

A photograph of two healthcare professionals, a man and a woman, both wearing blue scrubs. They are standing in what appears to be a clinical setting, looking at a tablet computer held by the woman. The man is pointing at the screen with his right hand. In the background, another person is partially visible, and the environment is brightly lit with large windows.

Five Ways Tech Maximizes Resources to Enable Better Outcomes

Optimize your ambulatory surgical center to deliver enhanced care.



Operating an ambulatory surgical center (ASC) means tons of pressure daily. You have a major responsibility to do right by patients and deliver excellent care rapidly, but at the same time, you're facing mounting labor issues and skyrocketing costs. Your patients feel pressure too as they look for the best value care possible—and rapid facilities like yours are often their ideal choice. To keep turnarounds quick and prices low, you'll have to strike the balance between delivering superior care with limited resources and not adding any extra difficulties to your plate.

The Three Steps Towards Accelerated Growth

IDENTIFY THE STATE OF THE INDUSTRY



EMBRACE DIGITAL TRANSFORMATION TO HELP ASCS AND PATIENTS



BEGIN MAPPING YOUR NEXT STEPS



SECTION 1

Identify the State of the Industry

Today's Challenges

As the healthcare industry continues to strain under the pressures of labor shortages, worker burnout and supply chain disruptions, facilities like yours find themselves in a precarious position. They're driven to deliver rapid turnarounds and superior patient care, but first you must find a way to navigate the pitfalls of modern healthcare.

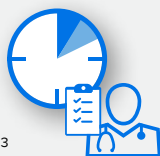


of health workers today report symptoms of burnout¹

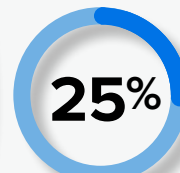


In the next five years there will be a **projected shortage of 3 million** essential low-wage health workers, and by 2033 a shortage of nearly **140,000** physicians²

For every **1 hour** of direct patient care, a primary care provider will spend **2 hours a day on administrative tasks**³



Cost of supplies is one of the two largest expenses for ambulatory surgery centers (ASCs)⁴



Supplies account for as much as **25% of net revenue** for the average ASC⁴



Five Reasons Consumer Devices Struggle In Healthcare Settings:

1. Can't survive constant sanitization
2. Unable to withstand drops or bumps
3. Lack HIPPA security and compliance
4. Zero device oversight or fleet management
5. Upgrades must be done individually

CHALLENGES:

- Healthcare worker shortage
- Burnout and turnover
- Skyrocketing costs
- Profitability struggles
- Added safety protocols
- Reduced space and resources; expiring materials/waste
- Rapid turnarounds
- Lack of technology

Sources:

1. 2021. Prasad K, McLoughlin C, Stillman M, et al. Prevalence and correlates of stress and burnout among U.S. healthcare workers during the COVID-19 pandemic: a national cross-sectional survey study. *EClinicalMedicine* 2021;35:100879-100879.
2. 2022. Addressing Health Worker Burnout: The U.S. Surgeon General's Advisory for Building a Thriving Health Workforce
3. 2017. Arndt, Brian G et al. "Tethered to the EHR: Primary Care Physician Workload Assessment Using EHR Event Log Data and Time-Motion Observations." *Annals of family medicine* vol. 15,5 (2017): 419-426. doi:10.1370/afm.2121
4. 2016. "Operational Benchmarks: Ambulatory Surgery Centers," *Avanza Healthcare Strategies*

SECTION

2

How Digital Transformation Helps Surgical Centers

Why Should You Transform?

Your main concern is patient safety and experience. And while it might not be immediately intuitive, healthcare technology is actually one of the best ways to boost both experience and safety in a care setting. Moreover, as an added bonus, it can also make your facility more attractive to potential hires and investors.

Five Ways Digital Transformation Impacts ASCs:

Read on to Find Out Why:



1. BOOST OPERATIONAL EFFICIENCY

Proper tracking is your first critical step towards improving processes and protecting your practice. Patients who experience medical errors due to mix-ups are much more likely to sue, which can result in a major financial risk for your center. Protect your facility and provide better care from the start with an automated, accurate system that reliably tracks patients, medications, specifications, specimens, surgeries and more. By automating your data capture and replacing outdated pen and paper processes, surgery centers can significantly improve efficiency, as well as time spent with patients, while minimizing errors and patient safety risks.



2. MAKE CLINICAL INFORMATION MORE ACCESSIBLE

Not having the right information on hand is often one of the biggest contributors to surgical center delays. The pressing need to go back and forth to physical papers or an office PC wastes valuable time, creates disjointed patient experiences and increases the risk of error. Save time and speed up patient turnarounds by giving caregivers on-demand access to everything they need. By capturing and digitizing all relevant data, you can enable faster information access and give clinician's more time to focus on patient interactions. And when patients recognize that their care is accurate and expertly coordinated, it in turn boosts their confidence and satisfaction in your facility.



of healthcare providers said a better patient experience is their top desired outcome from digital transformation



The Right Technology Positively Affects Patient Care

80% of clinicians and **87% of executives** agree patient care would improve if nurses, clinicians and non-clinical healthcare workers had collaboration tools and healthcare applications⁵

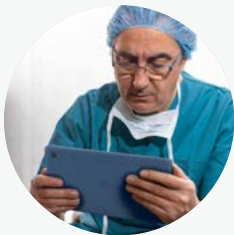
Source:
Zebra Healthcare Vision
Study 2021

SECTION 2 | How Digital Transformation Helps Surgical Centers



3. SAVE MONEY WITH BETTER INVENTORY MANAGEMENT

Surgical center owners want to see more same-day surgeries performed on time—instead of rescheduled or delayed due to lack of supplies. But achieving consistently on-time surgeries can be difficult to achieve in smaller healthcare spaces where it can be cost-prohibitive or downright impossible to keep excess supplies or assets on hand. So, how can you make the best use of facility space? Automate your inventory tracking and replenishment with digital data capture to get valuable insights into historical usage data, upcoming needs and more to enable precise scheduled ordering. This helps to create a lean and efficient inventory management system so that your facility can minimize time, waste, errors and excess costs.



4. INCREASE TRANSPARENCY FOR CAREGIVERS AND FAMILIES

The idea of surgery is intimidating enough for patients and their families without adding the fear of the unknown into the process. Help put patients and families at ease by giving them instant access to digitized, detailed and easy-to-navigate information about their procedure. With automated patient identification, specimen, medication and results tracking, everyone can stay on top of what's been done, what's going on and what's coming next. Whether that means digitizing patient check-in, sending family notifications or leveraging automated data capture, surgery centers that use technology create a positive impression that leads patients to see them as more organized, efficient and trustworthy. This builds a better reputation for the center and can lead to more referrals, which creates a positive feedback cycle to grow your business.



5. INCREASE COMPLIANCE AND PREVENT CYBERSECURITY RISKS

Reports show that hacking, phishing and other types of cybercrime are increasing at an astonishing rate, and healthcare is among the top targeted industries. In the event of a cyberattack, patient care is often disrupted with catastrophic effects on outcomes and brand reputation. Smaller, independent surgery centers have limited IT staff and resources compared to large hospitals, so it's easy to see why they've become a preferred target. Keep your facility safe and compliant when you ensure processes, devices and technology are up to date. Take an active role in prevention with a multilayered security approach that proactively mitigates the risk of human error with enterprise-grade technology. Higher security standards, strong encryption and other tools make PHI and HIPPA compliance easy.



Cybersecurity
is among the top
three investment
priorities for
healthcare providers
today and also
in the next 3 years⁶

Source: 2021. Digital transformation:
From a buzzword to an imperative
for health systems. Deloitte



SECTION 2 | How Digital Transformation
Helps Surgical Centers

The Four Main Areas Where Surgical Centers Can Benefit:



1. IMPROVE POSITIVE PATIENT IDENTIFICATION

- Ensure patient safety
- Save lives and costs
- Streamline workflows



2. BOOST SPECIMEN COLLECTION

- Identify, track and manage
- Improve patient safety
- Reduce errors



3. VERIFY MEDICATION ADMINISTRATION

- Increase pharmacy efficiency
- Reduce errors
- Ensure the five patient rights



4. IMPROVE ASSET MANAGEMENT

- Use unique device identification (UDI) to improve patient safety and ASC workflows
- Cut inventory expenses
- Prevent downtime from lost assets



Medical errors are now the third leading cause of death in the U.S.⁷

Source: 7. Makary MA, Daniel M. Medical error-the third leading cause of death in the US. BMJ. 2016 May 3; 353:i2139. doi: 10.1136/bmj.i2139. PMID: 27143499.



Implementing a barcode specimen identification process can help reduce errors by as much as **90%**⁸

Source: 8. 2015. Specimen labeling errors: A retrospective study, Online Journal of Nursing Informatics (OJNI)

Advancing in your digital transformation doesn't need to be overwhelming. While it may seem like there's lots to do, the good news is that most of the technologies available can also be introduced comfortably in stages. Additionally, many of the technologies can be used in more than just one area of your operation, which maximizes your overall investment and operational efficiency.

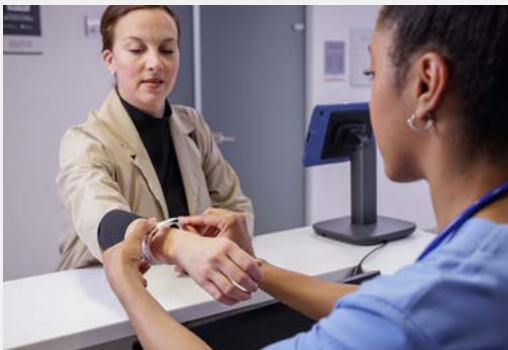
SECTION

3

How To Begin Mapping Your Next Steps

As a surgical center, you're driven to expand revenues and speed up patient turnarounds. Most owners don't have time for downtime nor possess the means of implementing a new system overnight. This is why many facilities are advancing their digital transformation in stages with the guidance of a strategic advisor who can help to ensure all the pieces they select now will also work together seamlessly in the long term.

The Top Three Areas to Focus on First for Biggest Impact:



1. PATIENT IDENTIFICATION

From admission to discharge, patient identification solutions allow you to access and confirm essential patient information throughout the entire care journey. With healthcare specific wristband printers, label printers and barcode scanners, you'll be able to more easily minimize errors and protect patients' rights.



2. RECORDS MANAGEMENT

Make the identification, tracking and management of patient records easy and accurate by implementing automated data capture. By printing, scanning and tracking at the point of care, you can both improve outcomes and efficiency to ensure all specimens and results are accurately labeled, recorded and instantly accessible to clinicians.



3. MATERIALS MANAGEMENT

Without an effective inventory monitoring system, lab supplies, consumables and medications are often misplaced, out of stock or over-ordered. Reduce the time your staff spends on administrative tasks, like inventory or searching for supplies, with automated healthcare technology that improves productivity and accuracy while reducing inventory expenses.



Consumables make up as much as 30 percent of the cost of delivering a service in ambulatory surgery centers.

SECTION 3 | How to Begin Mapping Your Next Step

Five Qualities to Look for in Your Investments:



1. PURPOSE-BUILT

Healthcare technology that is purpose-built will be ergonomically designed for how caregivers already work and feature important capabilities such as disinfectant-ready casing for constant cleaning and batteries that last an entire shift.



2. RELIABLE

A reliable healthcare device should offer enterprise-grade Wi-Fi and/or cellular connections that enable caregivers to connect quickly to devices and networks. It should also be built with strong durability to outlast any drops or bumps throughout the day.



3. HIGHLY SECURE

It's of critical importance in this day and age that your next technology purchase be relatively impenetrable. Only enterprise-grade healthcare technology is designed to be 100% encrypted and secure against the threats specifically targeting your industry.



4. FUTURE-PROOF

Any technology implemented in your operations should come with a latest operating system and the added ability to upgrade and process with speed for years to come.



5. INTEROPERABLE

Whichever technology selected will need to integrate seamlessly within your existing workflows. It should be highly interoperable with your existing healthcare systems and able to integrate easily with any future investments you make.

What Kinds of Technology They Implement:

Devices that help to
automate data capture:

- Mobile Printers and Scanners
- Durable HC-Ready Supplies



Checklist of Ways to Avoid Deployment Downtime:

1. PICK AN EXPERIENCED PARTNER KNOWN FOR THEIR SERVICE AND SUPPORT

When looking for a partner, evaluate these criteria:

Check out their customer reviews, history and longevity in the business

Do they specialize in healthcare?

Do they have experience with independent surgical centers?

How easy will it be to service devices or reach someone for support?

What are the standard turnaround times for repair?

2. ENSURE OUT-OF-THE-BOX FUNCTIONALITY AND KITTING

Regarding setup, consider these questions:

Does your purchase come with out-of-the-box functionality?

What about device kitting?

If neither, how much IT work will be required to get your devices fully secured, managed and deployed?

3. MAKE SURE DEVICE MANAGEMENT AND VISIBILITY IS EASY

When evaluating ongoing support, make sure to ask:

What is the service and support lifecycle?

How many management tools come standard with the purchase—if any?

Are there any tools to deploy updates to your fleet all-at-once?

What about tools to check security or run diagnostics when a device isn't working right or is lost?



Do More for Your Patients, Clinicians and Facility

With the right strategic advisor by your side, you'll be able to successfully deliver superior care while simultaneously upping safety, security and compliance. As a tried-and-true market leader with healthcare expertise, Zebra is your premiere partner to help guide your facility through the stages of your digital evolution at a pace that is both comfortable and confidence boosting.



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