Case Study

WINNER OF THE 2007 WIRELESS LEADERSHIP AWARD!
BlackBerry Solution is a Lifeline for Life-saving Donor Organization

**Company**: California Transplant Donor Network is a federal organ and tissue donation organization based in California.

**Industry**: Life Sciences/Healthcare

**Region**: Americas

**Company Size**: Small to Medium Enterprise – 140 employees

**Email Environment**: Microsoft® Exchange

**Type of Solution**: Industry Specific Application, Field Force

**BlackBerry Partner Solutions**: PEPID® RN Critical Care Nursing Suite from PEPID Medical Information Resources

**Challenge**: The California Transplant Donor Network wanted to give Transplant Coordinators and transplant teams a point-of-care wireless solution that would speed up communications and medical decision-making.

**Solution**: Transplant Coordinators and transplant team members received BlackBerry® smartphones equipped with an application, PEPID RN Critical Care Nursing Suite, from PEPID Medical Information Resources. The all-in-one solution is essential for communications and on-the-spot reference to medical information.

**Results**:  
- Increases clinical productivity  
- Easier decision-making  
- Cuts down on phone calls and improves teamwork  
- Increased recognition in their field
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The Challenge: Mobile, Point-of-care Decision-making and Communications

When Ethan Alesi learns there’s a potential organ donation, he’s usually on a 24 to 72 hour shift. As a Transplant Coordinator and Registered Nurse for California Transplant Donor Network (CTDN), he’s the conduit for all information and decisions that influence a successful donation. He liaises with transplant surgeons, families and hospitals, does the orders for blood tests and prescribes medicine.

The California Transplant Donor Network is considered one of the top non-profit organizations in the US dedicated to organ and tissue donation. Right now, more than 100,000 people are waiting for organ and tissue donations in the United States. A team of 25 Transplant Coordinators, like Alesi, works in a truly mobile capacity, often entering a hospital that they don’t work for, and setting up a command post wherever they can.

“Our teams are guests in the hospital,” says Kim Patton, Associate Director of Donation Services. “We can’t be setting up lots of equipment to do our jobs. But we still need to give our Transplant Coordinators a reliable way to communicate quickly and accurately as well as look up medical information that might affect the viability of the donation.”

They needed a wireless solution that would do it all: phone, SMS text messaging, Internet, calendar, document reading and access to up-to-date medical references. After trying various wireless approaches that fell short, CTDN turned to the all-in-one functionality of the BlackBerry® Enterprise Solution – a deployment so impressive, it received the 2007 Wireless Leadership Award - Innovation Public Sector, from Research In Motion, at the Wireless Enterprise Symposium.

Why the BlackBerry Solution?

Alesi, and the other transplant coordinators, often have to work in an intensive care unit, operating room or any corridor or space they can find. For awhile, CTDN tried giving coordinators laptops with wireless cards, but they found them to be heavy, slow to start up and didn’t always get a signal in the hospitals.

Then they switched to Palm® Treo™ devices. While it met some of their goals, no one could receive wireless email because of problems with the service. “I was apprehensive at first about losing the touch screen approach,” says Alesi. “But the BlackBerry smartphone is very easy to use, has all of the information I need with the Critical Care application, and getting my email on my smartphone is just a fantastic bonus. The fact that it all automatically synchs with my Microsoft Outlook on my desktop is a huge advantage.”

Using the BlackBerry Enterprise Solution, CTDN was able to deploy PEPID RN Critical Care Nursing Suite to reference critical care topics that are part of a donation process, such as instantly calculating IV drip rates, reviewing treatment protocols and finding adverse drug interactions.

BlackBerry smartphones also meet federally set standards for operation with hearing aids and don’t cause unnecessary buzzing and whirring. For Alesi, who wears a hearing aid, a device that cuts down on the interference is extremely valuable.

“A lot of transplant surgeons use wireless devices, too. They could be at a social function and our Transplant Coordinators can email them the information about a potential donor using their BlackBerry smartphones. Having that kind of communications saves time and very likely lives.”

~ KIM PATTON, Associate Director of Donation Services
Partner Profile:

Company: PEPID Medical Information Resources

- provides health care professionals with current, comprehensive, and authoritative clinical point-of-care reference materials
- recognized as a leading developer of medical/drug information and decision-support tools for healthcare givers
- offers specialty-focused products for individual caregivers, as well as database integration services for large scale information systems, eMRs and VARs

Featured Product: PEPID RN Critical Care Nursing Suite

Application Type: Industry Specific Application

“PEPID RN Critical Care Nursing Suite is a vast improvement over the old days of having a trunk full of binders. It gives our people reliable, up-to-date information that helps them do their jobs better. I know it’s working because I hear very little about it.”

~ Kim Patton, Associate Director of Donation Services

For more information, visit www.pepid.com

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Access to Medical and Drug Information When Needed

PEPID Medical Resources was founded by a Chicago physician who used to have his lab coat pockets overflowing with his hand-written, detailed medical and drug reference notes. When the first PDAs were released, the doctor realized he could have these notes in an electronic form and the PEPID RN Critical Care Nursing Suite application was created.

Transplant Coordinators face exactly the same challenges as any doctor. As registered nurses, they’re making decisions on-the-spot about ways to combat infections and are requesting blood work or prescribing medications. For years, they had to drive around with a trunk full of reference binders with information about drugs, infection controls and IV calculators, to check details of specific medical decisions.

“Having PEPID on my BlackBerry smartphone means I can look up any unusual medications the patient may be on,” says Alesi. “I know a lot of it, but when questions come up, it’s great to be able to quickly look up the answer, address the problem and keep things moving along.”

The PEPID RN Critical Care Nursing Suite includes more than 2,300 disease and medical topics and calculators for IV drips and dosages. Unlike paper references, which can quickly become out of date, PEPID stays current so Transplant Coordinators can be sure they’re getting the latest information. And most importantly, Transplant Coordinators work most efficiently on their BlackBerry smartphones, making critical decisions without ever leaving the patient’s side.

“We want our Transplant Coordinators to get information easier,” says Patton. “If we have a donor case that needs to be managed within 36 hours, we don’t have the luxury of taking three or four days to treat an infection or asking a pharmacy for information, which may be closed at three in the morning. With PEPID on the BlackBerry smartphone, we can access the resources quicker and treat the infection in a way that satisfies transplant surgeons that the donation will be viable.”
When Teamwork Really Counts

The BlackBerry smartphone is a lifeline for this life-saving organization because teams need to be in constant contact in the most efficient way possible.

Transplant Coordinators are not just in touch with their team, but hospital administration and transplant surgeons in multiple hospitals, where recipients may be waiting for their second chance at life. “There’s usually five or six people that pass information back and forth,” says Alesi. “The fact that I can send an SMS or email saves time.”

Alesi even uses his BlackBerry smartphone in operating rooms. Using the speaker phone feature, he can let a transplant surgeon at one hospital speak to a surgeon at another location during the surgery. Together, the surgeons can compare notes and make the urgent decisions that are necessary when live organs and tissues are involved.

“The convenience of being able to communicate and have information on one device, the BlackBerry smartphone, just makes things happen that much faster,” he says.

How the BlackBerry Solution Helps the Donation Process

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<thead>
<tr>
<th>Donation Process</th>
<th>Action on BlackBerry Smartphone</th>
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<tbody>
<tr>
<td>Donor is identified</td>
<td>SMS message alerts Transplant Coordinators about a possible donation</td>
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<td></td>
<td>User profiles can be set to send only SMS messages when an alert comes in the middle of the night, thereby keeping intrusions to a minimum</td>
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<tr>
<td>Transplant Coordinator responds</td>
<td>Auto Text feature means commonly used SMS responses – such as acknowledging a donation – can be stored and reused</td>
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<td>Details of case are sent</td>
<td>Email and e-fax attachments follow SMS message with case details for the Transplant Coordinator to review instead of time consuming phone calls</td>
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<td>Surgeons and hospital resources are coordinated</td>
<td>Time-saving emails and SMS messages are sent between transplant teams and doctors as case progresses</td>
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<tr>
<td>Patient care is managed</td>
<td>Transplant Coordinators order tests and medications and can check drug interactions and protocols using PEPID RN Critical Care Nursing Suite</td>
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<tr>
<td>Ensuring Surgical Success</td>
<td>BlackBerry phone and speakerphone features are used during surgeries and throughout the process so doctors and coordinators can communicate and ensure the best outcome</td>
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Results

Everything in One Package: After trying other wireless solutions, the BlackBerry Enterprise Solution made it easy to give Transplant Coordinators everything they need – phone, SMS, email, Internet, calendar and a medical reference tool – in one easy-to-use, lightweight device.

Increases Clinical Productivity: Using the PEPID RN Critical Care Nursing Suite on their BlackBerry smartphones, Transplant Coordinators save time looking up medical information that is critical to making donor organs and tissues viable for transplant.

Easier Decision-making: Transplant Coordinators rely on their handy wireless reference tool to better manage the donor case and make the quick decisions that keep the donation process moving forward to a successful transplant.

Cuts Down on Phone Calls, Improves Teamwork: Now, the transplant team can work more efficiently, exchanging more detailed information and decisions using SMS and email, versus having to make time consuming phone calls to each person.

Increases recognition in their Field: As winners of the 2007 Wireless Leadership Award, California Transplant Donor Network has been recognized for its forward-thinking approach to helping medical teams work better in the field.

For more information on BlackBerry solutions, visit www.blackberry.com/go/success