

BlackBerry Customer Success Story



Hospital Pablo Tobon Uribe is a highly specialized, non-profit medical institution located in the city of Medellin in Colombia. Founded in 1970, the Hospital employs approximately 1,800 people, including medical and administration staff, and provides healthcare services to local and international patients.

Challenge:

Hospital Pablo Tobon Uribe needed a tool to help them optimize their processes and deliver healthcare services more efficiently. Medical staff needed to have better access to technology, because at times, doctors from different medical specialties needed to look up a medical record on the same computer at the same time. During rounds, they relied on a printed list of patients, but it was hard to keep it accurate since changes occurred and it needed to be constantly updated.

There were also challenges in running key hospital services such as cleaning, maintenance and assigning beds to patients. The staff responsible for these services were contacted using a two-way radio or by sending someone to look for them. This had an impact on operating costs and the Hospital's desire to provide the best possible care. They also wanted to enhance operational efficiency in the way blood donor screening was conducted. During blood collections, field staff didn't have remote and direct access to the hospital donors' directory. Field agents had to call the Hospital to check a donor's eligibility.

Industry:
Healthcare /
Life Sciences

Company Size:
Large Enterprise –
Approximately 1,800
employees

Region:
Latin America

Solution:

- BlackBerry® Enterprise Server
- Custom apps developed in-house for BlackBerry® smartphones for:
 - Medical Rounds
 - Bed Management
 - Blood Donors

Solution:

Hospital Pablo Tobon Uribe developed three applications for BlackBerry smartphones to help improve efficiency for:

- Medical Rounds
- Bed Management
- Blood Donors

The app for medical rounds was designed by the Hospital to send a daily list of assigned patients directly to each doctor's BlackBerry smartphone. By simply entering their username and password, doctors can access the Hospital's back-end medical records system. They can then use two search options to help locate patients: by location and by specialty. Another menu option allows doctors to find out if a patient has been transferred to another area in the Hospital.

The Hospital also designed the app for bed management, which synchronizes with the Hospital's back-end system and automatically updates the status of the beds to be assigned to patients. Supervisors use their BlackBerry smartphones to see when a bed is vacated and view an updated list of available beds that are ready for cleaning.

BlackBerry Solution Helps Colombian Medical Institution Optimize Operational Efficiency

Key Benefits:

- Time efficiency for doctors
- Faster allocation of beds; reduced waiting times for patients
- More efficient blood donor screening process
- Improved Hospital efficiency and service

“Applications deployed by Hospital Pablo Tobon Uribe on BlackBerry smartphones have helped greatly improve the efficiency of the Hospital’s operational processes, which is reflected in improved patient care and in financial benefits for the Hospital.”

~ Diego Estarita, Coordinator of Telecommunications and Information Security

The third app they designed pertains to blood donations. It allows field agents who collect blood to access the Hospital’s blood donor bank directory from their BlackBerry smartphones. They can enter the ID number of a potential donor and access the Hospital’s database, which lets them see a person’s eligibility to donate blood on-the-spot.

Hospital Pablo Tobon Uribe pushes the BlackBerry apps to their employees using the BlackBerry Enterprise Server, which was chosen for its ability to help centralize IT management and safeguard sensitive information. “It’s a stable, high-availability platform that helps enable us to recover from any unplanned period of downtime while we quickly perform implementations and upgrades,” said Jorge Restrepo, System Analyst, Development of Custom Applications and Interoperability, Hospital Pablo Tobon Uribe.

Hospital Pablo Tobon Uribe’s Benefits:

“All the applications we have created for BlackBerry smartphones have greatly improved the efficiency of the Hospital’s operational processes, helping to drive improved patient care and resulting in general operating cost efficiencies for the Hospital,” said Diego Estarita, Coordinator of Telecommunications and Information Security, Hospital Pablo Tobon Uribe.

Doctors benefit from accessing their list of patients — even while they’re not in the hospital. Using the app contributes to helping them see more patients in one day or to spending more time with patients.

The solution also helps doctors review information about their patients before they see them. “Doctors have told us that having patient information at hand has helped them focus on what they do best: taking care of patients,” said Jorge Restrepo, System Analyst, Development of Custom Applications and Interoperability, Hospital Pablo Tobon Uribe.

Hospital Pablo Tobon Uribe has also improved the process of cleaning and assigning beds. There is now better collaboration between the patient service desk and those responsible for cleaning and maintaining the beds. There is also reduced waiting times for patients. “It has also helped reduce the Hospital’s expenses related to occupancy, because it can now reallocate beds much more quickly,” said Jorge Restrepo, System Analyst, Development of Custom Applications and Interoperability, Hospital Pablo Tobon Uribe.

Having almost immediate access to the Hospital’s blood bank database has helped to allow field staff to work more quickly during field blood collections, helping to avoid the need to make calls to check a donor’s eligibility.

“We are currently working on other applications that use BlackBerry smartphones, so that more of the Hospital’s processes can become more efficient,” said Estarita.

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