

CASE STUDY

Goodman Campbell Brain and Spine, Indianapolis, IN.

When Goodman Campbell fell outside the cell phone usage policy of one of its largest affiliated facilities and were banned from taking cell phone photographs to share medical images, they turned to American Messaging for the right solution that would allow their doctors and allied health clinicians to continue providing the critical, time-sensitive care their patients need.



BACKGROUND

As one of the largest and most progressive neurosurgical practices in North America, Indianapolis-based Goodman Campbell Brain and Spine has treated thousands of adults and children, across a full spectrum of brain, spine, and nerve disorders and traumas. Guided by its mission to give each patient the best chance for healing and recovery, the staff at Goodman Campbell prides itself on being a model of collaborative care to face and overcome problems with possibilities and perspectives.

American Messaging has enjoyed a long-standing relationship with Goodman Campbell, having provided messaging service to its staff since 1997.

SITUATION

Following the implementation of new, more stringent HIPAA compliance guidelines at one of the major medical facilities affiliated with Goodman Campbell, staffers were no longer permitted to use cell phone cameras to capture and share patients' images and records. This practice allowed medical staffers, regardless of their location, to quickly assess a situation and provide appropriate, time-sensitive care to patients.

CRITICAL FACTORS

Requiring a solution that was fully HIPAA compliant, maintained patient safety, provided real time information to clinicians and could ultimately assuage hospital administration, Goodman Campbell evaluated several products, including AMSConnect.

Not only did AMSConnect meet those critical factors, but it seamlessly integrated into the organization's existing American Messaging critical messaging system. Add in the benefit of no additional monthly cost to their existing American Messaging service, and, as noted by Gina Connolly, the Director of Allied Health at Goodman Campbell, who led the search, "going with AMSConnect was really a no-brainer."

Following a presentation by American Messaging representatives Kim Zehr and Carol McGahey to the Corporate Responsibility Officer at the affiliated hospital, Goodman Campbell was granted exclusive permission to take and share photos, but only through AMSConnect. Medical staffers not affiliated with Goodman Campbell continue to be barred from using their cell phones in the hospital.

ROLLOUT

Ultimately AMSConnect is being rolled out to 180 employees across nine Goodman Campbell locations. To ensure a smooth transition and increase early adoption within the organization, initial efforts focused on educating the allied health and secretarial staff about the benefits and ease of use of the app before it was rolled out to physicians.

As the rollout of AMSConnect continues, the feedback has been very positive. Gina is happy to report that the Goodman Campbell physicians and allied health staffers are thrilled with how easy it is to use the app and are particularly pleased with the ability to share text threads about patients, add and delete recipients as needed, and archive critical conversations.

**"Going with AMSConnect
was really a no-brainer."**

*Gina Connolly,
Director of Allied Health,
Goodman Campbell*

