

ProxComm Technology®, Proximity Interactions - Improving the Patient Experience

"**Please Visit Again**" – these three golden words are used by almost all service providers and needed in Medical units and hospitals. *ProxComm Technology* has introduced the direct means to reach all who visit or stay in the hospital, via their Smartphone. Allowing them to experience your corporate communications skills, which make them aware of your fine services. Your patients too, shall be loyal and come to you each time they need any medical form of attention when they are communicated with directly.



Proximity Beacons and Enhanced QR Codes

with **Mobile Apps** come with a myriad of opportunities for an improved healthcare practice. Given the advancement of technologies, healthcare units put their efforts to create a more advanced multi-specialist hospital, where the patients get access to all necessary information and stay well informed on their health problem, necessary medical tests, and medications.

Let's start with Hospital Admissions

Multi-specialty hospitals

have separate guidelines for each unit. So, before a patient is

admitted for any special treatment, they need to know the instructions and standards followed by the individual unit. To stay informed, with the latest technology, the healthcare operation offers you a website, from where you can get any information about their services, which takes additional steps to gain that information. To know more and remain updated, when downloading the healthcare Mobile App, they are opting in. Doing so, they will receive notifications on their Smartphone with *ProxComm Technology*.

ProxComm Technology using *Proximity Beacons and Enhanced QR Codes* within Hospitals/Healthcare and Urgent Care units, having management through marketing, easily pushing notifications directly to the shopper or patient's Smartphone, right in the palm of their hands, while they are at or near the facility.

The use of *Proximity Beacons and Enhanced QR Codes* increase awareness of a captive audience as they are shopping, in the waiting area or admitted. If admitted, their family and friends are also notified whilst in the facility.

Proximity Beacons also leverage in-house navigation and internal Geo-location to map routes within the hospital, removing the pressure of getting from A to B, through the labyrinth of corridors and floors. Also includes asset tracking of devices, knowing their whereabouts save time and money! Managing temperature and humidity is now a proximity beacon too!

Emergency Room Management

Information is exchanged automatically using *Proximity Beacons*. With the introduction of proximity beacons, patient's medical history from their proximity wristband can be transmitted *to and fro* securely with the hospital database, which in turn are accessed by the doctors if and when needed.

Doctors can also access the information in any extreme situation just by using his or her own Smartphone. This is immensely helpful if and when the patient is severely traumatized and are not in a mental state to face the reality. Proximity Beacons also helps the patient to *track check-in time, estimated wait time and queue status* via their Smartphone.

Each patient room now is so reliant on the Internet Of Things with at least five different devices connected to that patient through IoT. It is noted that the ability of speedy Internet Wireless coverage now has to smother the whole building, including stairwells and elevators.

Managing Post-discharge patient

At the final stage, *Proximity Beacons* help to manage the patients after the completion of their treatment process and when they have been discharged. It keeps track of the patient discharged, it can be used to push a coupon from a partner retailer (to the nearest location) or to offer free medical checkup or discounts on normal health checkups. It can bring the patients back, increase the ROI of the Medical units and surely makes the patient experience a success.

Proximity Beacons are used by the Healthcare/Urgent Care units to push personalized healthcare messages, like -

If the unit has treated a patient with glaucoma, next time, it can push a notification with a discount of 20% on eye checkup and blood sugar test.

Proximity Beacons and Enhanced QR Codes, introduces special customized offers for senior citizens. To assist those patients, you can keep options open for free shipping of medicines and necessary drugs to their doorstep with a single tap on their Smartphone. This surely will make your senior patients and their family happy and help them in using your services.

The increasing impact of **ProxComm Technology** is in the use throughout all aspects of healthcare units. Users are excited about the possibilities that proximity beacon has to offer. Be it being used for admission to the hospital, or getting the best treatment, or empowering patients post-discharge, *Proximity Beacons and Enhanced QR Codes* are an impressive option for a rapidly evolving multi-specialty health facility.

For more information call: (515) 200.7068 or (330) 366-6860

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WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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