



PSM Proximity Social Beacon Summoning: Time to Improve Patient Experience

"Please Visit Again" – these three golden words are randomly used by almost all service providers, except Medicare units and hospitals. But with the introduction of **PSM Proximity Beacon technology**, you too can make your patients visit over and over again. Your patients too like other service provider, shall be loyal and come to you each time they need any medical attention.



PSM Proximity Beacons come with several 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 guideline for each unit. So, before you are admitted for any special treatment, you need to know the instructions and standards followed by the unit. To stay informed, with the latest technology, hospital offers you a website, from where you can get any information about their services. To know more and remain updated, you can register yourself to the website and/or application of the hospital you are opting in. Doing so, you will receive notification as SMS on your hand-held device.



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But with **PSM Proximity beacons at hospitals** and **Medicare units**, the management can easily push the notification directly to the patient's mobile, while they are at or near the unit. This saves a huge recurring cost of the hospitals. Use of beacons also reduces the risk of maintaining own devices of the hospitals. **PSM Proximity beacons** also leverage in-house navigation and internal Geo-location to map routes within the hospital.

Emergency Room Management

Apple's HealthKit took its baby step towards a badly needed solution for the aggregation of medical information on our mobile devices. Based on this objective other tech solutions giants also penetrated the scenario leading an effortless solution for the patients, doctors and nurse as well. Information can be exchanged automatically using **PSM Proximity beacons**. With the introduction of a beacon, patient's medical history is transmitted to 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 own mobile device. This is immensely helpful if and when the patient is severely traumatized and are not in a mental state to face the reality. **PSM Proximity beacons** also helps the patient to **track check-in time, estimated wait time** and **queue status** via their mobile.

Managing Post-discharge patient

At the final stage, **PSM Proximity beacons** help to manage the patients after the completion of their treatment process and when they have been discharged. As **PSM Proximity beacons** keeps track of the patient discharged, it can be used to push a coupon from a partner retailer (with 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 Medicare units and surely makes the patient happy.

PSM Proximity beacons can be also used by the healthcare units to push personalized health care messages, like -

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

With the **PSM Proximity beacons**, you can also introduce special customized offer for senior citizens. To assist your aged patients, you can keep options open for free shipping of medicines and necessary drugs at their doorstep with a single tap on their mobile. This surely will make your old patient and their family happy and help them in sticking to your services.



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The increasing impact of **PSM Proximity beacons** is throughout all aspects of the **healthcare units**. Users are excited about the possibilities that beacon has to offer. Be it is for admission to the hospital, or getting the best treatment, or empowering patients post-discharge, beacons are an impressive option of a rapidly evolving multi-specialty health unit.

Contact us today!

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