

BlackBerry Smartphone Instant Messaging Feature Helps Doctors Communicate



Industry:
Healthcare / Life Sciences

Region:
Indonesia

Company Size:
Large (2000 employees)

Email Platform:
Microsoft® Exchange

Solutions:
BlackBerry® Messenger (BBM™)

Key Benefits:

- Improved internal communication
- More secure transfer of patient information
- Reduction in cost of information technology
- Ability to more easily and more quickly share attachments

Dr. Soetomo Hospital (Soetomo Hospital) is a public hospital in Surabaya, Indonesia. The hospital provides the region with sophisticated specialty medical services and serves as the teaching hospital for the medical school of Airlangga University.

With almost 2,000 medical staff, it was difficult for the doctors of Soetomo Hospital, who are located throughout the hospital to communicate, discuss patient cases and share information. In the past, medical staff relied on laptop computers, pagers and face-to-face meetings to communicate. However, this method of communication was challenging as the staff were often busy, away from their desks or outside designated doctors' areas.

The hospital tried using other methods to help its staff communicate more efficiently; but these methods proved slow and unreliable. The hospital needed a solution that was more secure, inexpensive and worked seamlessly with the BlackBerry® smartphones Soetomo Hospital was already using.

The BlackBerry Advantage

Soetomo Hospital equipped 140 of its staff in the anesthesia division with BlackBerry smartphones. BlackBerry Messenger (BBM) was one of the most popular features for staff because it offered a quick and more secure communications platform for the doctors to interact with each other. It also allowed the staff to send pictures, videos, voice notes and more in near real-time to their colleagues. BBM is also cost effective for the hospital to use

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~ Dr. Prayudi Aji Murtolo, Doctor of Anesthesia, Dr. Soetomo Hospital

since it uses less data than other messaging services and has a unique feature that allows the sender to see when their message has been delivered, read and when the recipient is in the process of responding back.

As well, BBM offers a group chat feature that is frequently used by the staff. There are approximately 40 active BBM groups at the hospital, ranging from 5 to 30 participants. BBM also allows members to sync their calendars with one another, making it easier to know where everybody is.

“BBM offers an enhanced social app experience that allows the exchange of information effortlessly even for larger groups. Successful patient care can be achieved through collaboration and communication,” said Dr. Prayudi Aji Murtolo, Doctor of Anesthesia at Dr. Soetomo Hospital. “The BlackBerry smartphone, in particular BBM, gives our hospital a quick and easy way to share information with other doctors.”

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