

## 10 Most Promising Healthcare Communication Solution Providers - 2017

Recent years have seen exponential disruption in the 'Healthcare Communication'. The proliferation of modern trends such as interoperability and connectivity between health systems, interactive body assistance, cloud storage, wireless wearable sensors, and remote patient monitoring are augmenting the quality of the communication. Though still in the embryonic stages and plagued by some predicaments, this sector is evolving day-by-day.

'Health literacy' is one of the biggest quandaries subsisting in this arena since communication can only be feasible if the target individual is aware of the big picture. A communication gap between doctors and patients can cause chaotic situations. Irrelevant news and misconception can lead towards hazardous calamities and can amplify the numbers of casualties.

To overcome these problems, healthcare organizations

are pursuing the provision of health education and campaigns to increase alertness among the patients. Acquiring the latest technologies can enable an organization to spread information swiftly and with the help of social media, a large community can be gathered and trained. The motive should be to provide enhanced healthcare facility and to inform the audience about precise healthcare practices and treatments.

In our selection, we looked at vendor's capability to provide technology solutions to streamline communications in a faster, less resource consuming manner, while keeping the costs under control. Our distinguished panel of CEOs, CIOs, CMOs, VCs, analysts, and the Healthcare Tech Outlook editorial board has selected top players after evaluating each vendor in the space circumspectly. We present to you Healthcare Tech Outlook's Top 10 Most Promising Healthcare Communication Solution Providers 2017.



**Company:**  
MEDI + SIGN

**Description:**  
Offers a connected health platform with Digital Patient Whiteboard Solutions that are designed to improve satisfaction and coordination of care

**Key Person:**  
Andrew Hoffman  
President

**Website:**  
[medisigndisplays.com](http://medisigndisplays.com)

## MEDI+SIGN

# Advanced Communications for Enhanced Patient Experience and Safety

The extent to which healthcare providers are able to enhance the patient experience and ultimately improve patient outcomes is directly tied to their ability to thrive in a highly saturated marketplace. Shifts in the technology landscape offer healthcare providers an opportunity to implement strategic tools to advance the care given to patients in various settings, such as bettering the delivery of communication to patients and their families without adding unnecessary work.

MEDI+SIGN, an automated bedside communication platform, offers technology-driven solutions to achieve greater success in the coordination of care in a variety of healthcare organizations. The company focuses its efforts on replacing traditional communication tactics including bedside dry-erase boards used by doctors and nurses in everyday practice with a digital whiteboard communications system that allows for easy workflows, accurate information with real automation that transfers critical patient information in

a way that the patient can understand. Andrew Hoffman, President of MEDI+SIGN, explains, “This concept of simplifying the data for patients has resulted in much better communication and stretches out to other aspects of the patient’s care, including diet and fall risks.” By implementing displays inside and outside of each room, and in each nurse station, staff and patients have accurate and easy-to-comprehend data to assist in the healthcare process.

MEDI+SIGN gives providers the ability to improve patient outcomes and lower costs through a myriad of solutions, including their patent-pending Anti-Fall™ technology. Patient’s care and safety are put at the forefront, as precautions are taken when an individual is deemed to have a high fall risk. Hoffman explains, “While there are some standards in place and best practices that determine what happens when the patient is a high fall risk, some of those are overlooked due to lack of time. When our algorithm detects a high fall risk, we implement safety standards, including information on the digital display about their mobility and risk scores.” When safety conflicts arise, MEDI+SIGN algorithms alert staff to potential issues through visual displays at the nurse’s station, in the patient’s room, and outside the patient’s door.

Throughout healthcare organizations, the improvement of HCAHPS is a priority, and MEDI+SIGN is designed to protect those initiatives. The MEDI+SIGN solution suite has been reported to improve outcomes for healthcare providers by eliminating the need for manually completing patient room whiteboards, saving an approximate \$600,000 for 25

beds in time costs over a five-year period. Additionally, MEDI+SIGN has been reported to increase nurse and doctor communication scores by 11 and 9 points, respectively. These improvements can be correlated to the automation of data and simple display of patient information – a concrete differentiator among other healthcare technology providers.

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What makes MEDI+SIGN stand out in the healthcare technology field is its elaborate portfolio of database connectors which link directly to electronic health records, nurse call systems, and smart beds. Hoffman states, “Our connectors work without the use of costly middleware. It is important that we provide technologies that will perform a utility, help the care providers do their jobs better, and help the patients heal and have a better experience.” The heart of MEDI+SIGN revolves around the desire to make a difference in healthcare for patients and providers. Over the next five years, the company plans on increasing revenue-generating opportunities for hospitals while continuing to enhance the ability of providers to deliver a coordination of care that is always safe, always automated, and always easy to understand. **HT**



Andrew Hoffman