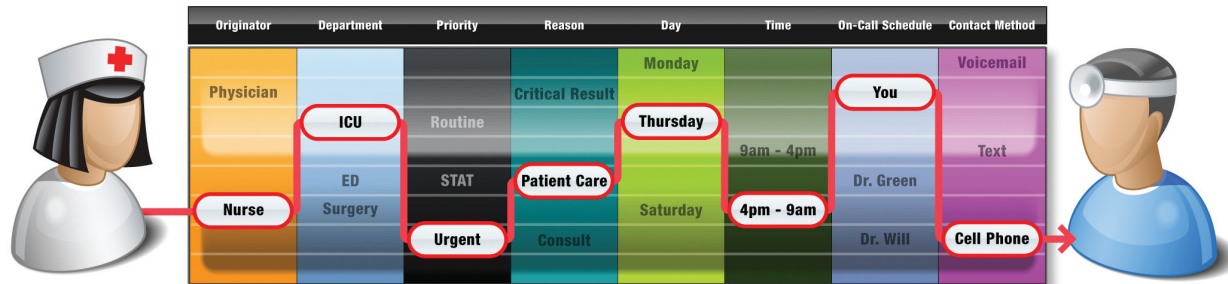


Selectively filter and route the inbound clinical communications you receive.



**How to tailor your PerfectServe solution to meet your clinical communication needs.**

PerfectServe aims to save you time and make the practice of medicine easier.

**Spending a few minutes now to learn how PerfectServe can give you more control over the communications you receive will save you countless hours in the months to come.**

So browse through the information here and consider how you might optimize your PerfectServe solution to your specific workflow. Then call us, and we'll make it happen.

PerfectServe gives you the ability to selectively filter, route and hold the clinical communications you receive. Various call and message attributes can trigger the filtering mechanism, including:

- Originating caller (e.g., nurse or physician).
- Originating facility and department.
- Time-of-day and day-of-week.
- Urgency.
- Reason or clinical situation (e.g., consult notification, new admission, critical result).
- Personal and group on-call schedules.
- Your status.

PerfectServe allows you to receive calls and messages using one or more of the following modalities:

- Real-time calls routed to any mobile, home or office phone.
- Failsafe voicemail or email.
- Text messaging.
- Numeric or alpha paging.

**EXAMPLE:** You may decide to receive urgent consults on your cell phone, routine consults as voice messages with notifications sent to your cell phone, and other calls as text messages.

Use failsafe contact processes to ensure quality patient care and reduce your liability risk.



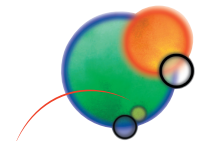
If you choose to employ one of PerfectServe's failsafe contact processes, you'll never miss a critical patient-care call.

With a failsafe contact process, PerfectServe monitors when you answer a real-time call or retrieve a voice or email message from your PerfectServe inbox.

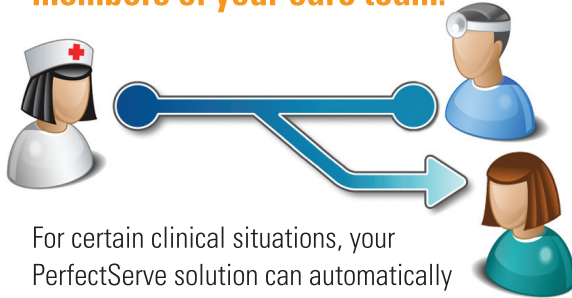
So if you haven't responded within a specified period of time, notification escalates automatically — intensifying efforts to reach you according to a protocol you define.

PerfectServe will re-page you, call or send a text message to your cell phone, send an email, or call your home or office back line. Eventually, if you still have not responded, other clinicians in your call group can be reached via a predefined backup process.

**EXAMPLE:** You may decide to route all critical test results to your cell phone so that you can handle them in real time. In the event you fail to answer, PerfectServe will take a voice or email message and escalation will ensue automatically. Notifications are made first to your cell phone, then to your home or office back line, then to your pager, then to your partner based on a back-up on-call schedule.



## Route calls and messages to other members of your care team.



For certain clinical situations, your PerfectServe solution can automatically route calls to other members of your care team, (e.g., nurse practitioner or physician assistant).

**EXAMPLE:** *You may choose to route calls from specific floors or departments to your nurse practitioner, and calls regarding consults or new admissions to your cell phone.*

## Change your call routing based on your status.



You can trigger different predefined call routing processes based on various circumstances.

**EXAMPLES:** *A surgeon may choose to trigger a different contact process when "in surgery," and a primary care physician handling call on a Sunday may trigger a different process when "in church."*

## Store non-urgent messages and receive them at a predefined future time.



For those times you don't wish to be interrupted, you may choose to have PerfectServe store certain messages, which can then be delivered to you automatically at a time you determine.

**EXAMPLE:** *A specialist may choose to hold routine consults that occur after 9 p.m. until 7 o'clock the next morning. A pediatrician might choose the same for healthy newborn notifications.*

## Consider PerfectServe Practice for your practice's after-hours call management.

If you are introduced to PerfectServe via our hospital-based Clinician-to-Clinician service, PerfectServe Practice gives you the option of extending all the advanced communication management capabilities you see here into your practice.

Use PerfectServe Practice to replace your conventional answering service or office voice mail system.

It allows you to enjoy a single seamless clinical communications solution, regardless of who's calling (e.g., patient, hospital nurse, pharmacist, nursing home, physician colleague).

### The next step:

## Contact us for a one-on-one consultation and we'll optimize PerfectServe to maximize your efficiency.

To schedule an appointment with a PerfectServe communications expert, dial your PerfectServe number and say, "**Get personal assistance.**"

Or email us at [helpcenter@perfectserve.com](mailto:helpcenter@perfectserve.com).



©2010, PerfectServe, Inc.

## Optimizing your PerfectServe solution.

perfectserve®