

Case Study



WHITE LABEL MOBILE APP FOR HOSPITALS



Hospitals and healthcare facilities utilize indoor location-based services for a variety of applications that can save lives by improving care and operational efficiency.

We work with hospitals, healthcare technology companies and agencies to integrate indoor location technology into mobile apps for patients, visitors and staff. Our breakthrough technology uses Bluetooth signals as the basis for a suite of features, benefits and location-based services.

Hospitals are operated by either single- or multiple-facility management organizations, and from a business standpoint, healthcare is a very competitive industry. Our White Label mobile app product provides hospitals with a multi-faceted and useful app for iOS and Android, and it delivers measurable impact on visitor experience and patient satisfaction.

FEATURES:

- Branded and Customized White Label Mobile App
- Live 'Blue-Dot' Indoor Location with Maps
- Dynamic, Step-By-Step Navigation with Handicap Accessibility and Route AutoCorrection
- Location-Based Push Notifications
- Save Your Parking Spot
- Find My Friends and Share My Indoor Location
- Interactive Hospital Directory
- Cloud-based Administrative Dashboard & Content Manager
 - Update Directory
 - Manage Content
 - Monitor Beacon Fleet Status
 - View and Edit Points of Interest on the Map
 - Access App Usage Trends and other Data & Analytics



BACKGROUND:

Carmel Medical Center (Haifa, Israel) is a top-ranked regional hospital with renowned Epidemiology, Cardiology, Cardiovascular and Thoracic Surgery departments. Built into the side of a mountain, Carmel's 6-floor facility has a unique layout. It is a member of the Clalit Health Services network of hospitals, which is the largest health care organization in Israel and serves approximately 54% of the Israeli population.

CHALLENGE:

In efforts to continue to improve patient care and quality metrics, the leaders of the Clalit Innovation Department commissioned SPREO to build a complete mobile app experience for patients and staff -- a mobile app that would provide all occupants with live navigation, hospital directories and contextual notifications.

SOLUTION:

SPREO designed and deployed an indoor location-based services solution that includes Bluetooth® Low Energy SMART™ beacons, a mobile application for Android and iOS, and licenses for indoor positioning and indoor navigation services to unlimited users.

RESULTS:

SPREO indoor location and indoor navigation makes getting around Carmel Hospital easier than ever. The SPREO location engine enables Carmel staff and its visitors to always know where they are and to quickly find their destination with live indoor positioning. Patient satisfaction surveys and usage data reveal that the WayfindR mobile app is providing valuable and innovative ways for the hospital to improve visitor experience across the board.

