

sentact



Insights

INSIDE THE ISSUE:

- WELCOME 1
- STATS & FACTS 1
- WINNING ATTRIBUTES 2
- IMPORTANT NEWS 2-3
- NEW ENHANCEMENTS 3
- CASE STUDIES 4
- HESNI CONFERENCE 4
- UPCOMING CALENDAR 4



Questions About Sentact?
Call our support team

SENTACT SUPPORT
1.866.3SENTACT

WELCOME

Welcome to the Spring 2008 addition of Sentact "Insights"! The Sentact Team has been extremely busy executing on our production road map and implementing new Hospitals across the country. Five of the main campuses of New York Presbyterian Hospital (The University Hospital of Columbia and Cornell, Morgan Stanley Children's Hospital, The Allen Pavilion, The Haven at Westchester) are now added to our growing list of satisfied users. Also joining them on this list are Loyola University Health System, Woodland Health care, Cheshire Medical Center and Rehabilitation Institute of Chicago.

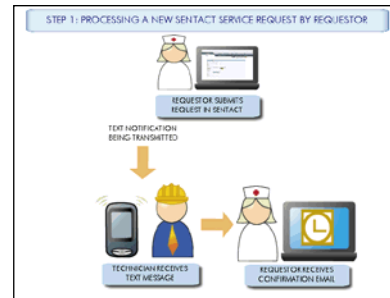
In this issue you will find out about our new features and modules and how our customers have benefited from their use. We have also included our calendar of events and dates of our free web demos.

We are also rolling out a new way to introduce Sentact to you. We have created the first of a series of web videos that offer an overview of how Sentact can be used in your facility. The videos also serve as training manuals, illustrating step-by-step how to use the functions of Sentact. Contact our Sales Department to learn more.

And we hope that many of you will take advantage of the recently launched Free Trial of our Inspections Module highlighted in our last issue. Through this system your staff can collect valuable data about staff or patients, your environment, and incidents that require documentation and "closing the loop." Many of our existing customers have seen a significant ROI on this module and continue to uncover more uses in their facility.

Thank you for your time and business.

Shirley Escobar
Partner



SENTACT'S STATS & FACTS

Sentact's deployment by health care industry experts continues to expand! Over the past two quarters we have added exciting new modules and our list of satisfied users includes the addition of multiple top ranked health care systems in the country. Thank you to all of our customers who comprise the following "stats and facts":

AREAS OF CONTINUED GROWTH	CURRENT NUMBERS
Global Users	40,225
Automated Transactions Processed Monthly	188,000
Active Modules	122
Square Feet of Facilities Supported by Sentact	26.5 million

Over this last quarter we doubled in **Global Users** and **Square Footage Supporting**

WINNING ATTRIBUTES



There are two schools of thought on whether bigger is necessarily better when it comes to IT vendors. Some folks prefer the intimate relationships and flexibility they get from small and medium-size vendors, while others fear that a company's small stature is ultimately a death sentence.

"A vendor with only a handful of customers can't afford to make the R&D investments to keep up with their competitors," says William Spooner, senior vice president and CIO of San Diego's Sharp HealthCare. "We tend to look for established vendors and not experiment with very many startups. Unless it's in an area that's less vulnerable or not mission-critical, then we might consider going with a smaller player."

Other CIOs are more willing to give the small players a chance. "You don't have to be a giant in the game to win our business," says Yousuf Ahmad, senior vice president and CIO of Cincinnati's Mercy Health Partners. "Size can be a limiting factor. It depends on how strong the organizational design is of that particular vendor."

Other key attributes that best vendors embody, according to the CIOs we spoke to for this story, include:

Financial stability.

Even if it has the best product, you shouldn't do business with a vendor that's not going to be around for the long term.

Holistic negotiating.

Service and relationships should be discussed just as much, if not more, than a product's whiz-bang features.

Interconnectivity.

New systems should mesh with an organization's existing technology.

Versatility.

Look for a product that can be used in multiple settings.

Scalability.

Smaller organizations need solutions that fit in terms of both cost and complexity.

Accessible leadership.

The vendor should assign a key, high-ranking executive to manage the relationship.

Patience.

Vendors and hospitals need time to learn each others' people, vision and values. - Chris Serb

Reprinted from Most Wired Magazine, by permission, Winter 2008, Copyright 2008, by Health Forum, Inc.

IMPORTANT NEWS

A recent article published in Modern Health care illustrated the continued challenges many health care providers experience in pursuit of patient satisfaction. In the article titled "Patient-satisfaction Data Reveal Grim Assessment", the disappointing results of the Hospital Consumer Assessment of Health care Providers and Systems (HCAHPS) patient-satisfaction survey were highlighted. The survey was administered to patients from October 2006 through June 2007 at more than 2500 hospitals nationwide. The Department of Health and Human Services posted the results on their website, adding the data to other quality process and outcome measurements for hospitals nationwide.



Of the data gathered, only 67% of patients said they would definitely recommend their hospital to friends and family, and 63% gave their hospitals an overall rating of 9 or 10 on a 10-point scale. The industry's lowest score on the 10 different issues queried was the 54% of patients saying their room was "always" quiet at night. The highest score was 79% of patients saying their physicians "always communicate well".

By posting the information to the HHS website, patients have access to state and national data. However the true value of the HCAHPS is utilizing the results to initiate performance improvement within the hospitals. Hospitals should view the survey as a "quality-improvement tool". HHS Secretary Mike Leavitt said "quality improvement initiatives and the alignment of payment with high performance must grow if health care spending is going to be reined in".

While many health care providers remain wary of how the survey is conducted and its information presented, its objectiveness and the age of the data, they recognize the importance of measuring the total patient experience. They are gearing up to assist patients with the interpretation of the data, with some launching their own data-reporting page on their website.

Opportunities for Improvement...

Utilizing Sentact to gather self-generated data rather than out of date information from a third party, provides more accurate and real-time results. The Customer Care Management Module, centralizes all patient reported concerns, automates communication of the resolution process, and ensures appropriate staff document necessary information. In addition, Sentact enables management to trend data to proactively inspire quality initiatives to increase patient satisfaction.

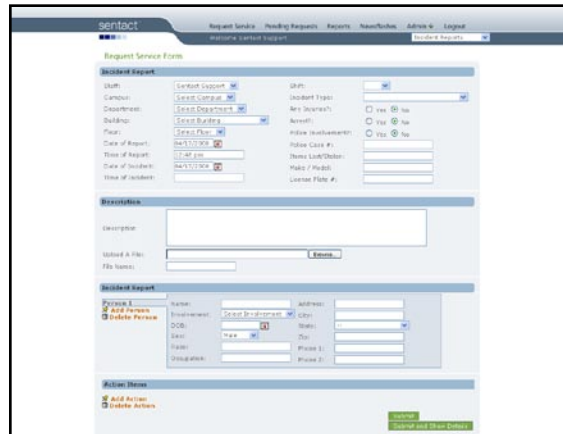
Call our Sales Department to find out more on our Customer Care Module! 847.956.2000.

TWO NEW ENHANCEMENTS

The Sentact Team continues to work with our clients on ways to enhance our existing modules and expand our current portfolio. We are announcing new expansions with a new Compliance Management Module and a large feature enhancement with our Reporting Engine. Contact our Sales Department on how you can benefit from our new Modules.

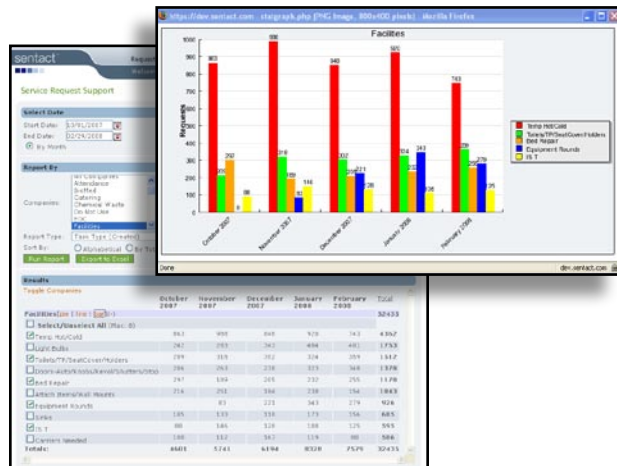
INCIDENT MANAGEMENT MODULE

Incident Management is a new module designed to aid in the reporting of safety incidents. Through the customized form templates, critical information is recorded for follow up, analysis and reporting. Sentact allows users to take full advantage of our signature "closing-the-loop" approach. The Reporter documenting the incident is able to notify responsible parties of any follow up action that needs to be taken, automatically. Upon completion, the Reporter is informed that the appropriate action has been taken and measures have been implemented to ensure the reported incident from occurring again in the future. Detailed reports and trends can be used to forecast and implement proactive plans.



REPORT STATISTICS

Report Statistics is a new Reporting Engine feature that allows a Manager to trend and cross reference data from all Sentact Modules. By example, the reports created allow the user to easily monitor what requests are made most often and how that data set trends over a specified time period. The data can also be exported to a graphing tool for a straightforward "snap-shot" representation of the data. Enabling Sentact Managers to view the statistical data on their operations provides them valuable information on every aspect of their service delivery from resolution time, to staff productivity, task management and customer satisfaction.



SENTACT'S SHORT CASE STUDIES

5 STEPS DOWN TO 2...

A 100-bed hospital facility used to have their Call Center, comprised of two individuals, responsible for dispatch for Environmental Services, Facilities, Audio/Visual, Catering and Patient Transport. All of this was performed with multiple phone calls, paging, sticky notes and numerous spreadsheets. The most inundated process was Patient Transport. By customizing Sentact to adhere to the specific needs of a small facility with limited resources, Sentact was able to reduce typical Patient Transport dispatch processes from five steps down to two. Originally, there may be two calls from the customer and at least three calls to get the request dispatched and resolution confirmed, consuming at least 10 minutes of the Dispatcher's time per request. However, by having the customer submit the requests through Sentact, the system automatically text pages the available Transporter, eliminating unnecessary and time consuming steps. This immediately increased response time and allowed the Dispatchers to focus on more urgent items. The Sentact Solution gave the Dispatchers an hour back a day to work on other priorities.



PROACTIVELY INCREASE PATIENT SATISFACTION



SATISFACTION

A Patient Relations Department utilizing Sentact as their Complaint Management System began trending their data and found that their percent of complaints reported while staying constant was not improving. They wanted to create initiatives which would reduce complaints and increase compliments. The Sentact team's understanding of their needs and knowledge of that hospital's environment resulted in the deployment of the Inspections Module as a surveying tool. This enabled the customer to proactively perform rounds to the patients during their stay at the hospital. They have targeted the top five reported issues and any negative findings will be entered into Sentact, which will automatically generate follow up actions for specific individuals to resolve before the patient is discharged. This new initiative will demonstrate how this hospital cares about their patients needs and increase satisfaction.

HESNI CONFERENCE



This past fall Sentact was proud to exhibit at and be a sponsor of HESNI's (Hospital Engineers Society of Northern Illinois) annual conference in Oakbrook, IL.

The conference brought together individuals from many levels of health care facility management all with the common goal to become more Lean, Green, and Prepared, the overall theme of the conference's programs.

Along with the informational seminars the conference also offered a great opportunity to meet and greet with some familiar faces and make new connections. Many attendees stopped by the Sentact booth and viewed an online demonstration of Sentact's capabilities.

SENTACT'S UPCOMING CALENDAR

JUNE

TUESDAY 3

WSHEF: "See What Our Future HC Leaders Have Been Doing"

THURSDAY 5

Sandhills ACHE: "Chapter Meeting"

FRIDAY 6

Great Lakes ACHE: "Developing High Performance Teams"

TUESDAY 10

NCHE: "Improving Organization Performance & Enhancing the Patient Experience"

CVHEG: "Networking Meeting"

THURSDAY 12

THEN: "Diversity In HC- The Impact on Patients, Employees and Leadership"

HLNY: "HC Leaders on NY: Annual Gala and Banquet 2008"

MONDAY 16

sentactWebinar

WEDNESDAY 18 - FRIDAY 20

FHA: "FL Society for HC Environmental Services 24th Annual Education Conference"

THURSDAY 19

CAHE: "Medical Staff Relations"

THURSDAY 19 - FRIDAY 20

FHA: "FL Society for Patient Reps Annual Meeting & Ed. Conference"

FRIDAY 20

ACHE-WI: "Reinventing Customer Service in HC"

MONDAY 23

sentactWebinar

TUESDAY 24 - THURSDAY 26

IHA: "IL Small & Rural Hospitals: A Vision of Excellence"