



- Sellersville, PA
- 200+ beds
- MEDITECH 6.1



Challenges

- Streamline report delivery
- Improve usability and system rollouts
- Enhance security



Results

- Improved functionality provides ease of use
- Browser-based version is easier to implement and access
- Network password is required for better security

The Latest Version of Communication Director is a Direct Reflection of Customer Feedback

Grand View Health Betas New Versions to Enhance System Usability

As a busy Integrated Delivery Network, Grand View Health treats tens of thousands of patients every year with a full range of services. It distributes approximately 1,000 reports per day using Forward Advantage's Communication Director, a solution that has helped the hospital streamline clinical workflow and patient care since 2002. "Communication Director allows us to customize report delivery to meet the different needs of our physicians," says Laura Rutherford, clinical analyst at Grand View Health.

Grand View's strong working relationship with Forward Advantage made it a prime candidate to beta the Communication Director version 4 platform and the newly released version 4.1. In fact, Rutherford's feedback was instrumental to the development process, and she is credited for much of the solution's usability. "Forward Advantage absolutely uses customer feedback to develop solutions that make their customers happy, and this is a classic example," continues Rutherford. "When I saw the enhancements made to the new version, I could see they really listened to me. It's this kind of relationship that makes me more inclined to be a beta site. In fact, we're now a beta for the new Secure Messaging Connector which will allow us to replace paging in the ER with secure, mobile messaging that's integrated with our EMR."

Flexible Information Exchange for a Busy Integrated Delivery Network

Prior to implementing Communication Director, staff at Grand View had to print and then mail or manually fax reports. It was an



inefficient system with no way to customize or verify report delivery. Using Communication Director's DesktopFax, which resides on an end user's computer, along with automated SmartRoute technology has helped the hospital meet the needs of a variety of end users and physicians. "With SmartRoutes, most of our report distribution happens without users doing a thing, and they call DesktopFax 'auto fax,' because it is so much easier than printing and faxing," says Rutherford. "Communication Director gives us one place to monitor all report distribution. We can easily verify if a report went through, and our customers on the back-end have flexibility with how and when they receive their reports from Grand View."

Expanded Functionality Reflects Customer Feedback

The Communication Director 4 Platform is browser-based to simplify installation/upgrades and provide end users with more mobility. They can now easily access the system from any workstation within a hospital's network. It was also designed with a more user-friendly appearance and enhanced functionality based on customer feedback. The 4.1 release also includes improved search capabilities, phonebook enhancements, and the ability to log out of a workstation and still have a fax transmit. Per Rutherford, there was a natural adjustment period for end users when they switched to the browser-based platform, but the solution is now a welcome replacement. "The old system doesn't compare to the new one, because it's so much better visually now," she says. "One of the best things is that you can do a name search, and the system queries the database so you're not free-texting."

"With 4.1, we can redeliver reports but also redirect them to an email address or printer. It's just a huge improvement. In fact, one of our Lab users recently told me she can't live without this software."

- Laura Rutherford
Clinical Analyst at Grand View Health

Browser-Based Platform Improves Security at Grand View

Communication Director 4's browser-based platform has not only simplified the implementation and training process at Grand View, but it has greatly improved security. This is because end users are now prompted to enter their network username and password when they log into the system. "We can roll out the software remotely on machines, and the setup is much easier for our end users to understand," concludes Rutherford.

"We have a special relationship with Grand View that's built from a mutual respect," concludes Kevin Frazier, manager of client services at Forward Advantage. "Laura and her co-workers have really helped to make Communication Director what it is. Our goal is always to create user-friendly solutions that meet hospital challenges, and the feedback we get from our customers is invaluable to this process."

Want to learn more about Communication Director 4!
Click on the below button to *request more information* or *schedule a meeting*.



About Forward Advantage

Since 1993, Forward Advantage has provided innovative and cost-effective solutions for healthcare organizations. With more than 1,200 customers, the company uses its deep expertise to solve a wide range of healthcare challenges by listening to its customers and collaborating with them on solutions that improve the healthcare experience with better access to information. Examples include: automated and intelligent report distribution, streamlined identity and access management, migrating and archiving legacy data, document management, EMR-integrated secure messaging, and interoperability solutions connecting hospitals and physicians. More information on Forward Advantage and its solutions can be found at www.forwardadvantage.com.

About Grand View Health

Grand View Health is a community health system that has served generations of Bucks and Montgomery County residents since 1913. Committed to leading the community to a healthier future, Grand View offers inpatient and outpatient services in the areas of cancer, cardiology, orthopedics, post-acute care, surgery and women's and children's health. For more information, go to www.gvh.org.



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