

PerfectServe

Fact Sheet

What is PerfectServe?

PerfectServe is an intelligent, clinical communications system that routes calls, messages and data to the right doctor, at the right time, while giving physicians complete control over how they are contacted.

For hospitals, PerfectServe solves a difficult and neglected problem —the breakdowns that occur when nurses and other clinicians try to contact physicians. According to the Joint Commission, communication breakdown is the single greatest contributing factor to sentinel events and delays in care in U.S. hospitals. Communication errors and hassles also are often cited as a major cause of clinician dissatisfaction in medical staff surveys.

For physician practices, PerfectServe replaces conventional answering services and office voice mail systems. PerfectServe saves time and money and eliminates errors, lost messages and unnecessary callbacks.

PerfectServe processes more than 30 million clinical communication interactions each year involving more than 14,000 physicians. A recent physician survey shows that 93% would recommend PerfectServe to their colleagues.

How does PerfectServe work?

PerfectServe assembles and maintains the call schedules, contact preferences and workflow rules for every physician on a hospital's medical staff.

The system then integrates all this information to create algorithms that ensure each call, text, voice, email message, or page always goes to the right physician. It also lets physicians filter and prioritize their inbound communications based on such factors as who is sending the message (doctor or nurse), hospital facility and department, and the time, day, clinical situation, and urgency.

For critical situations that require immediate action, the system automatically escalates notification actions, which might include contacting alternative physicians, to expedite timely responses.

Currently, clinicians can access PerfectServe by dialing a single number and speaking the name of the physician or call group they wish to reach.

They can also make these connections through an iPhone application and a Web portal.

More than 30 hospitals use this system for fail-safe, error-free clinician communications

Service Benefits

Hospitals

- More tightly aligns the hospital with its medical staff and referring physicians.
- Improves coordination of care by facilitating collaboration among doctors, nurses and other clinicians.
- Reduces risks by eliminating the unnecessary decision points, hand-offs, delays and miscommunications that increase the chance of errors and adverse events.
- Provides timely notification and acknowledgement of critical test results.
- Increases physician satisfaction by eliminating the mistakes and hassles caused by the miscommunications that frequently occur when they're on-call.
- Increases revenues and quality of care by expediting consult notification, which leads to more in-hospital consults instead of at physicians' offices.
- Lowers costs incurred through extended length-of-stays by eliminating delays in reaching attending physicians.
- Documents every point of contact between hospitals, physicians and clinicians to reduce liability risks, while helping clinicians identify and fix communication problems that lead to errors, delays and other inefficiencies in care coordination.

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Physicians

- Enables physicians to easily filter and control the communications they receive according to their personal preferences and workflows.
- Saves time and money while eliminating errors and hassles of answering services.
- Ensures that no critical call or message is lost or delayed.
- Improves collaboration with doctors and nurses.
- Eliminates unnecessary calls and callbacks.
- Increases opportunities for consults.
- Automatically escalates the contact process when an urgent response is needed.
- Provides liability protection by documenting the contact process for each call.
- Allows physicians to contact patients while maintaining their personal caller ID privacy.

Nurses and other clinicians

- Provides one-number access to on-call doctors and other clinicians.
- Reduces the time needed to coordinate care, which means more time available to spend at the bedside.
- Eliminates the need to refer to, maintain, and interpret, physicians' on-call schedules, lists of phone numbers, contact devices and unclear instructions about contact preferences.
- Minimizes errors and miscommunications caused by hand-off calls to third-party answering services or a practice's office personnel.
- Improves relationships with doctors.
- Provides information that can help them identify and fix communication problems.

PerfectServe Mission

To be the standard of care for voice, online and mobile clinician-to-clinician communications, while delivering the most satisfying service experience in the healthcare community.

Hospital Success Stories

By using PerfectServe:

- Henry Ford Macomb Hospital now routes 86% of all calls and messages directly to on-call physicians.
- Fairfield Medical Center cut the mobilization time of its Cardiac Cath Lab Team by 80% and reduced its door-to-balloon time by 30%.
- St. John Hospital and Medical Center reduced the response time for its Code Stroke Team from 11 minutes to four minutes.
- St. John Hospital and Medical Center increased the percentage of ICU calls answered by the intensivist in real time from 5% to 82%.

Company Fast Facts

- Founded in 1997.
- Processes more than 30 million clinical communication events each year.
- System links hospitals and practices in 154 markets across the country.
- Serves more than 14,000 physicians in more than 30 hospitals.
- Facilitates more than 75,000 patient care interactions per day between physicians, hospitals and patients.
- Conducts pioneering research on the extent and impact of the communication breakdowns that occur between clinicians in hospital environments.

Key Personnel

- Terrell Edwards, President and CEO
- John LaBine, Chief Financial Officer
- Don Dally, Chief Technology Officer
- Jeff Brown, Vice President, Client Services
- Tom Hills, Vice President, Sales & Marketing
- Larry Visk, Executive Vice President, Sales

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1225 E. Weisgarber Road, Suite 300

Knoxville, TN 37909

www.perfectserve.com

Media Contact:

Peter Duckler, HLB Communications

Tel: (312) 423-4930, pduckler@hlbcomm.com