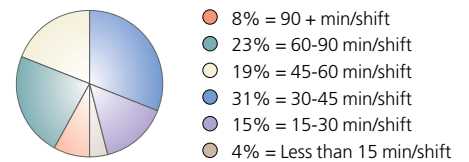


Figure 3

Increasing patient and staff security

The protective services department at SRMC helps maintain security on the hospital grounds so that patients can heal and medical personnel can provide care without unnecessary distraction. The Ascom wireless solution has created a safer environment by allowing the security staff to stay in constant communication with one another. By integrating the existing Edwards Systems Technology (EST) alarm system using the Ascom Secmax Gateway, text messages are automatically sent to SRMC security staff handsets and wide-area pagers whenever emergency alarms are generated (fire, infant abduction or staff generated personal alarms from an Ascom wireless device). The emergency and radiology department staffs carry Ascom telePROTECT mini wireless personal alarm transmitters that allow them to instantly request assistance from security officers. This capability has enabled nurses to request assistance on numerous occasions particularly in the triage room.

Supporting HIPAA privacy-compliance

Like all hospitals in the United States, SRMC must comply with the Health Insurance Portability and Accountability Act (HIPAA) and has adopted privacy-protection procedures to appropriately handle Protected Health Information (PHI). The Ascom purpose-built system for hospitals addresses HIPAA requirements by using the only FCC-dedicated communication spectrum for on-site wireless communication and over-the-air protocol that is encrypted and authenticated to ensure only registered users are able to gain access.

In addition, the system does not use push-to-talk technology or speech-activated badges that allow unauthorized listeners to hear both sides of a conversation. Instead, Ascom uses secure, private voice communication and text messaging, which better supports HIPAA compliance.

With handsets that are password protected, you can be sure that your text messages are secure. The system also has the option to automatically delete text messages once they are read by the user. Furthermore, the volume control and mute button are located on the side of the handset, which SRMC caregivers can easily use when discussing PHI.

Impacting patient length of stay

SRMC employs Utilization Management (UM) personnel to ensure patient stays are reimbursed. The UM team moves patients throughout the hospital, tracking their status and comparing it to insurance requirements and allowances. To perform their jobs more effectively and efficiently, the UM staff members have always been highly mobile. However, until now, they lacked a tool to allow them to easily and quickly communicate with insurance companies, off-site medical facilities and the hospital UM department.

The Ascom wireless solution has virtually eliminated “phone tag”, dramatically reducing the time it takes to release patients or expedite them to other types of facilities. The SRMC survey results in Figure 4 fully support our findings, revealing that 89% of respondents agree that the Ascom solution has enabled a more efficient patient flow.

Survey Question: Do you agree that the Ascom communication solution has enabled a more efficient patient flow?

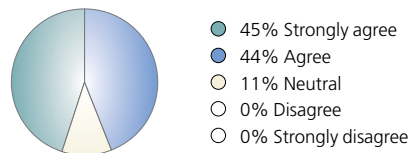


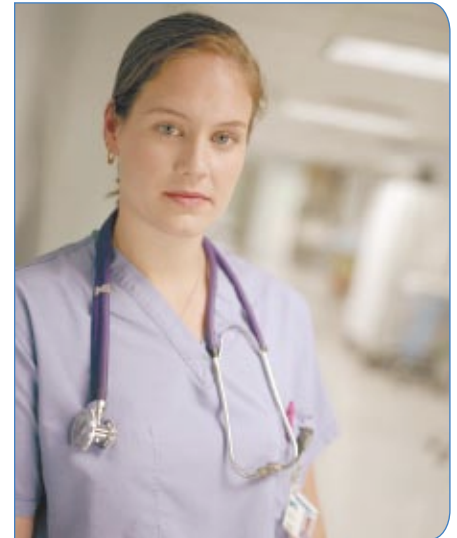
Figure 4

Enhancing functionality of existing systems

The Ascom solution has maximized investments in existing infrastructure at SRMC through “smart integration” with alert-producing systems, including the nurse call, patient monitoring, fire alarm, building management, laboratory information and hospital information systems. SRMC is now able to recognize far greater value from these past investments through Ascom wireless integration.

Decreasing hospital risk exposure

Healthcare facilities need to know what is happening and when it happened. You need a complete audit trail to effectively respond to patient feedback. Was there a lack of timely service? SRMC can now easily track the chain of events because the nurse call system is integrated with the Ascom wireless solution.





“Our physicians can call back in and the call comes to the station and goes directly to that nurse... You don’t have to wait for [the doctors] to hang on the phone ten minutes while you figure out which room the nurse is in.”

—Wanda Boyette, Senior Vice President
and Chief Operating Officer

The handset instantly receives a text message once a patient requests assistance through the nurse call system, creating an audit trail that indicates whether or not the message was received. If the caregiver does not respond to a received text message by pushing a handset soft key within a predefined time period, the event is logged as a timeout and the message is automatically escalated to a secondary caregiver. This capability allows SRMC nursing management to continually monitor and improve patient care.

Empowering your physicians

Physicians face unique challenges. They need to stay informed about new medicines and new procedures, keep up with changing medical technologies and cope with insurance requirements. But most important, they must remain focused on delivering high-quality patient care. The Ascom solution at SRMC helps doctors maximize their time, freeing them to concentrate on individual patients. The solution allows physicians to contact the nurses that support them more quickly. The less time they spend waiting for a response from a nurse, the more time they can spend delivering valued care. Additionally, the Ascom NetPage real-time messaging capability allows for time-critical information to be delivered instantly.

Enabling nursing staff

The nursing team at SRMC, like all hospitals, is clearly one of the most important assets. The Ascom solution has allowed nursing units to communicate quickly and easily with each other, with doctors and with patients.

Instead of walking up and down hallways to attend to patients’ needs, the Ascom handsets allow nurses to talk to patients or staff before they get to the bedside, saving valuable time. SRMC has also integrated the existing Rauland-Borg nurse call system using the Ascom Medamax Gateway, which has enabled caregivers to automatically receive a text message when a patient presses the nurse call button. The caregiver can then respond to the patient without having to walk down to their room.

Known as “talk before you walk,” this time-saver is an important component of the Ascom solution for improving nursing efficiency. To gauge the level of improvement, survey respondents were asked the questions in Figures 5 and 6. As the survey results indicate, 93% of the SRMC nursing team agree that the Ascom solution has reduced time spent walking the unit to find people and 97% agree that the Ascom solution has simplified the handling of daily communication with other staff.

Survey Question: Do you agree that the Ascom communication solution has reduced time spent walking the unit to find people and making unnecessary trips to patient rooms?

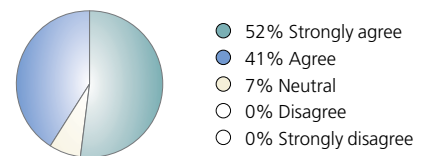


Figure 5

“I would have expected some natural resistance to change that involved technology. And I would have thought that over six months, the phones would have become indispensable. I did not think it would be six days...”

— David Ziolkowski, Senior Vice President and Chief Information Officer

Survey Question: Do you agree that the Ascom communication solution simplifies the handling of your daily communication with other staff?

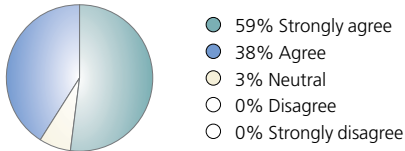


Figure 6

Empowering radiologists

What happens when a radiologist discovers a life-threatening abnormality? They must have the capability to immediately notify the referring physician. The Ascom solution has enabled instant communication of abnormal studies at SRMC by allowing radiologists to contact referring physicians directly — whether in the hospital or miles away at a clinic or home. Enhanced communication is essential, especially when emergency surgery is necessary and time is crucial.

The Ascom solution has enabled the radiology department at SRMC to instantly contact necessary caregivers in these situations using the Ascom NetPage. Whether on-site carrying an Ascom handset or pager, off-site with a mobile handset or wide area pager, the radiology department simply sends the appropriate staff member an urgent text message.

Supporting laboratory staff

Like any hospital, the laboratory at SRMC is crucial to clinical operations. They can't afford a miscommunication when, for example, a laboratory technician derives critical values from a test. The lab tech must notify the appropriate licensed caregivers immediately. At SRMC, like many other hospitals across the country, this was a time consuming manual process subject to error prior to the Ascom solution installation. When integrated with a Laboratory Information System, the Ascom Lismax Gateway automatically delivers these values to the appropriate licensed caregiver.

Critical values reported through the Laboratory Information System are automatically transmitted to the handsets and wide-area pagers of all appropriate personnel, creating a fail-proof secondary method of notification. The Lismax Gateway also provides a complete audit trail for all critical value message communication and closed-loop escalation to assure delivery and acknowledgment. Experience confirms that quicker response to critical values improves patient safety and contributes substantially to risk reduction at SRMC.

Through integration with the MEDITECH OE module, the Ascom Hentmax Gateway provides automatic notification to roaming phlebotomists when a patient's blood needs to be drawn with priority information. As each new order is entered into the MEDITECH OE module, wireless integration using the Ascom Hentmax Gateway enables automatic order notification in the form of a text message sent to all phlebotomist's wireless handsets.



“If you've got a [laboratory] critical value, that call can go straight to the doctor. This type of thing is very helpful for us and we have seen some actual, very positive benefits.”

— Wanda Boyette, Senior Vice President and Chief Operating Officer

An Ascom Benefits Study at Sampson Regional Medical Center.

This real-time communication allows the closest available phlebotomist to accept the order, automatically deleting the order from all other devices and enabling the other phlebotomists to be available for the next order. The quantified value of the Ascom lab solution at SRMC is substantial.



Improving cardiopulmonary staff efficiency

The SRMC cardiopulmonary team is constantly on the go. Whether at the bedside of a patient or traveling to and from the department and the nursing floors, the cardiopulmonary staff demands flexibility. SRMC has reduced travel time and time losses in the workflow that occur especially between departments by equipping each member of the team with an Ascom wireless handset. This wireless device allows respiratory therapists and EKG technicians to spend more quality time with each patient and to serve more patients per day, dramatically increasing efficiency.

As each new order is entered into the MEDITECH OE module, wireless integration using the Ascom Hentmax Gateway enables automatic new order notification in the form of a text message sent to all respiratory therapists or EKG technicians as appropriate given the type of order. This real-time communication allows the closest available respiratory therapist or EKG technician to accept the order, automatically deleting the order from all other devices and enabling the other respiratory therapists or EKG technicians to be available for the next order.

The addition of Ascom wireless handsets also means that SRMC cardiopulmonary staff members can now instantly communicate when they need information or assistance with a patient. The SRMC cardiopulmonary team is much more responsive and patient satisfaction has increased as a result of the Ascom solution. The quantifiable value of the Ascom cardiopulmonary solution at SRMC is substantial.

Streamlining BioMed department

How has the Ascom wireless solution benefited the BioMed department at SRMC? It doesn't interfere with telemetry devices and it supports JCAHO requirements for secondary critical alarms. Moreover, through integration with the MEDITECH OE module, the Ascom solution enables BioMed engineers to receive work orders on their wireless handsets. As each new order is entered into the MEDITECH OE module, wireless integration using the Ascom Hentmax Gateway enables automatic new order notification in the form of a text message sent to all BioMed engineer's wireless handsets.

This real-time communication allows the closest available engineer to accept the order, automatically deleting the order from all other devices and enabling the other engineers to be available for the next order. Because it works on a dedicated frequency and generates very little power output (90mW per handset), this system — designed specifically for the healthcare industry — does not interfere with any other medical equipment.

“We have basically replaced our walkie-talkies with the Ascom system, since it is a completely secure and private system. We no longer have walkie-talkies blaring messages and disturbing people in the hospital. This system, with the ear buds, actually makes my guys more professional and gives them more confidence to do their jobs better.”

— Glenn Pope, Vice President

Improving emergency care

It’s truly a matter of life or death. Patients depend on healthcare facilities to deliver the best possible emergency care. By decreasing patient transfer time to nursing units, the Ascom system has enabled SRMC staff members to provide care more quickly. The Ascom wireless solution has also increased accessibility to and from emergency department physicians, allowing emergency care physicians to spend more time caring for seriously ill or injured patients and less time trying to communicate with a patient’s attending physician. The Ascom solution deployment at SRMC has indisputably improved emergency care. To measure the perceived level of improvement, emergency department personnel were asked the question in Figure 7. 97% of the respondents agree that the Ascom solution has effectively improved patient care and reduced risk.

Survey Question: Do you agree that current Ascom communications have enabled quicker response to critical situations?

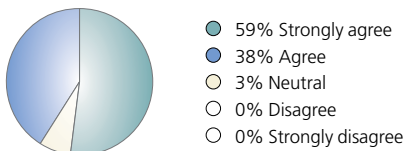


Figure 7

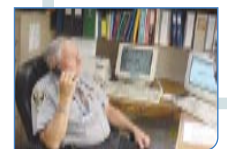
Improving facilities management efficiency

The Ascom Teqmax Gateway tightly integrated with the existing SRMC Johnson Controls building management systems, enabling the facilities management team to conduct their work more efficiently. The Ascom solution automatically sends text messages to facility staff members’ handsets or pagers whenever a monitored system generates an alarm. Examples of systems that are monitored at SRMC include steamers, chillers, air-handling units, medical gas devices and blood bank temperature monitoring systems.

The Ascom wireless handsets allow engineers to respond to alarms and work orders while on the move, dramatically increasing efficiency. When a new order is entered into the MEDITECH OE module, wireless integration using the Ascom Hentmax Gateway enables automatic order notification in the form of a text message sent to all engineers throughout your hospital. The digital wireless voice capabilities of the Ascom system also improves efficiency by allowing highly mobile facility staff members to be contacted instantly.

Leveraging IT department

The IT department at SRMC represents a significant investment in technology and in skilled employees. To continue to improve performance and keep pace with competitors, SRMC needed to stay current with technological advances. By integrating with all the clinical and non-clinical systems already in place, the Ascom wireless solution has provided SRMC with the potential for immediate return on investment.



An Ascom Benefits Study at Sampson Regional Medical Center.

All major departments at Sampson Regional Medical Center have achieved productivity gains after installing the Ascom wireless communications solution.



Nursing	IT	Laboratory	ED	Radiology	Cardiopulmonary	ES
Facilities mgmt	BioMed	Protective services	Utilization mgmt	Hospital admin		

"I've been here for two years and of everything I've done, by far [deploying the Ascom solution] has garnered the most appreciation for the IT department... more immediate benefit than anything I've done..."

—David Ziolkowski, Chief Information Officer

Conclusion

The partnership between Ascom and Sampson Regional Medical Center has clearly demonstrated numerous ways the complete Ascom solution has supported the facility's goals of improving patient care, staff efficiency, patient satisfaction and employee morale. The Ascom solution deployment has also provided measurable value to both clinical and non-clinical users.

Along with highly valued qualitative benefits, the Ascom solution has produced measurable quantitative benefits that demonstrate substantial return on investment (ROI) potential. Table 1 provides a review by department of the annual time saved and the associated benefit value given average salary levels by position. Table 2 provides an accounting of the benefit value by method of communication.

The value of Ascom smart integration accounts for 41%, which includes both event and user based messaging, while the value of voice represents 59% of the total value. This analysis highlights the extraordinary incremental value Ascom offers through smart integration with existing hospital systems. Table 3 further details the event based messaging elements by providing the value by input gateway. Lastly, Table 4 provides an ROI potential analysis.

The level and timing of true monetary ROI that a hospital experiences after deploying the complete Ascom solution depends upon management's ability to leverage these extraordinary efficiency gains. True ROI attributable to productivity gains can be realized in several ways. For example, the widespread improvements in staff efficiency and resulting productivity gains can enable reductions in overtime if applicable.

Implementing flextime and FTE reductions may also be possible, however these approaches are highly unlikely in today's and tomorrow's increasingly demanding hospital environment. More realistically, the monetary benefits of the complete Ascom solution will be recognized through substantial growth in patient capacity without adding staff. This is precisely what has occurred at Sampson Regional.

The productivity gains detailed in Table 1 have enabled SRMC to manage a 14% increase in acute patient days in the first half of 2005 relative to the same period in 2004 without adding a single nursing FTE. In less than one year, Sampson Regional Medical Center has recognized true monetary ROI from its investment in the complete Ascom solution and will continue to enjoy the qualitative benefits associated with improved safety, patient satisfaction and staff morale for years to come.

For more information

To learn more about Ascom products and solutions, visit us at ascomwireless.com, or call 877-71ASC0M to speak to an Ascom Solution Consultant about potential productivity gains at your facility.

Table 1. Benefit analysis by department

Department / Unit	Hrs saved / yr	Value
Medical and surgical unit	2652	\$86,748
Skilled nursing unit	1338	\$47,754
Laboratory	1764	\$33,154
Cardiopulmonary services	730	\$18,250
Obstetric and pediatrics	320	\$12,800
Surgical services	320	\$11,200
Telephone operator	730	\$10,950
Facilities management	347	\$9,533
Environmental services	913	\$9,125
Protective services	420	\$8,395
Clinical technology services	240	\$7,200
Emergency services	170	\$6,813
Total annual value		\$261,923

Table 2. Benefit analysis by communication method

Type	Value
Voice	\$154,031
Event based messaging	\$95,573
User based messaging	\$12,319
Total annual value	\$261,923

Table 3. Benefit analysis by event messaging input gateway

Gateway	Value
Hentmax	\$34,576
Medamax	\$33,640
Lismax	\$16,729
Teqmax	\$9,533
Secmax	\$1,095
Total annual value	\$95,573

Table 4. Potential return on investment analysis

Relevant Elements	Outcome
Initial solution cost	\$235,550
Annual Product Protection Plan (years 2-5)	\$16,500
Payback period	351 days
NPV (5 years)	\$689,217



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Ascom is the Americas' market leading provider of on-site wireless communication solutions, bringing smart integration to existing systems which enables greater freedom of movement, better service and increased safety in the workplace. Ascom on-site wireless solutions make existing systems work smarter through the integration of complementing, not competing, technologies. Because Ascom is not limited to one particular technology, the Ascom solution analysts can customize unique solutions to meet an organization's needs, helping to create a road map for the long-term goal of an all-digital, wireless facility.

Based in Research Triangle Park, North Carolina, Ascom (US) Inc. is a part of the Swiss Ascom Group, an international solution provider with comprehensive technological know-how specializing in wireless solutions (high-value on-site communications solutions) and security solutions (applications for security, communication, automation and control systems for infrastructure operators, public security institutions and the army).