

Case Study

When Minutes Matter Most: Time-saving BlackBerry Solution Helps with Organ Donation Process

LifeSource

Company: LifeSource is a not-for-profit organization that manages all aspects of organ and tissue donation.

Industry: Life Sciences

Region: Americas

Company Size: Small-Medium Enterprise (120 employees)

Size of Deployment: 75 BlackBerry devices

Email Environment: Microsoft® Exchange

Type of Solution: Business Intelligence, Workflow and Approvals (ERP)

BlackBerry Partner Solution: mDB Enterprise from mBiztech

Business Challenge: LifeSource staff used cell phones, pagers and laptops to keep up with the logistics of organ and tissue donations. But in a business when every minute counts, they needed a simpler, faster process. An approach that would help them update schedules for on-call LifeSource teams and external clinical partners who are essential to the organ donation process.

Solution: The BlackBerry Enterprise Solution™ coupled with mDB Enterprise from mBiztech replaced laptops and cell phones with a wireless solution that pushes corporate data to users. Call schedules for on-call LifeSource staff and clinical staff teams are pushed from the organization's database to BlackBerry® devices so users do not have to look up or request information.

Results:

- Better use of time
- Streamlined communications
- Accurate scheduling
- Less paperwork



 **BlackBerry**™

The Challenge: Simplify and Accelerate the Delivery of Logistical Information

LifeSource nurses and administrators are experts in extreme multi-tasking. As the frontline in the organ donation process, they work in scenarios where every minute counts. Coordinating the logistics of life-saving transplants means juggling constantly changing details over a period of 16 to 36 hours. They communicate with numerous people, including donor and recipient families, patients, hospitals, surgeons and federal organizations.

In 2005, LifeSource deployed the BlackBerry Enterprise Solution to reduce the need for multiple technologies, simplify group communications and make it easier to access critical back end data. Specifically, they wanted to wirelessly automate their call scheduling system, a roster of on-call staff, with a third party data solution for BlackBerry.

"When there is an organ donor in our region, our staff handle the process, including supporting the family, working with the hospital, and coordinating the details for external teams, like arranging cabs or flights for surgeons and recovery staff," says Diane Johnson, Regional Procurement Manager and someone who has coordinated donations for LifeSource over the past eight years. "We can be placing multiple organs with people in a variety of locations and it's very time-sensitive. Communication is everything."

Why BlackBerry?

Often it's an experience with a failed technology that paves the way for a winning solution. LifeSource had already experimented with Treo, iPAQ and Windows® CE devices. Many users found it cumbersome to have to remember to synch data between their laptops and the devices.

For the most part, nurses and administrators had to access call schedules on the company Intranet through their laptops. This meant printing everything in the morning before they left home, or trying to access the company Intranet from a hospital, which was not always easy. They could rarely depend on this information being up-to-date as the day went on.

A key reason LifeSource chose the BlackBerry Enterprise Solution was the way email and data is securely pushed to users without requiring any interaction on their part. Productivity was the first thing to improve.

"I really love the way my email just finds me with BlackBerry," says Johnson. "I use my time so much better as I'm shuttling between facilities. It takes away the hour or two I used to spend at the end of every day catching up on my email. It's reduced all that busy work I had and has helped me deal with situations in a proactive manner."

"It takes away the hour or two I used to spend at the end of every day catching up on my email."

~ DIANE JOHNSON, Regional Procurement Manager, LifeSource

Partner Profile:



Company: mBiztech

ISV Preferred Partner that provides a suite of out-of-the-box solutions for BlackBerry, including:

- mDB Enterprise to enable BlackBerry access to enterprise database systems such as IBM® Lotus® Domino®, Oracle®, SQL Server and DB2
- mForms for developing custom forms and Data Capture applications
- TrackBerry for location based tracking with BlackBerry

Featured Product: mDB Enterprise

Application Type: Business Intelligence, Workflow and Approvals (ERP)

BlackBerry Solution Components:

The BlackBerry Enterprise Server® v4.0, equipped with the BlackBerry Mobile Data Service (MDS)

Services:

- Installation and configuration
- Custom forms development
- Problem-solving

Business Value:

"mBiztech was heavily involved with our integration and a lot of our success. The speed of our deployment falls back on them for how quickly they responded to us and our needs."

~BRIAN LUNDE, Information Systems Manager, LifeSource

Taking the Legwork Out of Scheduling

LifeSource looked at several technology partners before choosing the mDB Enterprise solution from mBiztech. Their new data solution means users no longer have to look up who is on call during a donation case. Using the mDB Enterprise database monitoring technology, updated call schedules are regularly pushed from the company's server to the BlackBerry devices. Nurses and administrators now receive the most current schedules – for internal LifeSource staff and external parties such as surgeons and hospital teams – without having to log in through their laptops or consult a pile of paper.

The information is even accessible when radio signals are not permitted near equipment in hospitals. The mDB Enterprise solution contains an offline component so users working in hospital ICU units can still check data cached on their devices.

"Having call schedules on BlackBerry devices saves our team a lot of work in the long run," says Johnson. "We used to have to print everything off from a web site and then carry it around with us all day long – and you never knew if the information was right without making a series of phone calls."

Having the most current data at their fingertips means nurse coordinators aren't wasting time calling people to participate in the process when they are not available. This is especially true of transplant surgeons, who may be out-of-town or on vacation. "It's important that we don't use up valuable time calling the wrong people," says Johnson.

Streamlining Communications

Choosing the BlackBerry Enterprise Solution means that LifeSource can utilize several of the inherent BlackBerry device features – which streamline communications and reduce the number of devices in the field.

Email has made an enormous difference to the way nurses and administrators communicate. Before, when a referral came in they would have to make up to six phone calls to let everyone know the donation process was starting. Now, they send one email to everyone alerting them to the start of the process. Then, throughout the transplant process they'll email updates about key steps. Johnson estimates that this improvement alone reduces 30 minutes of phone calls to one 30-second email.

The amount of equipment LifeSource staff carry to a hospital has also been reduced. Laptops are used far less, since call schedules are available on the BlackBerry device. Now, with an integrated phone on the BlackBerry devices, they no longer need to carry a separate cell phone and instead utilize the click-to-dial feature from the address book. Although two-way pagers are still used in remote areas, they are used less often.

"With BlackBerry, my bag is half the size because I'm not carrying a date book, pager, cell phone and laptop, as well as all that paperwork," says Johnson.

Activity	Before	After: With BlackBerry and mBiztech Solution
Upfront notification to donation team members	Up to 30 minutes required to individually call each person	Approximately 30 seconds to one minute to send a group email
Reviewing call schedules	Frustration of carrying a laptop, finding an Internet connection, and printing off hard copies	Simple, direct access to accurate schedules pushed to devices with no need for paperwork
Managing email	Hours spent at the end of each day catching up on email	Gains of one to two productive hours/day by managing email on the go



Results

Better Use of Time: With push-based email, LifeSource staff can recover between one and two hours per day in productive time. "In my manager role," says Johnson, "BlackBerry really helps me keep up with my staff and saves all that extra time at the end of the day I used to have to spend answering email."

Accurate Scheduling: The ability to wirelessly update and push call schedules to people working in the field, even offline, saves time and ensures accuracy. "People's lives change all the time," says Johnson. "Knowing that we can get at the most current scheduling information on the BlackBerry device helps us reach staff more efficiently during the donation process."

Streamlined Communications: Offering users push-based email makes it easier and faster to communicate with the group of people involved with the organ donation. "Using email instead of cell phones is just so much more effective as a way to reach a large group of people," says Johnson.

Fewer Devices and Less Paperwork: The all-in-one BlackBerry device has reduced the need for laptops, pagers and cell phones. LifeSource staff carry less paperwork because information is available digitally. "I don't really need my laptop anymore," explains Johnson. "Nor do I have to carry around all that paper because I have the information I most need on my BlackBerry device."

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

The above information regarding third party products and services is provided in this document for your information. Since third parties provide the information to Research In Motion Limited ("RIM") and RIM relies on the information without performing any independent investigations, RIM makes no warranty or guarantee concerning the features, reliability, or pricing of the third party products or services, or their compatibility with any RIM products.

Check with service provider for availability, roaming arrangements and service plans. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server Software, BlackBerry Desktop Software, BlackBerry device software and/or BlackBerry devices and may require additional development or third party products and/or services for access to corporate applications. Prior to subscribing to or implementing any third party products and services, it is your responsibility to ensure that the airtime service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with Research In Motion's ("RIM") products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible

for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products or services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages.

© 2006 Research In Motion Limited. All Rights Reserved. The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties of Research In Motion Limited. RIM, Research In Motion, BlackBerry, BlackBerry Enterprise Server, BlackBerry and BlackBerry Enterprise Server are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries. All other brands, product names, company names, trademarks and service marks are the properties of their respective owners. Printed in Canada. MAT-11564-001