



# Kodiak Broadband PTT for Healthcare

## An Application Brief

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## Overview of U.S. Healthcare Industry

Based on North American industry classification system, the U.S. healthcare industry consists of establishments providing health care and social assistance for individuals. According to The Bureau of Labor Statistics of the U.S. Department of Labor, the industry includes both healthcare and social assistance because it is sometimes difficult to distinguish between the boundaries of the two. The two segments are arranged on a continuum starting with organizations providing medical care exclusively, continuing with those providing healthcare and social assistance, and finally finishing with those providing only social assistance.

Healthcare represents one of the largest industries in the U.S. The latest data from Statistic Brain and The Bureau of Labor Statistics shows the following facts for the industry:

- \$1.668 trillion annual industry revenue
- 1.53 million healthcare establishments
- 19.3 million healthcare employees

## Key Communication Challenges for Healthcare

There are pervasive challenges in the healthcare industry. Regulatory requirements keep evolving and are stringent. People are living longer and demand more and higher quality health care services. Organizations in the industry are constantly challenged to ensure patient safety, manage rising healthcare costs, address emerging disease threats, and enhance operational efficiency.

Overall Business Challenges	Communication Challenges
<ul style="list-style-type: none"><li>• Compliance with stringent regulatory requirements</li><li>• Improvement of patient safety</li><li>• Minimization of medical errors</li><li>• Rising healthcare costs:</li><li>• Shortage of qualified healthcare workers</li><li>• Operational efficiency</li></ul>	<ul style="list-style-type: none"><li>• Real-time communication with the right person or group</li><li>• Instant access to accurate information</li><li>• Application integration</li><li>• System interoperability</li><li>• Communication cost control</li></ul>

To meet the challenges outlined above, the healthcare industry needs efficient and effective communications solutions, especially mobile communications technologies. A large number of healthcare workers do not spend the day or a night shift behind a desk, and they need not only mobile voice communications but also real-time data to deliver efficient healthcare services.

## Kodiak Broadband PTT for Healthcare

Broadband PTT solution from Kodiak, a Motorola Solutions Company, offers an advanced and cost-effective mobile communication solution that integrates high-performance PTT voice, multimedia messaging, and location services within a single application that can be used in conjunction with regular voice and mobile data applications on the same device. In addition, Kodiak Broadband PTT provides ubiquitous network coverage and LMR interoperability.

- **Simplicity of service deployment and management.** Kodiak Broadband PTT is hosted service, which eliminates the need for on-site equipment installation, network management or maintenance, and in-house or outsourced user support.
- **Dynamic creation and update of contact list and group list.** A powerful Web-based corporate administrator tool from Kodiak allows a PTT address book to be created or updated on the fly and synched to individual users' devices wirelessly, in real time.
- **Broad device choices, including the latest smartphones, feature phones, and tablets.** Supported smartphone/tablet operating systems include Android and iOS. Ruggedized specialty handsets with a dedicated PTT button are available.
- **Multiple PTT calling types, with call override.** Users can make 1:1 private calls, pre-defined group calls, ad hoc group calls, and broadcast calls. The supervisory override feature enables call preemption, which is essential during an emergency.
- **Secure multimedia messaging and location tracking features that enhance operational efficiency.** Kodiak Broadband PTT supports secure multimedia messaging (with text, picture, video, file, and recorded voice), location mapping on device, and geofencing, all of which enhance operational efficiency. Users now can access different means of mobile communication through a single application.
- **Multiple application modes.** Kodiak Broadband PTT offers two application modes: PTT radio mode, which provides a single and easy-to-use screen that emulates experience with traditional radio, and a standard mode, which offers full client functionality interactions.
- **Interoperability between two-way radio and cellular networks.** The interoperability capability allows continued use of an existing two-way radio system and expansion of coverage or capacity cost-effectively, with seamless interoperability between PTT devices operating on different networks.
- **Integrated dispatch.** Kodiak offers an integrated dispatch application, which can be PC-based or Web-based. The application supports PTT communications, location tracking, group monitoring, voice recording, etc.
- **Significant cost savings.** Kodiak Broadband PTT, through its carrier partners, provides two pricing options: a low-cost PTT-only plan or a small nominal fee on top of an existing cellular voice/data plan, giving end customers significant cost savings.

Kodiak Broadband PTT delivers numerous benefits, including:

- High performance that ensures reliable instant voice communications
- Application integration on the same device
- Ubiquitous network coverage, both inside and outside the premise
- Continuing use of existing two-way radios
- Integrated dispatch application
- Reduction of communications costs

## Key Use Cases for Kodiak Broadband PTT

Kodiak Broadband PTT delivers not only the traditional core capabilities of PTT (instant 1:1 and group calls) but also integration of mobile broadband data applications, delivered through the most diverse wireless networks to the broadest choice of devices. With Kodiak Broadband PTT, users can reach the right person or group at any time anywhere and have real-time access to mobile data or productivity applications relevant to their role or functions, all on a single device.

	What PTT Voice Is Used For	Typical Device	Non-PTT Voice Application
Service Managers	<ul style="list-style-type: none"> <li>• Routine &amp; emergency situations</li> <li>• Discrete communications</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging/data</li> <li>• Productivity apps</li> </ul>
Doctors	<ul style="list-style-type: none"> <li>• Routine &amp; emergency situations</li> <li>• Getting status reports</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging/data</li> <li>• Productivity apps</li> </ul>
Nurses	<ul style="list-style-type: none"> <li>• Routine &amp; emergency situations</li> <li>• Receiving assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> <li>• Mobile data</li> </ul>
Medical Assistant/ Care Aids	<ul style="list-style-type: none"> <li>• Receiving assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> <li>• Mobile data</li> </ul>
Security Personnel	<ul style="list-style-type: none"> <li>• Patrolling &amp; monitoring</li> <li>• Receiving assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> <li>• Mobile data</li> </ul>
Maintenance Personnel	<ul style="list-style-type: none"> <li>• Inspections</li> <li>• Task assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> </ul>
Ambulance Drivers	<ul style="list-style-type: none"> <li>• Receiving assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> <li>• Mobile data</li> </ul>
Patient Transport Personnel	<ul style="list-style-type: none"> <li>• Receiving assignments</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> </ul>
Dispatchers	<ul style="list-style-type: none"> <li>• Dispatching</li> <li>• Updates to/from mobile workers</li> </ul>	<ul style="list-style-type: none"> <li>• PC</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging</li> <li>• Mobile data</li> </ul>
Materials Management	<ul style="list-style-type: none"> <li>• Inventory management</li> <li>• Status reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone</li> <li>• Feature phone</li> </ul>	<ul style="list-style-type: none"> <li>• Messaging/data</li> <li>• Productivity apps</li> </ul>

## Summary

Kodiak Broadband PTT is an ideal carrier-integrated mobile communication solution for the healthcare industry. It allows users to access instant voice and mobile broadband data services on a single device, with ubiquitous network coverage. For more information, visit [Kodiakptt.com](http://Kodiakptt.com).