

 **Juxto**TM

POWERED BY



- ▶ Balancing Patient Care and Risk for Healthcare Providers

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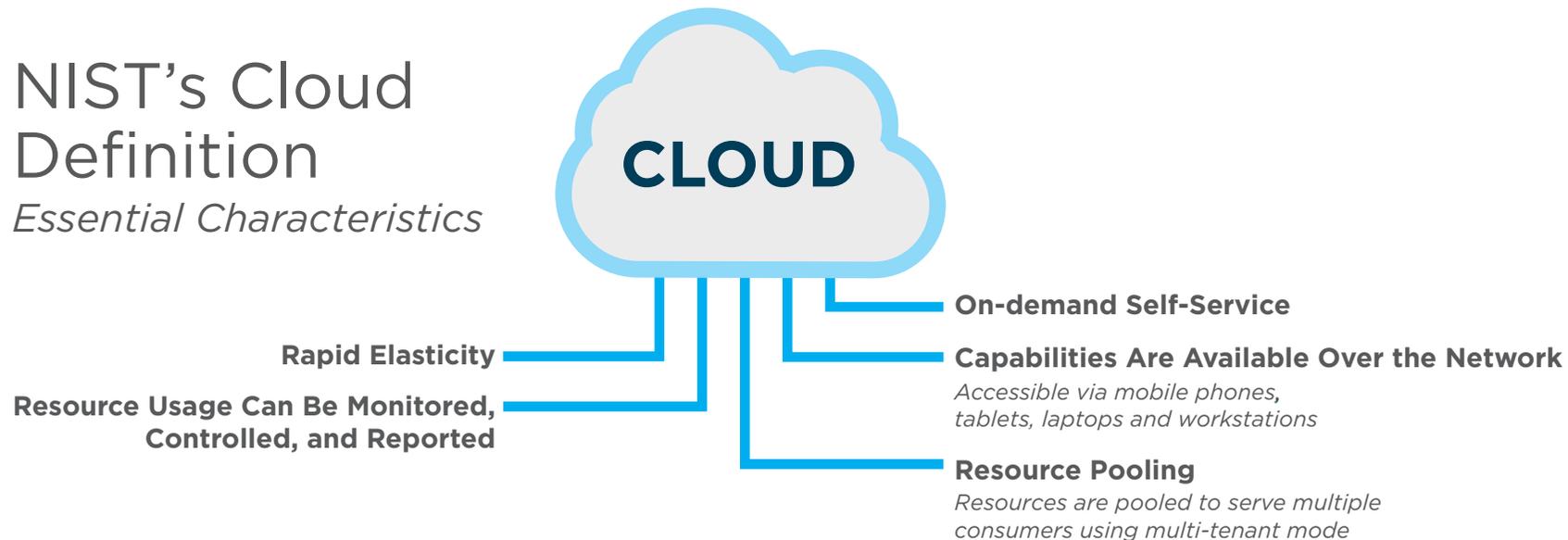
▶ MIGRATE TO THE CLOUD

Most people are familiar with cloud terminology based on their life experience with personal devices (Apple, Android, Kindle) with access to various cloud-type accounts (iCloud, Google, Amazon). If so, you know that once you store music, books, photos or other media on the cloud, you can quickly access it from any device from wherever you are. Furthermore, you can share this content with friends or family almost instantly. The same technology exists in the business world, but with the assurance of a private, secure and redundant, carrier-grade network that can be delivered by your trusted service provider.

By migrating your communications solutions, data and other applications to a cloud environment, you gain the benefits of increasing response time and the ability for simultaneous access for your staff while reducing cost and outsourcing IT functions that distract you from focusing on your passion and focus on patient care.

NIST's Cloud Definition

Essential Characteristics



[4https://www.cdt.org/files/pdfs/FAQ-HIPAAandCloud.pdf](https://www.cdt.org/files/pdfs/FAQ-HIPAAandCloud.pdf)

FACT

Recently, the National Institute of Standards and Technology published **definition criteria for cloud** as it relates to the business world and the CDT specifically published the **HIPPA and Cloud FAQ** for reference by Health-care Professionals that provides guidance on the benefit of cloud as it relates to storing PHI.

▶ UNIFIED COMMUNICATIONS

Once you have made the decision to move to a cloud-environment, you will also gain new cloud-based features and functionality that will provide your staff with accessibility from anywhere, anytime. With Real-time communications features such as private messaging, video collaboration tools and mobility, your staff stays connected and is armed with the tools necessary to deliver a team-based care approach to your patients through a collaborative environment.

If your network extends outside of your practice, consider partnering within your network or across departments to share the cost of an upgrade and the advantages of sharing the same cloud and communications solutions. Consider labs, radiology, hospitals, transportation services, clinics, Associated Physicians, Treatment centers, and even Pharmacies. [Who are the providers and associates that you deal with daily that should be part of your network?](#)



Connect. Collaborate. Communicate.

TIP

Unite your your team to deliver team-based care to your patients. Whether mobile, on-site or remote, Your team can work together through state of the art technology that enables and empowers them to deliver the best in patient care quickly and simply.

Better Outcomes Through Better Collaboration: When Care Teams & Patients Connect Healthcare Improves While Costs Are Reduced

▶ RAISE THE BAR WITH INTEGRATED TOOLS AND APPS

Don't limit your improvements to staff and processes. With today's technology, Communications can be integrated into the web almost as easily as putting it into the hands of your staff. In this modern-age, everyone has a web-presence of some sort. Why not leverage this as another opportunity to provide better service to your patients or to even take patient engagement to a new level?

Your cloud-solution can incorporate integrated, real-time communication features such as click-to-call, click-to-share, or even enable visual assistant capabilities allowing your patients call the right department directly from your web site via an simple and easy-to-use menu tree. Perhaps they can schedule an appointment, get a prescription refilled or get a referral without overloading your receptionist.

For those of you who are a bit more innovative, consider building custom apps using developer tools to leverage data gathered from wearable devices or smartphones. Or implement telemedicine or tele-health apps that will expand your expertise effortlessly.



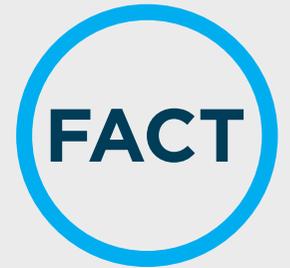
**The Possibilities
are as Endless as
Your Passion for
Patient Care!**

QUALITY CARE PATIENT SATISFACTION

▶ A HEALTHIER & MORE COST EFFICIENT PATH TOWARDS PATIENT CARE

Despite advances in unified communications and mobility, and despite phenomenal popularity of healthcare and fitness apps among consumers, the healthcare industry continues to move slowly in adopting state-of-the-art real time communications. Under the Affordable Care Act in the US, NHS policy in Great Britain, the Canada Health Care Act, and many more initiatives globally, health care providers and their insurers are being pressured to deliver better care for less cost to all citizens.

Improving both the quality of care and patient satisfaction will continue to be an ongoing priority, with a common tactic, which is to dramatically reduce operational inefficiencies by improving communications with colleagues, other healthcare providers, payers, pharmaceutical companies and patients. Unified communications, when it includes the appropriate security and compliance measures built into the system, brings together voice, messaging, video collaboration and communications embedded into healthcare workflow to simplify how care teams interact to deliver timely care without compromising privacy and confidentiality.



Based on a Ponemon study, over two thirds of providers report that physicians, nurses and other healthcare professionals are still using pagers to support clinical communications. According to this same study, clinicians waste an average of more than 45 minutes each day due to the use of pagers and other outdated communication technologies, costing the U.S. healthcare industry more than \$5.1 billion annually.
Ponemon Study: [Sixth Annual Benchmark Study on Privacy & Security of Healthcare Data](#)

▶ CLOUD-BASED, UNIFIED COMMUNICATIONS

Potential Benefits For your Practice



Reduce operational costs



Eliminate need and cost to support pagers



Ability to collaborate from any location, saving time and money when teams can log in to share information and outcomes



Increase the quality of patient care



Automation of message delivery resulting in increased response time and recording of messages for patient records



After hour auto routing of emergency calls eliminating cost of answering service



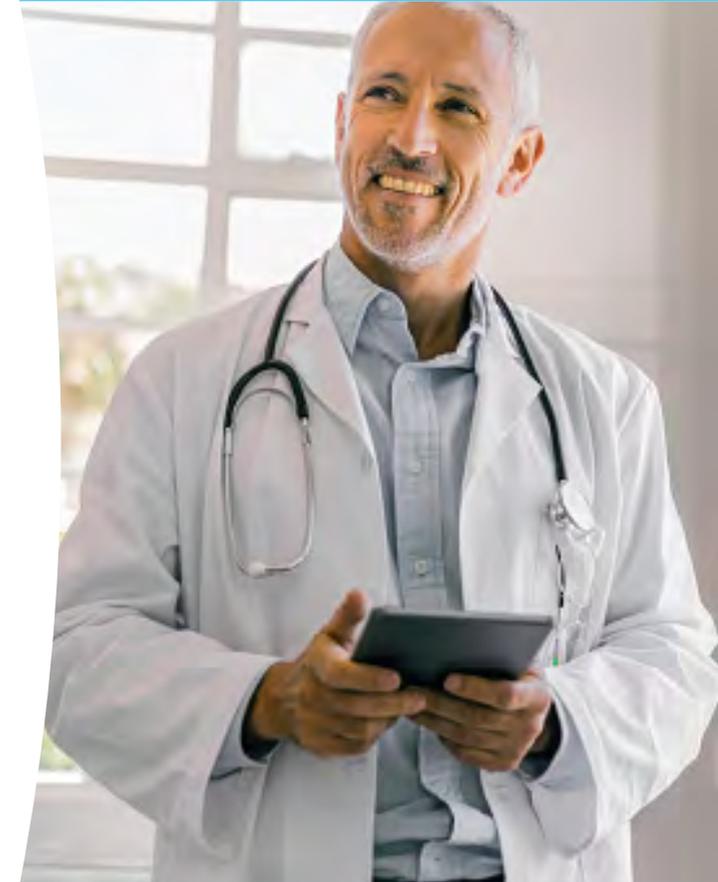
Increase job satisfaction among healthcare professionals



Allow Patients to self-select departments via visual online menu trees

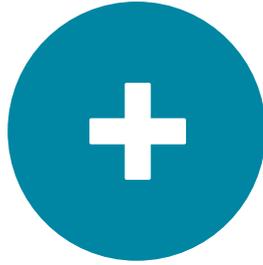


Dramatically increase productivity as professionals spend less time on routine tasks

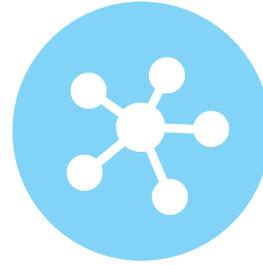


▶ INTEGRATED, REAL-TIME COMMUNICATIONS

Innovative Ideas to incorporate Virtual communications into your Healthcare Practice



Leverage video collaboration for telemedicine applications



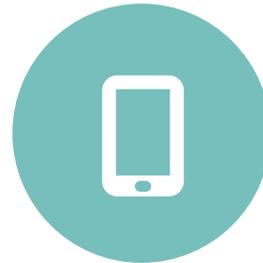
Share patient files, x-rays and lab results using secure screen share sessions



Integration with existing digital applications including management of scripts, and access to electronic medical records



Educate new staff to address growing patient base using video collaboration



Remotely monitor patient health



Minimize re-admissions through virtual video follow-up appointments



Use face-to face secure conferencing for consultation services



Allow in-room patient care staff to connect to nurse stations and on-call physicians via tablets for support



Automation of routine tasks such as making appointment-reminder calls or delivering test results



CASE STUDIES

- ▶ Prescriptions for success as told by Healthcare Professionals who have Implemented real-time communications technology in their Practice for the betterment of their clients and Patients.

These case studies are examples of those who have partnered with service providers, authorized resellers and developers to deliver solutions developed by Juxto's partner Ribbon Communications. Ribbon is recognized as a 2017 CNBC Disruptor 50, and is a global leader in real-time communications software solutions who partners with service providers, enterprises, independent software vendors, systems integrators and developers in over 80 countries. Ribbon's award-winning, disruptive real-time communications software development platform (Kandy) provided by Juxto, is built from the company's global telecommunications network and security technologies. The platform enables companies to easily embed a full suite of voice, video, chat, screen-sharing and collaboration capabilities into their existing business, web and mobile applications.



▶ CASE STUDY

“Cool Doctors:

Case Study featuring an Ophthalmology App that offers at home self-administered eye exams.

Our development team has worked closely with the Kandy team to create a breakthrough solution enabling eye care professionals to provide more convenient, affordable and effective care to their patients,” said Rajesh Ramchandani, CEO, CoolDoctors. “Over a fully HIPAA compliant platform, doctors can interact with their patients, seeing them online for triage care for non-urgent eye conditions, Dry Eye and post-operative follow-ups.”



▶ CASE STUDY: COOL DOCTORS

Bringing a clearer vision to the ophthalmology industry, saving time and money for patients and doctors, CoolDoctors, the world's leading telemedicine platform provider for eye care professionals and ophthalmology practices is built on Kandy for real time communications capabilities. [The CoolDoctors application](#), which is available for Apple and Android device downloads, also includes several important eye tests, which allow users to perform self-evaluations at home and share them with their doctors for offline evaluation.

This automation of follow-up care is proving to increase patient satisfaction, improve clinical outcomes and bring additional revenue to ophthalmology practices. CoolDoctors' cloud-based platform provides access to the patient's doctor's portal from anywhere using the mobile app, or any laptop or desktop computer with a Google Chrome browser. The mobile app makes it easy for patients to select their condition from a list of options that can be treated via telemedicine. After selecting the condition, the patient simply answers a few questions and uploads picture of the affected eye(s). They then connect with their doctor for a video evaluation. The doctor can prescribe the appropriate treatment plan and prescriptions if needed.



PROBLEM	SOLUTION	OUTCOME
<ol style="list-style-type: none">1 Patient Outreach Limited2 Increase Patient Satisfaction3 Provide remote diagnostics4 Improve Patient Outcomes5 Increase Revenue	<ul style="list-style-type: none">• Apple and Android App• Self Evaluation Eye Exam• Remote Diagnostics via Video.• Follow-up Care via collaboration• Automated & Integrated Patient condition questionnaire.• Post-Op App for virtual• Follow-up consultation• Non-Urgent Triage• Test Results Review• Standard Patient Evaluation of Eye Dryness (SPEED) validated questionnaire automated.• Remote, face to face test results review	<ol style="list-style-type: none">1 Save Money for Patients.2 Grow Patient Community3 Improve Patient Recovery4 Faster Diagnostics5 Increased Satisfaction6 Increase Revenue7 Decreased Cost

▶ CASE STUDY

“MBody360:

An Online solution delivering an integrated wellness program incorporating health, nutrition and wellness coaching, plan management and communications.

We chose Kandy not only because of their awesome ready-to-go communications platform, which makes it much easier to embed messaging into the experience, but because of the creativity and vision of their team,” said MBody360 CEO Kari Thorstensen. “The integrative medicine, health & wellness industry continues to grow rapidly as more and more people are becoming conscious of the positive impact personalized programs and passionate practitioners can have on their lives. We built MBODY360 for the most visionary practitioners, so that they can manage and grow their health and wellness practice, and help more people get well.”



▶ CASE STUDY: MBODY360

MBODY360 is the only [platform and mobile app](#) created specifically to meet the needs of professional health and wellness practitioners including Integrative and Functional Medicine Doctors, Naturopaths, Nutritionists, and Health & Wellness Coaches.

The team at MBODY360 developed a comprehensive platform enabling practitioners to stay connected with their clients around personalized plans integrating nutrition, exercise, meditation, supplements, and more. MBODY360 is designed as a powerful new practice management tool that provides a complete mobile solution for health, nutrition and wellness coaching, plan management and communications. additional risk management.

MBODY360 stands out amidst the multitude of consumer health and corporate wellness apps as the only platform and mobile app created specifically to meet the needs of professional health and wellness practitioners including Integrative and Functional Medicine Doctors, Naturopaths, Nutritionists, and Health & Wellness Coaches. The MBODY360 platform is being offered as an affordable subscription-based platform that is effective and scalable for both independent practitioners and larger practices. MBODY360 will be adopting an Online Concierge solution, which expedites embedded communications deployment, helping them differentiate their product and service offerings, facilitate engagement and collaborations, and move up the value chain with minimal customization and a simple pay as you grow price model for additional risk management.



PROBLEM	SOLUTION	OUTCOME
<ol style="list-style-type: none"> 1 Poor Results 2 Dissatisfied Patients 3 Poor Patient Engagement 4 Patient Turnover 5 High Cost 6 Inability to Track Results 	<ul style="list-style-type: none"> • Apple and Android App • Specific Apps by Discipline: <ul style="list-style-type: none"> - Doctors - Chinese Medicine - Health Coaches - Nutritionist - Naturopaths - Fitness Trainers • Online Concierge service • Reporting Capabilities • Deliver Wellness Plans to patient phones • Plan Monitoring Capability • Integrated Real-time Communication capability. • Collaboration tools for Coaching and follow-up 	<ol style="list-style-type: none"> 1 Improved Results 2 Engaged Patients 3 Improved Progress Stats 4 Improved Patient Retention 5 Improved Plan adherence 6 Increased Satisfaction 7 Increase Revenue

▶ CASE STUDY

“Skywriter:

A tool offering online, real-time access and collaboration services for medical staff.

Giving physicians the ability to focus on patient care without having to worry about required medical record documentation is a real breakthrough in the healthcare industry,” said Tracy Rue, Founder and Chief Executive Officer of Skywriter MD. “Kandy offers us a powerful, real time communications solution that allows us to improve the quality of EHR documentation in a non-invasive or obstructive manner, while dramatically increasing the accuracy and safety of documentation and prescriptions.”



▶ CASE STUDY: SKYWRITER

Skywriter MD gives physicians ability to increase focus on patient care by having access to real time virtual Electronic Health Record assistance services via voice, video, messaging and screen sharing.

Skywriter MD, which provides real-time, virtual scribe services, selected the Kandy communications platform to help physicians across the U.S. improve the patient care experience. Kandy, is powering Skywriter MD's revolutionary technology by providing physicians with real time, virtual Electronic Health Record (EHR) assistance services with the ability to see and select an available Skywriter (virtual scribe), on-screen and voice collaboration, client side voice recording and replay, and rich messaging.

Skywriter MD is a proprietary, cloud-based software platform that provides access to EHRs without the need for expensive, resource intensive interfaces. Through Skywriter MD's intuitive onscreen multimedia collaboration services, dedicated teams of centralized, virtual scribes assist multiple physicians across the country with their EHR navigation and documentation needs. These collaboration services are powered by Kandy's Application Programming Interfaces (APIs), which allow the Skywriters to virtually be at the physician's side, gathering information for review, documenting the physician's assessment and plan, enabling verbal clarification, supporting question and answer, and the ability to receive confirmation of completed activities. Physicians can securely screen-share EHRs and speak with certified remote healthcare Skywriters that enter patients' medical information, including diagnostics and prescriptions.



PROBLEM	SOLUTION	OUTCOME
<ol style="list-style-type: none"> 1 Healthcare Providers need real-time affordable assistance with EHR questions 2 Support Reps are geographically disperse 3 Onsite support expensive 4 Phone support insufficient 	<ul style="list-style-type: none"> • Virtual, Remote support includes: <ul style="list-style-type: none"> - Screen share - Video - Text - Voice • Available from any device, any location • Voice Recording & Replay • Less expensive than on-site support • Multiple simultaneous support capabilities • Plan Monitoring Capability • Integrated Real-time Communication capability 	<ol style="list-style-type: none"> 1 Decreased Cost 2 Increased Quality 3 Risk Mitigation. 4 EHR Compliancy 5 Increased Revenue via EHR Incentives 6 Low Cost Support Model

OUR SOLUTION

- ▶ A portfolio of tools offering real-time access, Unified Communications and collaboration services benefiting healthcare facilities, professionals and patients.





▶ COMMUNICATION SOLUTIONS FOR HEALTHCARE PROVIDERS

Technology Built by Ribbon and Delivered By Juxto.



CLOUD -BASED COMMUNICATIONS

Private, secure, carrier-grade, voice, video, messaging, mobility



MOBILITY APPS

Private, secure and accessible via smartphones and tablets



COLLABORATION

Voice, video, screen share via desktop, laptop, smartphones & tablets



WEB-INTEGRATION

via APIs and SDK's for customizable solutions with click to call, click to view, share, or collaborate capabilities



MESSAGING

Voice, fax, text, video, voicemail to text transcription



NO CAPITAL INVESTMENT

Pay per seat, per month options



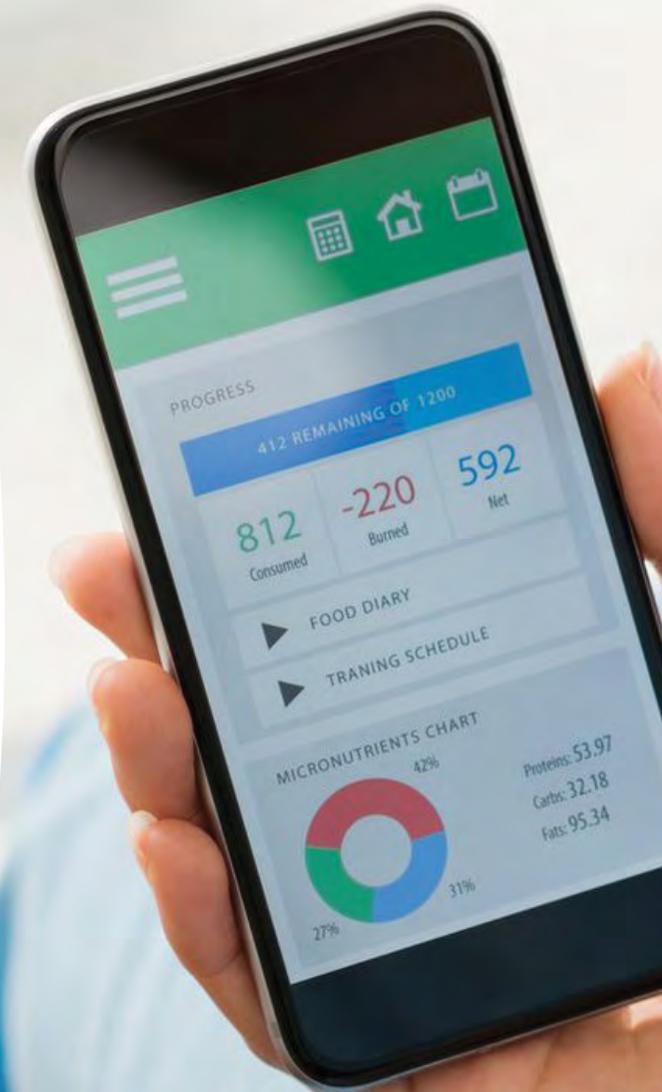
▶ MOBILE ACCESS

More and more physicians, nursing staff and administrative support teams are using their own mobile smart devices, including smartphones and tablets. Unified Communications including the most advanced and secure applications enable secure access to the network, to applications, to data and to collaborations solutions.

With our state-of-the-art communications solutions, health professionals can securely access to the network. UC solutions can be leveraged for secure, easy, real-time communication within the health-care facility and between staff.

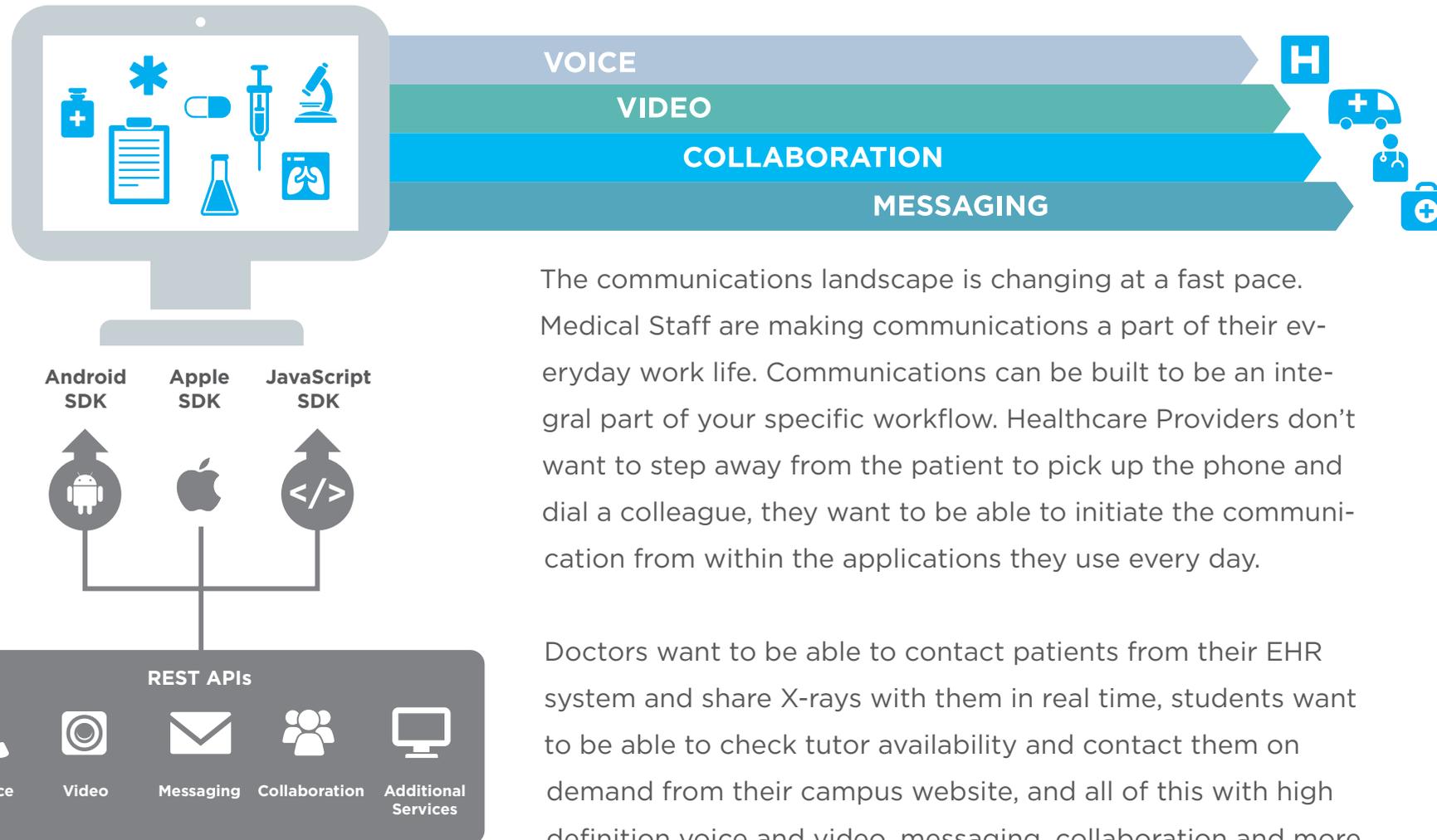
A variety of User Interface options...

Select from one of our Mobility Clients or other Omni technology-based clients that provides a familiar user experiences for regular IBM, Microsoft, Google or Salesforce users. Retaining a familiar UI eliminates the need to retrain users, even as services are expanded. Of course, these same UC services can be embedded into almost any modern web or mobile application. We make it easy to communication enable almost any business process.



▶ BUILD UPON OUR APIs AND SDKs ON OUR CLOUD

Available from Juxto



The communications landscape is changing at a fast pace. Medical Staff are making communications a part of their everyday work life. Communications can be built to be an integral part of your specific workflow. Healthcare Providers don't want to step away from the patient to pick up the phone and dial a colleague, they want to be able to initiate the communication from within the applications they use every day.

Doctors want to be able to contact patients from their EHR system and share X-rays with them in real time, students want to be able to check tutor availability and contact them on demand from their campus website, and all of this with high definition voice and video, messaging, collaboration and more.

Our Platform Solutions provide everything you need to achieve these immersive experiences with REST APIs that any web developer can understand—without any knowledge of SIP or other complicated telecom protocols—and that are delivered in rich SDKs for Android, iOS and JavaScript.

Unifying Providers with Patient-Centric Customized Care Tools

www.juxto.com

Since 2001, the JUXTO team has led the cloud communication revolution, providing top quality voice networks across North America and delivering highly-reliable cloud communications (i.e. IPPBX) including unified communications (UC). We've partnered with Ribbon, a global leader in real-time communications software solutions for service providers, enabling our services using true carrier-grade infrastructure that connects businesses across the globe to a geo-redundant voice solution. Our technology is future-proof; it can adapt to any changes in the industry, safeguarding our clients investments.

