



EASE Applications Improves Patient Satisfaction and Experience by Providing Secure, Real-Time Healthcare Updates to Patients' Families

Few things in life cause more stress than an ailing infant. Just ask Dwayne and Tanya Harris, whose prematurely delivered 2-pound son, Damian, faced surgery just days into his life.

Not long ago, the new parents would have been in the dark for hours, wondering how their son was faring. But thanks to the Electronic Access to Surgical Events (EASE) mobile application, which lets caregivers send texts, photos and video from surgery to family members, the HARRISES were able to stay informed about Damian's progress.

"The only way we could stay connected and know what was going on with our son's surgery was through the EASE app," Dwayne Harris said. "While we were a mess before he went in, the app really helped ease us by knowing that everything was okay."



Industry:
Healthcare

Solution:
Kony AppPlatform

Customer Case Study: EASE Applications



The Harrises are far from alone in that assessment. Patient surveys indicate that providing patients' loved ones with the peace of mind that EASE delivers is proving to be transformational for healthcare providers. In a recent study of over 8,000 families, 99 percent of patients' families said the EASE app reduced their anxiety, and 80 percent said the availability of EASE would influence their choice of hospital in the future.

This is translating to a vastly improved patient experience at healthcare facilities that make EASE available. For instance, Nationwide Children's Hospital reports that the use of EASE, which was built on the Kony platform specifically for use by neonatal intensive care units (NICUs) and surgical facilities, resulted in patient satisfaction scores rising from 80 percent to 97.5 percent in surgical patients. And elsewhere, EASE is impacting every stakeholder in the care chain, from patients to caregivers to administration.

"The EASE experience in my heart center has been uniformly crazy positive," said William DeCampli, M.D., Ph.D., chief of pediatric heart surgery at Arnold Palmer Hospital for Children, and co-director of the facility's Heart Center. "It relieves

families' anxieties, improves efficiency, and gives doctors a chance to be part of a novel disruptive multi-media mode of communication."

Securing a New Healthcare Communication Paradigm

It's that aspect of doctors seizing the opportunity to disrupt hospitals' antiquated approaches to communication that led to EASE's development in the first place. EASE Applications CEO Patrick de la Roza said the idea for the app was born when his partners — two pediatric cardiac anesthesiologists and a cardiac surgeon — decided one day to communicate with patients in a new way.

"It started when our doctors texted nervous families during a surgical procedure," said de la Roza. "What we quickly saw was the impact on anxiety, and on the waiting room experience, and we realized that we had done something very powerful."

What they initially thought would be a simple tool to develop proved to be anything but, especially given that the EASE team wanted the ability to send photos and video as a hallmark of the product.

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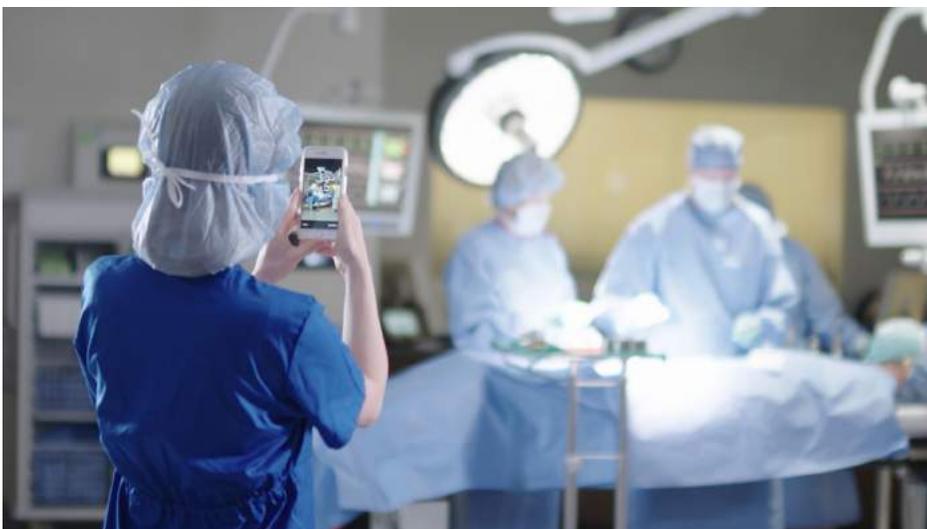
– William DeCampli, M.D., Ph.D.
Chief of Pediatric Heart Surgery,
Co-Director of the Heart Center,
Arnold Palmer Hospital for Children

"We quickly realized that because of HIPAA and all of the security that a hospital desires, it was going to be a lot more complicated than we expected," de la Roza said.

When the founders turned their attention to choosing a mobile development partner, they chose Kony because of its combination of powerful development tools and a strong security legacy.

The way de la Roza saw it, Kony's track record in meeting the needs of conservative organizations such as banks and hospitals, and the fact that the platform had been independently audited and tested, gave the EASE team confidence that the app could satisfy even the most stringent security requirements.

"Kony gave us a feather in our cap from a security perspective," he said. "When we're talking to the IT and risk teams at one of our hospital sites, we can say the EASE app is built on a platform where security is the priority."



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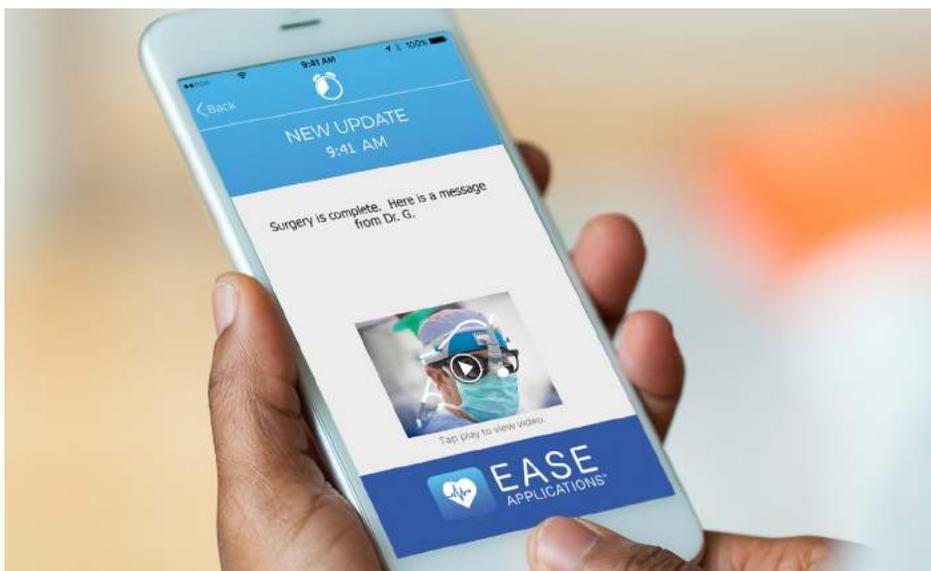
Kony + Living Laboratory = Success

That said, EASE may not have taken off if not for a development partnership with Orlando Health, an extensive healthcare system that serves millions of Florida residents.

As de la Roza and his partners were preparing to approach hospital administrators with their idea to text videos and photos from heart surgeries to patients' loved ones, they expected some resistance. But Orlando Health understood the value proposition and agreed to test EASE to see how the app performed, and

component of its value proposition. He and his co-founders believe there is a significant difference between sending loved ones a simple text stating grandpa is in recovery compared to sending a photo and a text showing grandpa resting comfortably in a recovery bed.

As EASE worked more with Kony's technology, de la Roza said the company benefitted from the platform's single code base, which enabled it to launch new features for both Apple and Android simultaneously.



how caregivers would receive it. A working partnership with a world-class facility proved invaluable.

"Leveraging Orlando Health as a living laboratory to test and validate new features has been incredibly beneficial," said de la Roza. "They saw the value in this innovation, and they saw the potential that this would create for patients and their families."

EASE might have been more quickly accepted by hospitals had it not required the capability to send photos and video, but de la Roza made it clear that the visual aspect of EASE's updates was a critical

EASE of Use Leads to Better Patient Experience

Cary D'Ortona, COO and CFO of Arnold Palmer Children's Hospital, said that when the facility first began considering adopting EASE, security was a significant concern, but those concerns were quickly laid to rest and the value of the app quickly became clear. Not only did it bring patients' families closer to the healthcare process, it also helped nurses feel more connected with their patients and the loved ones supporting them.

"EASE allows our nursing staff and our physicians to directly and easily

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interact with the family, so when there is a milestone event happening with the babies, they can communicate directly with mom and dad and make them feel a part of that process," said D'Ortona. "It's been huge."

And there's plenty of evidence that demonstrates that impact. D'Ortona said that patient experience scores for families that have used EASE in the NICU have risen noticeably. For instance, the 9 questions pertaining to communication on the Press Ganey survey increased 4.4 percent for NICU patients and their families who used EASE compared to those that did not. And in adult surgical patients, Press Ganey survey scores increased 6 percent on average.

For healthcare facilities, enhancing communication and improving the patient experience is critical as nearly one-third of reimbursements for Medicaid are tied to patient satisfaction. Therefore, the better the patient experience the more the hospital get reimbursed. As hospitals seek new and innovative ways to create measurable improvements in patient satisfaction, EASE provides a powerful tool to not only improve communication but also the patient-provider relationship.

Customer Case Study: EASE Applications



What's more, EASE couldn't be easier — or safer — to use. Patients and their families start by simply downloading the app from either the Apple or Android app store. After registering, they are given a unique access code, which the caregiver then scans with his or her device, creating a secure connection.

Patients and loved ones then begin receiving updates protected by 256-bit encryption, with caregivers determining what content to send based on their own discretion and the nature of the procedure. For an added layer of security, all texts, photos and videos disappear 60 seconds after they're viewed, ensuring that no protected healthcare information is stored in either device.

Forging a Bond between Patients and Providers

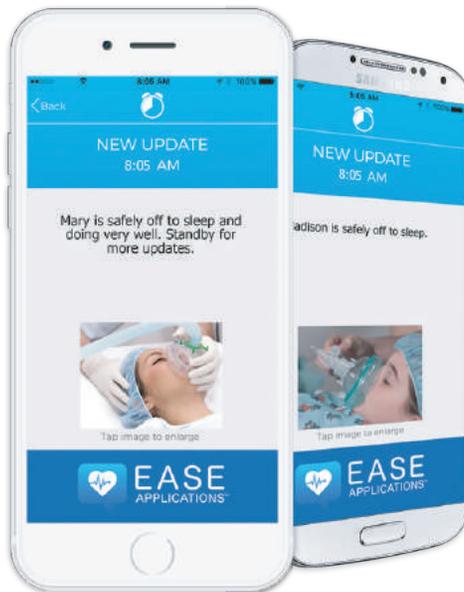
It's amazing the impact that this seemingly simple process of enabling communication between providers and their patients and families is having on the experiences of everyone involved in the healthcare delivery process.

Kara Dobson, R.N., a circulating nurse at Arnold Palmer Children's Hospital, said that EASE has taken her role as a patient advocate to a new level by bringing her closer to her patients, fueling both parties' satisfaction.

"I've actually built lasting relationships with patients and their families because of the EASE app," Dobson said. "It's really inspiring because they are so thankful, and you really feel like you are making a difference."

Tanya Harris, the mother of 8-month-old Damian, has experienced that impact first-hand. She said that getting EASE updates from the nurses caring for her son lightened the emotional load she and her husband were carrying, and that made a world of difference.

"It made us connect more with those nurses because those nurses connected



With over 8,000 families surveyed, EASE significantly increases patient satisfaction along the following key metrics:

13% increase
Physicians communicate in a way I understand

6% increase
Staff addressed emotional needs

2% increase
Nurses kept you informed

4% increase
Likely to recommend hospital

more with our son," said Harris. "When we called after we received an EASE message, or if we talked to that nurse the next day after that message, it was like we were family."

As any healthcare provider would admit, you can't ask for more than that.

Start Fast. Stay Fast. Without Compromises. Kony's AppPlatform enables you to deliver stunning omni-channel apps – without compromising on UX, features, security or cost.

Kony is the fastest growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers organizations to compete in mobile time by rapidly delivering, ready-to-run, multi-edge mobile apps across the broadest array of devices and systems, today and in the future, with a lower total cost of ownership. Kony's cross-platform solution helps organizations design, build, configure and manage mobile apps to empower and better engage with customers, partners and employees.

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