



Increase facility operations and improve the patient experience through WiFi analytics, wayfinding and marketing automation.

Telesystem's WiFi Engagement & Analytics solution helps medical facilities ensure a safe, positive patient experience while increasing revenue and optimizing costs. Our indoor location solution allows you to leverage clear data and insight around user behavior to improve staff efficiencies and patient safety, at a lower cost, with 80-85% less hardware and less maintenance.

In case of an emergency, our wayfinding feature can provide the shortest path for first responders and ensure all users know where their closest exits are. During times of high risk, such as COVID-19, you can make sure infected patients are directed to the required entrances and close certain areas of the hospital, removing them from the navigation path.

ENSURING STAKEHOLDER BENEFITS

PATIENTS

Reduce pre-visit anxiety, minimize risk of infection and increase levels of satisfaction

VISITORS

Reduce stress, minimize social contact and find loved ones through location sharing

MEDICAL STAFF

Prevent interruptions, provide key updates and create efficiencies in this frequently changing environment

VOLUNTEERS

Reduce fear through education, direction and minimal contact in an environment of high risk

RESPONDERS

Ensure areas of risk are located and mitigated through optimal routes to increase safety

ENTERPRISE-CLASS SOLUTIONS & SERVICES

IMPROVED PATIENT EXPERIENCE



Location positioning within 3-5 feet

Pre and post visit education and feedback, combined with best in class technology and optimal navigation increases satisfaction and reduces risk.

COST EFFECTIVE



Less Hardware, Greater Efficiencies

Maximize medical staff efficiency by reducing interruptions and time to find destinations and assets, with 85% less hardware required.

SAFETY DRIVEN



Best in class technology/security

Maintain safety of patients, visitors and staff by altering routes, opening and closing exits or triggering messaging in a specific area.

SEAMLESS INTEGRATION



Improved Patient and Employee Experiences

Includes integrations such as scheduling, hoteling and hot desk to increase operational efficiencies and improve patient experiences.

Why should you transform your healthcare campus into an intelligent space?

- **71% Of patients are frustrated with their healthcare experience¹**
- **Organizations providing "superior" patient experience achieve net margins 50 percent higher than those providing "average" patient experience²**
- **60% Of patients are asking for their experience to become more digital³**
- **\$150B Is the cost of no-shows across US healthcare systems, annually⁴**
- **74% of healthcare leaders believe that optimizing the customer journey across multiple touch points will be very important in the next few years⁵**
- **60% of patients would visit their healthcare provider more often if communications felt like they were personalized⁶**



¹ Mobilehealthnews.com, Healthcareitnews.com, 2020

² Binaryfountain.com, newsroom.accenture.com, 2020

³ Mobilehealthnews.com, adobe.com, 2019

⁴ forbes.com, aquinahealth.com, 2019

⁵ Econsultancy, Digital Trends in Healthcare and Pharma, 2017

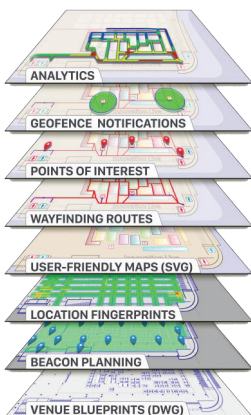
⁶ Redpoint Global, 2020



Enhance Visitor, Patient and Staff Experience



Ensure Appointment Discipline



WiFi Engagement and Analytics' indoor location solution is built on a set of layered information that allows us to create accurate venue maps and beacon placement to optimize accurate positioning. We then overlay user friendly maps which enables the control of traffic across the facility in the most efficient and safe way. Unlimited points of interests can then be added to the map and integrate with data feeds such as employee directories and key business events.



As the foremost leader in Geomagnetic positioning, we can implement our wayfinding solution much faster, at a lower cost, with 80 - 85% less hardware and less maintenance.

Benefits and Use Cases for WiFi Engagement & Analytics

Reduce missed appointments through digital wayfinding

Avoid patients getting lost within your campus by using blue dot technology similar to Google or Apple Maps to help patients navigate around complex environments, turn by turn. Digital wayfinding has also become a must-have feature since COVID-19 because it helps support social distancing, minimizes crowding, expedites reporting of safety issues and helps to eliminate unnecessary social interaction.

Reduce the stress & anxiety of hospital visits and improve the patient experience

Remove the added stress of patients and visitors having to navigate your campus by providing them with step-by-step directions all the way from home to their appointment location.

Reduce staff interruptions and increase operational efficiency

Let staff focus on providing excellent care & avoid them being interrupted for directions by empowering patients and visitors to navigate their way around using their mobile device.

Increase operational efficiency by ensuring staff get to where they need to be

Ensure staff get to where they need to be as quickly as possible by providing them with the most efficient way to navigate around the hospital and prevent them arriving late to calls.

Avoid new employees from getting lost and impacting on care outcomes

Newly appointed clinical staff may be unsure of how to navigate to certain areas when calls come in. Allow them to use digital wayfinding to avoid them getting lost which could impact negatively on patient care.

React quickly to major incidents by altering routes and opening or closing exits

Maintain the safety of patients, visitors and staff by responding quickly and efficiently to major incidents by altering predefined routes or opening and closing exits within minutes.

Improve operational efficiency by understanding how people move around your campus

Understand where bottlenecks occur, footfall traffic patterns and areas of dwell and use their data to make informed decisions to improve operational efficiency.

Capture patient & visitor contact information to promote services and initiatives

Use your guest WiFi to collect contact information and use this data to communicate with patients and visitors around services or initiatives that you want to promote for example promoting the use of face masks and hand washing to respond to COVID-19 or other infectious diseases.

Personalize your communications using demographic and behavioral data

Identify segments of patients and visitors and send communications promoting services that are relevant to them, for example promoting flu shots to all visitors 60+.

Use location-based messaging to communicate with patients, visitors and staff

Geofencing technology enables you to create zones for specific areas within your campus. Within these virtual boundaries you can trigger messages to visitors who enter the area regarding important information or additional services.

Gather patient and visitor feedback at scale

Automate surveys to be sent post-visit and start to gather feedback which can be actioned to improve the patient experience.

Drive app downloads

You can redirect customers at the end of the WiFi access journey and prompt them to download the app, linking to the relevant app store based on type of device.

LEVERAGE WAYFINDING TO ENSURE SAFETY, EFFICIENCY AND SATISFACTION

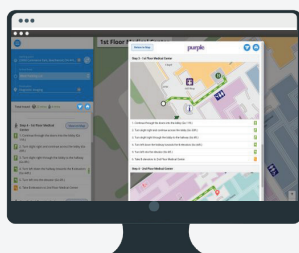
Geomagnetic Hybrid Technology for Optimization and Accuracy

Digital Displays



Interactive maps, directions and multimedia

Web-based Solution



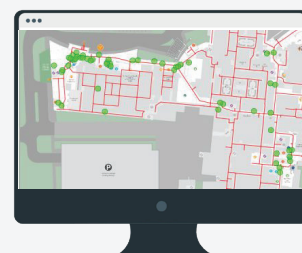
Pre-planning, offsite to onsite directions online - desktop and mobile

Mobile Application



Accurate blue-dot navigation and location-based messaging

Action to Insight



Role-based admin tools allow full control of your environment and your data