



WORKFORCE CONNECT VOICE CLIENT STRATEGY HEALTHCARE

What is WFC Voice Client?

Workforce Connect Voice is a flexible Voice over IP (VoIP) telephony client designed to enhance workflow efficiencies and device unification. Using only a Wi-Fi connection, it can provide Enhanced comprehensive PBX functionality to Zebra mobile computers.

COMPETITION VOICE SOLUTION

SpectraLink Pivot | Device and Client, Android

Cisco | Jabber – BYOD type client for Android / WinMobile / iOS devices, 7926 - voice-only device

Ascom Myco | Device and Client, Android, targeting HC vertical, client/server solution

Voalte | Client for Android devices, client/server solution

Vocera | primary device is a badge device, also have a client for Android/iOS devices, server/client solution

QUESTIONS FOR CUSTOMERS REGARDING THEIR INFRASTRUCTURE:

History | What devices do they have including BYOB (e.g. SpectraLink, DECT, Voc2-way radios, Overhead paging, etc.)

PBX | Cisco and Avaya (68% of the market)

WLAN | Zebra, Cisco, Aruba, Ruckus

VoWLAN | Cisco, Spectralink, Ascom, DECT, Vocera

QUESTIONS TO ASK

How easy is it to find a team member for assistance?

How do the staff communicate today (both internal and external)?

Relying on desk phones to reach doctors is inefficient. Look for staff carrying multiple devices: mobile computer, VoIP device, pager.

How often are devices breaking?

SpectraLink, Cisco, iOS and Vocera devices have a reputation for frequent breakage, especially by nursing staff. Could be significant monthly repair charges.

How much overhead paging is being used?

Detracts from a healing environment. Adds to the noise to the environment which can be distracting to HC workers.

PLAYERS

Primary Decision Makers

IT Director: typically the decision maker and will assign an IT mgr to lead the process

Nursing Director / CNO: typically the most important influencer for VoWLAN solution

Influencers

Doctor Representative: outspoken secondary influencer for VoWLAN solution, major influencer for FMC solution

Security Director: secondary influencer if radios are involved

Quality Assurance Coordinator: secondary influencer

Project Team

IT Project Manager

Network Engineering

Telecommunications Engineering

Security IT (if 2-way radio integration is required)

ZEBRA DIFFERENCE

Purpose built enterprise devices

Best roaming devices on the market

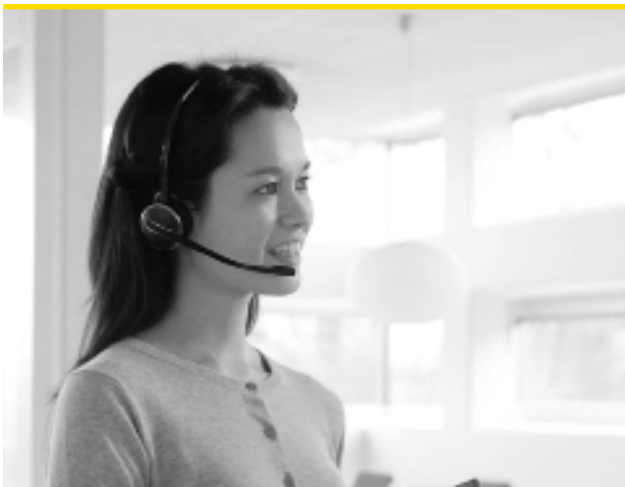
Emulate desktop phones with advanced voice feature set

Purpose build client for enterprise workflow

We deliver software that allows for different modes of communications

Integrate with third party messaging platforms

Integrate with enterprise directory from PBX



WORKFORCE CONNECT VOICE CLIENT USE CASE HEALTHCARE

CLINICIAN COMMUNICATIONS:

User: All Mobile Clinicians

Need/Pain Point: All clinicians work in teams and are frequently frustrated by simply trying to communicate with other during the shift.

Use Cases: Throughout the shift, clinicians can easily communicate while being mobile without having to waste time and steps to find a desk phone. A nurse can quickly find team members or other departments using the integrated directory (pulled from the PBX). With multiple share-line appearances, a nurse supervisor can view calls for nurses and answer those callers when a nurse is busy or on break. With Ad Hoc Conferencing, a clinician can quickly pull together a conference with team members to discuss a patient or other important issues.

Benefits: EASY TO USE, EASY TO COMMUNICATE
Takes the complexity out of communicating, making mobile communications simple and time saving resource, faster saves time by avoiding unnecessarily involving other associates.

QUIETER PATIENT ENVIRONMENT

User: Nurse on Patient Floor

Need/Pain Point: Primary means of communication for nurses is either walkie-talkie devices or overhead paging. Both cause noise pollution since all communications are heard by all nurses (and patients). Potential HIPPA violations if patient names or details are part of the communications.

Use Case: Nurse has a voice client on the MC40 that they are using for other applications. All communications are done by the voice client rather than walkie-talkie or overhead paging. Nurses can turn down the ring-tone and/or use vibration for call notification, and step out of a patient room for the conversation.

Benefits: QUIET AND EFFICIENT
Quieter healing environment: not paging, no walkie-talkie interruptions. No HIPPA risk as all communications are private. Nurses save time/steps by taking calls directly rather than being paged and then going to the nurse station for the phone call.

MULTI USE DEVICE:

User: Nurse on Patient Floor

Need/Pain Point: Nurses carrying separate devices for HC applications (mobile computer or WOW) and communications (walkie-talkie or WLAN phone).

Use Case: Nurse has single device for HC applications and communications.
Nurse can directly access key HC applications from the In-Call screen with a single keystroke.

Benefits: CONVENIENT AND COST-EFFECTIVE

Convenience: nurses only need to carry and manage a single device

Cost savings: faster ROI by leveraging a single device for HC applications and communications, reduce maintenance expense

Reduce IT effort: less hassle by having 50% less devices to manage/maintain

NURSE / DOCTOR COMMUNICATION

User: Nurse on Patient Floor

Need/Pain Point: Nurse needs to talk to a patient's doctor, so she/he goes to the nurse station and pages the doctor. She/he wastes time waiting for the doctor call-back or misses the call-back because she/he is called away from the nurse station.

Use Case: Nurse has a voice client on the MC40 that they are using for other applications. Pages the doctor directly from the MC40, and the doctor calls her/him back directly.

Benefits: EFFICIENT AND CONVENIENT

Nurse no longer wastes time/steps by going to the nurse station to page the doctor and waiting for the call-back.

Doctor directly calls the nurse so he/she does not have to wait for the nurse to be paged via overhead paging when she/he calls the nurse back.

No overhead paging needs to be used to inform the nurse of a call waiting, thus quieter experience for patients.



WORKFORCE CONNECT PTT PRO / MESSAGING STRATEGY HEALTHCARE

What is WFC PTT Pro Client?

Workforce PTT Pro is a multi-modal communications client that allows HC clinicians a choice in how they communicate, what device they use, and being able to communicate to a single clinician or a group.

COMPETITION VOICE SOLUTION

Kodiak | on most iOS, Android, and WinMobile consumer devices

AT&T Enhanced Push-to-Talk | on most iOS, Android, and WinMobile consumer devices

Verizon Push-to-Talk Plus | on most iOS, Android, and WinMobile consumer devices

Sprint NexTel Direct Connect | on most iOS,

Android, and WinMobile consumer devices
Zello | on most iOS, Android, and WinMobile consumer devices

CUSTOMER QUESTIONS

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QUESTIONS TO ASK

How easy is it to find a team member for assistance?

Do they rely on one form of communication (e.g. telephony only)?

Can they easily message their whole team or just individuals?

Would PTT be faster than making a voice call?

Would messaging a supervisor from the factory floor be easier than waiting for him/her to be free?

Communication choices.

How do they communicate with off-premise workers?

How do the staff communicate today (both internal and external)?

Relying on desk phones to reach workers is inefficient.

Look for staff carrying multiple devices: mobile computer, VoIP device, pager

How do they communicate with Security or different groups Staff?

Do they have to find a 2-way radio to contact them?

How often are devices breaking?

SpectraLink, Cisco, iOS and or BYOD devices have a reputation for frequent breakage, especially by nursing staff. Could be significant monthly repair charges.

How much overhead paging is being used?

Detracts from a healing environment

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PTT Pro DIFFERENCE

Push to Talk (PTT) Voice

Group Multimedia Messaging

Network/Carrier Agnostic

Multiple Language Client

Live Tracking/Mapping

Historical Tracking/Mapping

Multiple Device Platforms

Software as a Service

Management Web Portal

On boarding portal

Co-existence with WFC-Voice WLAN Voice Client



WORKFORCE CONNECT PTT PRO/MESSAGING USE CASES HEALTHCARE

CLINICIAN COMMUNICATIONS:

User: Clinician Communications

Need/Pain Point:

Task Assistance (Presence): A clinician spends a great deal of time finding team mates to help with tasks.

Nurse to Group (Group PTT): A nurse can quickly see who is available to help with a task (e.g. moving a patient to a wheelchair) before launching a PTT call.

Nurse Communications to Transport / Security (WLAN-to-2Way Radio PTT): A nurse can quickly communicate with 2-way radio users, such as transport or security without having to find a radio to use.

Message Override (Barge & Alert PTT):
Code Blue PTT / Text

Task Assignments (Group Texting): The nursing supervisor can send out staffing assignments and tasks at the beginning of the shift to the separate groups of nurses.

Benefits: Quicker team coordination, faster/better patient care, more efficient use of time, reduce staff stress.

MESSAGING

User: Nurse on Patient Floor

Need/Pain Point: When a clinician is in with a patient or if detailed instructions need to be communicated, voice communication may not be appropriate.

Use Case: A Nurse Supervisor can send a detailed message to a nurse that will be easier for the Nurse to remember when performing the task.

Use Case: A clinician is in with a patient, in order not to disturb them, a team mate can send a message when the nurse is free to read it.

Use Case: A nurse supervisor has a non-real-time message for the shift, such as a room change for a team meeting, when a message is a better way to communicate to the team rather than voice communication.

Benefits: QUIET AND EFFICIENT
Allows clinicians to choose the best mode of communications for the situation which still allows individual and/or group communications.

MULTI-USE DEVICE:

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Need/Pain Point: Nurses carrying separate devices for HC applications (mobile computer or WOW) and communications (walkie-talkie or WLAN phone).

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