

bcc:
consulting

going mobile

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**Choosing the Right
Inpatient Mobile Solution**

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Introduction

The first publication of "Going Mobile: Choosing the Right Inpatient Solution" launched bcc: Consulting in June 2004. Our goal was to establish bcc: as a niche specialty consulting firm focused on mobile health and clinician-centric technology. Over the last two years, our focus has remained unchanged.

We followed Going Mobile in 2004 with the first release of our bcc: Mobile Resource Guide (MRG), a quarterly guide developed to help explain the different solutions and vendors in the mobile health sector. We are currently working on our 8th edition of the MRG, and now consistently receive more than 15,000 download requests each quarter.

Q1 2006 marked the first release of our newest resource, "EMR Guide for Small and Mid-Size Practices." The EMR guide represents our first departure from pure mobility, but remains true to our goals by placing us at the forefront of technology affecting clinicians.

When Going Mobile was originally released, we sold the document for just under \$1,000. Although we had nominal success, it proved difficult to compete in the same business as Gartner and Forrester, particularly as an unknown entity. Given our substantial investment, and our confidence in Going Mobile's quality, we opted to give the document away in the hopes of generating interest in bcc: and demonstrating our work.

Since that time, October 2004, we have had well in excess of 30,000 downloads, including more than 1,500 in January 2006 alone. While we have no delusions that every download represents a key industry participant, we have also received an overwhelming response in various formats telling us loud and clear that the work is appreciated and valued. Furthermore, in the last six months alone, we have received literally dozens of requests for Going Mobile's update.

While we would love to continue to provide the research for free, we must at least cover our costs, particularly related to the substantial time involved. Our compromise is to keep the price-point extremely low, \$150 per copy, and hope that the interest and market-size for potential system shoppers, as well as industry observers and analysts is substantial enough to make the investment worth our while. Furthermore, for a company obsessed with adding more value than our cost, we are confident that all buyers will be pleased with their investment.

For those who asked, enjoy the update! For those experiencing Going Mobile for the first time, welcome to the world of inpatient mobility. We hope you agree that this is the best, most comprehensive resource on the market.

How to read Going Mobile

This paper was written to assist hospital CIOs, IT staff, administrators, and physician decision-makers who are embarking on a journey toward an inpatient mobile solution, whether home-grown or purchased from a third-party vendor. Beyond simply providing the key vendor information that hospitals require when beginning the due diligence phase of vendor selection, we have attempted to explain what the information means, particularly relative to a hospital's current IT environment.

We make no attempt to explain nuanced technical issues of which many readers will understand intimately. Our objective is to take a holistic approach. We have witnessed first hand poorly executed inpatient mobile solution deployments, as well as many, many others that were successful. In most instances, the difference between the two has had far less to do with pure technology than with people, business issues and processes, clinical workflow and change management. For this reason, we attempt to remain as neutral as possible. No size fits all, and no single solution is the best for every enterprise. Success ultimately has as much to do with understanding your own organization as that of your vendor.

This paper is broken into the following major sections:

- **Getting Started – What are your needs?:** a list of fundamental needs evaluation questions with supporting market information; this section is intended to provide a high level overview of some the main issues influencing a hospital's decision to invest in mobility.
- **Industry Trends and Observations:** discussion of current trends in the inpatient mobile market, including possible M&A activity during 2006; this section also takes a look at the hard-to-quantify value of IT investment from the patient perspective in "Soft Returns."
- **Understanding the Company Profiles – Our Criteria:** an outline of the key factors that distinguish different mobile solution providers, with an explanation of how those criteria affect the overall solution.
- **Top Inpatient Mobile Solution Vendors:** profiles of the most significant and influential providers of inpatient mobile solutions, including corporate, product, customer and partner information wherever possible.

Viewed independently, the profiles will provide a thorough list of information that should readily populate a “due diligence checklist.” If the information is consumed in such a manner, it will easily save one or more months of data gathering. At the same time, such an approach will fail to benefit from our cumulative lessons learned, experiences and insights. Again, the answer to the question ‘which is best for us’ is as much art as science and will not easily be identified by adding the sum of the parts.

Take your time, read the industry overview. Understand what the different criteria are and what they mean. While we are not advocating for hospitals to build home-grown solutions, and this paper is in no way intended as a DIY-guide, we are very confident that our criteria, framework, and explanations will greatly assist such efforts. Ideally, the information taken in total will help organizations from pre- “build vs. buy” all the way through vendor contract negotiations, system deployment, and beyond.