Connected Mobile Experiences (CMX) for Healthcare

Overview

The Cisco® Connected Mobile Experiences solution uses the Cisco wireless infrastructure and has the ability to detect and locate any wireless mobile device, such as a smartphone or tablet, in order to provide opportunities for unprecedented on-premises patient and visitor engagement. In addition, analytics are captured and can be analyzed to provide greater visibility into visitor movement and patterns as well as online behavior.

Challenges

Healthcare institutions are increasingly looking to provide an unprecedented patient and visitor experience to help improve patient satisfaction surveys, such as those done by Consumer Assessment of Healthcare Providers and Systems (CAHPS), and distinguish themselves from competing hospitals. With visitors to the hospital, there is also a trend of proliferation in the use of mobile devices, and hospitals are looking to engage their visitors through these devices by providing services such as indoor GPS, listing internal services such as the cafeteria or pharmacy, and delivering customized information directly to the user's phone based on that user's current location.

Benefits

Cisco Connected Mobile Experiences adds many potential use cases and benefits for interacting with your patients and visitors who have wireless smartphones or tablets.

- **Indoor GPS and directions:** On the visitor's smartphone or tablet, display a list of primary departments (radiology, pharmacy) or areas of interest (parking lot, cafeteria, gift shop, ATM) on a virtual map. Visitors also can receive "turn-by-turn" directions with a moving blue dot noting their current location, similar to what one would have while walking or driving outdoors.

- **Targeted location-based messaging:** Deliver personalized pop-up messages, based on current location, to the user's smartphone via a Cisco partner developed mobile app or browser.

- **Integration with other clinical systems:** Cisco's partner ecosystem can allow you to integrate with other systems opens up a wide variety of additional use cases. For example, the system can let registration know when a patient has entered the building, integrate with room management systems to conduct self-rooming at a clinic, or integrate with your pharmacy system to let a patient know when a prescription is ready so the patient doesn't have to wait in a crowded pharmacy.

- **Location analytics:** Detecting and tracking devices also provide you with visibility into and analytics on visitor flow and behavior that can be useful to improve the patient experience. For example, with this information one can see wait and dwell times in a clinic or ER waiting room and take action to improve workflow.

Technology Overview

CMX uses location data from the Cisco Unified Access™ infrastructure and Cisco Mobility Services Engine (MSE) to create detailed business analytics and customer engagement applications, including the following technical features:

- **CMX Connect:** This location-enabled captive portal enables you to create a custom onboarding and landing experience for your patients and allows you to better understand your visitor behavior. Web or social authentication enables easy onboarding to the Wi-Fi network.

- **CMX Analytics:** Onsite analytics show you how, where, and when patients and visitors are moving throughout a location. Online analytics show you top visited websites and metrics for online mobile promotions.

- **Mobility Services API:** This open API with support for representational state transfer (REST) and Simple Object Access Protocol (SOAP)/XML enables you to tightly integrate MSE location information into mobile applications, such as location-aware equipment tracking, guest access, device-based services (CMX Device Engage), browser-based services, mobile apps (CMX App Engage), online and onsite analytics, social analytics, and ads and offers.

- **CMX Browser Engage:** Revolutionize the mobile experience with location and context-aware mobile browser information capabilities. Patients and visitors can benefit from nearby services, indoor navigation, targeted messaging, and other informational services just by using their mobile device browser.

- **CMX Dashboard:** This location services management tool enables you to build and measure context-aware, targeted marketing campaigns. You can view authentications, browser campaign adoption (click-throughs) by particular zones, device types, top websites visited per zone, and more.

- **CMX for Facebook Wi-Fi:** Use Cisco Wi-Fi and a software connector to enable end users to automatically connect to the Wi-Fi network and "check in" to the venue's Facebook profile to enable valuable demographic information as well as an enhanced user experience.

For More Information

Visit www.cisco.com/go/cmx and www.cisco.com/go/healthcare