

# Smart communication tools for hospitals

*A leader in critical communications for healthcare, government, public safety, and other industries, Spok, Inc. delivers smart, reliable solutions to help protect the health, well-being, and safety of people around the globe. The company recently partnered with Thailand-based medical distributor Xovic to enable healthcare organisations to improve efficiency and safety with better staff communications. John Jordan, Spok's regional vice president – APAC explains how Spok's clinical alerting and secure smartphone messaging solutions improve critical communication for hospitals.*

Mr. Jordan has been with Spok since 2006 and has held various roles within Spok, including that of Alliance Manager, Healthcare Vertical Consultant, General Manager and now the RVP for APAC. He explains that the name Spok was created in 2014; the company previously operated under the USA Mobility Wireless and Amcom Software brands, which while both strong and well respected, did not reflect their global focus and tended to be strongly associated with one or two key product lines.

Spok now offers an array of solutions that generally help hospitals improve the quality of patient care, increase clinician productivity, and improve patient and clinician satisfaction. "We do this through our contact centre, alerting and notification, and mobility solutions, all of which draw from a central source of contact and schedule information so the right people can be involved around the clock on short notice," says Mr. Jordan. What makes Spok unique in his view is that all of their solutions are designed to work together. "For healthcare, this means there's a central online employee directory that has the latest contact information and on-call rosters. This feeds many other solutions with current, accurate data when there isn't time to dig around for someone's mobile or pager number. Second, we give our customers a lot of options when it comes to the devices their staff can use, and third, we've got decades

of experience and are financially sound. We've got customers who've been with us for many, many years."

Spok is a global organisation with offices in the United States, United Kingdom, Dubai, Australia, and Singapore. In the Asia-Pacific (APAC) and Europe, Middle East, and Africa (EMEA) regions the company works closely with local industry consultants and technology partners to provide robust communication solutions to meet their needs, which may be unique to their respective regions. "More recently, we've seen an increasing interest in our solutions across Asia – in particular in Thailand, Singapore, Malaysia, and Hong

Kong," adds Mr. Jordan. "This is why we decided to team up with Xovic, which has many years of experience working with Thai hospitals and understand the everyday challenges and workflows. By partnering, we're able to meet hospitals' communication needs and overcome their challenges with the latest technology." Looking ahead, one way Mr. Jordan sees Spok technology evolving is in our view of a clinical message. "We do not view a message delivered as the final stage of the process, but as the first stage."



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