

PRODUCT BRIEF

AT&T's Enterprise Paging Service

One Device, One Provider

With the multiple communications devices healthcare professionals have to wear around their waists, it's no wonder they feel weighed down at work. Many healthcare professionals carry a personal mobile phone, a hospital mobile phone, and, in the case of nurses, the "charge nurse" pager/device that rotates each shift to the person in charge of that shift. Additionally, there can be the "code" pager that rotates each shift to the people who are on the code team.

While other industries have moved entirely to mobile phones for most or all of their mobile communications, many health care groups have continued to rely on dedicated paging devices and legacy paging systems because they have been proven to be reliable means of delivering messages that require a quick response. In fact, round-the-clock, two-way

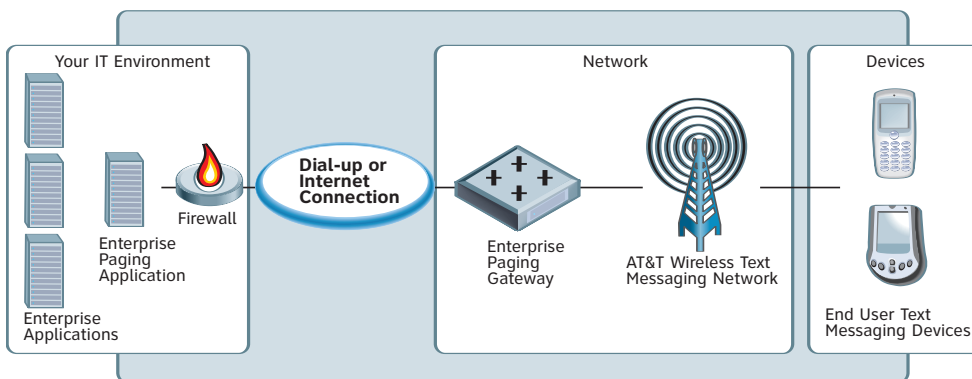
communication is critical when it comes to contacting health care workers to share vital information or receive important notifications wherever they are.

Officials at one of 2007's "America's Best Hospitals," according to U.S. News & World Report, knew its mobile professionals who spanned all hospital responsibilities – from clinicians and administrators to support staff and maintenance workers – could not afford to be out of touch, and carrying dedicated pagers was a way to ensure that messages went through. Yet, hospital officials also recognized the growing numbers of employees carrying mobile phones, and had even deployed mobile email to many of their working professionals. Historically, they had resisted rolling out any new communication applications because of the fear of coverage failures.

Enterprise Paging offers several paging capabilities to improve response times and increase worker productivity including:

- Delivery confirmation
- Two-way paging for actionable responses
- Ability to receive long messages (up to 450 characters)
- Multiple-choice response options that can be integrated with automated escalation systems

Network Configuration



Enterprise-Grade Reliable Paging from AT&T

However, AT&T changed the hospital's perspective. Enterprise Paging from AT&T is a robust, all-inclusive, two-way paging service that was designed with the modern needs of a large organization specifically in mind. For that reason, the service was built to reduce the number of devices being carried by a mobile worker, and can enable a wide array of communications possibilities for a healthcare organization, including:

- Important notifications to healthcare workers who are mobile
- Requests requiring actionable response
- Automated and manual escalations designed to shorten response times
- Group notifications that need to cut through the noise of the other methods of communication

This large academic center hospital immediately recognized the potential return on investment of Enterprise Paging from AT&T, which could help eliminate that extra device on employees' hips.

The hospital decided to deploy the service on a non-critical care application to test the durability of the coverage and the robustness of the solution. It deployed Enterprise Paging to 170 professionals in the Patient Transport department in order to evaluate the service's ability to reduce overall cost and to test in-building coverage.

Clear ROI for Healthcare Organizations

Upon successful testing in the Patient Transport department, Enterprise Paging was deployed on the TDSS paging platform the hospital uses across all departments. Prior to the transition, the hospital was using the TAP protocol for one-way paging, which was noticeably slow and had a small character limit. Enterprise Paging from AT&T added the possibility of two-way paging using modern paging protocols that were able to expand the hospital's character limit and enable receipt and acknowledgement features.

The hospital believes it has reduced the wait time to transport a patient in-house by 14%, thus better serving its customers and increasing overall efficiency and reducing cost, and there was no increased cost to the end customer. Because of its effectiveness, Enterprise Paging will soon be deployed to over 500 users in the hospital's surgery, resident and support staff departments to open the door for other more health care-specific applications that are contained on integrated devices.

Simple Setup and Flexible Pricing Options

Enterprise Paging from AT&T has been built to support most wireless enterprise paging applications and protocols currently being used by the healthcare industry, and AT&T makes it easy to switch or activate a paging service. Simply sign up for the service and replace existing paging address or numbers with AT&T's addresses for Enterprise Paging. It's that simple.

Flexible Pricing Options

AT&T has recently introduced three new pricing options for Enterprise Paging that all include text messaging, providing affordable ways to add text messaging and even further extend mobile health workers' ability to communicate and remain productive while on the go. In addition to text messaging, each bundle always offers the essential elements of Enterprise Paging to meet the needs of healthcare organizations, including:

- Unlimited pages sent and received through the AT&T Enterprise Paging gateway
- Ability to integrate with 3rd-party and/or internal enterprise paging applications
- Group notification capabilities with delivery confirmation
- Enhanced paging features such as two-way paging and long messages

To sign up and begin using this service, contact your account representative or call 866-9ATT-B2B (866-928-8222).

For more information contact your AT&T Representative or visit us at www.att.com/business.

