

Expanding Technology

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| Document Version History  | **Version #** | **Date Issued** | **Primary Author** | **Description** | | --- | --- | --- | --- | | 1.0 | 7/1/17 | SJ | Initial Draft | | 1.1 | 7/1/17 | SJ/RD | Combined initial draft | | 1.2 | 7/8/17 | RD | Added pricing info highlighted in blue | | 1.3 | 7/8/17 | SJ | Updated information and cleaned up doc | | 1.4 | 7/15/17 | RD | Final proofread | | 1.5 | 7/22/17 | RD/SJ | Final version per Skype discussion | | 1.6 | 7/29/2017 | RD | Footer revision | |

# Executive Summary

Digital & Creative Services will provide information about the best technology for the medical office. Medical services must move forward into technology and also remain compliant with HIPPA to prevent fines. Patient privacy is the number one priority for every medical service and if not followed properly can produce heavy fines. HIPPA does not mandate specific tools to use for securing data. Our company has researched the top tools in the industry today with regards to privacy and technology to ensure you deliver the best quality service and protect your patients’ privacy as well.

Since this office is already using Google and the Microsoft Suite, we have found tools that integrate into the current platform. One of the top five Cloud storage services that is within HIPPA compliance is Google Drive. To go further into privacy and patient confidentiality, our team wants to train the staff on how to use Microsoft Lync. Microsoft Lync is an instant messaging tool that is used by many businesses today for quick references to information from employee to employee. It is also helpful in relaying information to other staff members without saying anything which provides security with privacy among patients and staff.

# Project Objectives

A**s** the newly hired Digital & Creative Services Coordinators for the medical office, our team has reviewed the basic technology currently in place, which includes Google email and Microsoft Office products. By maximizing these existing programs along with strategically accessing additional no-cost or low-cost digital tools, we propose the following plan to grow the company by increasing presence in the community, capitalizing on reduced-cost professional development opportunities, facilitating collaboration and communication, and improving overall efficiencies.

# Preliminary Budget

Google Drive: $5 per user per month; includes 30GB of storage space. The $10 per user per month plan has unlimited storage (or 1TB for each user, if fewer than five users) and several advanced features such as additional administrative controls, reporting for Drive, and Google Vault for eDiscovery.

LinkedIn: Free access for a basic account. Business use plan, which features an average of 6 times more profile views, costs $47.99 per month, with an initial 30-day free trial available.

Weebly: While a basic version is available for $8 per month, we recommend the $25 per month intermediate version, as it offers more features for growing businesses.

Doodle: Free access for a basic one-user account, which is adequate for most polling functions. The office can also take advantage of a 30-day free trial of the additional features of the professional use package, and may elect to upgrade to that tier for $39 per year.

SurveyMonkey: Free access for a basic one-user account, which is adequate for most polling functions. The office can also elect to upgrade to a standard account for more robust survey creation options and data exporting, for $24 per month.

# Preliminary Assumptions

Microsoft Office is updated and current within the office.

# Preliminary Constraints

* Resource availability
* Project Budget

# Preliminary Risks

* Introduces additional channel for cyber security risks and attacks
* Security tools must be discussed and ensure office has proper security

# Appendix A

To increase a presence in the community, we recommend that the physician join and create a profile on LinkedIn. With a total 467 million users — 133 million from the US — ([Chaudhary](https://www.linkedin.com/in/meenakshichaudhary), 2017), LinkedIn has a diverse business model and is used in cities across the country. It is a good resource for Human Resources to reach out for potential employment candidates. A robust profile will help ensure that the office is searchable when contacts and potential clients in the community request service recommendations. For additional exposure, the physician should join LinkedIn groups related to the practice’s specialization.

Further, we recommend that the physician create an ePortfolio for the office, with a link to the ePortfolio on the physician’s LinkedIn page. Weebly (at weebly.com) is a low-cost easy-to-use internet-based program that the physician’s office can use to create an ePortfolio and/or a webpage for the office. The ePortfolio should include artifacts such as articles or press releases that have been published about the physician, the office staff, or the practice; awards or accolades that the office or the physician has received; recommendations or notes of praise received from clients, and other information of note about the physician, the office staff, or the practice.

The team agrees with the Digital Content Director on the importance of offering professional development to all employees. However, the cost of traveling to an out-of-town conference or workshop can be a deterrent for an office that does not have extra funds in the budget. In an effort to provide quality professional development at a low cost, we recommend accessing webinars online, instead of traveling to onsite conferences. Many associations are beginning to offer webinar alternatives to onsite registration. For less than the cost of one employee to attend in-person, the office can pay for one webinar registration, then set up a computer monitor in the conference room for all employees to view or participate.

To encourage collaboration and effective communication among employees, we recommend the use of GoogleDocs and instant messaging. GoogleDocs is available as part of the Google email suite and allows more than one employee to work in the same document at the same time, so that employees can easily collaborate when they are working jointly on the same project. This is especially important when there are questions or concerns about who made the latest updates or who “has” the latest version.

Skype is available in a free, no-charges, computer-to-computer version, which employees can use for instant messaging as well as video conferencing. Employees of the physician’s office can communicate via Skype instant messaging on their desktop computers or from their mobile devices (tablet or smartphone). Skype also has the capability to record video conferencing, for any employees who are unable to attend the meeting at the scheduled time.

To go further into privacy and patient confidentiality, our team wants to train the staff on how to use Microsoft Lync. Microsoft Lync is an instant messaging tool that is used by many businesses today for quick references to information from employee to employee. It is also helpful in relaying information to other staff members without saying anything, which provides security with privacy among patients and staff.

Finally, several Web 2.0 tools are available to help employees improve overall office efficiencies. First, for trying to schedule meetings with more than 2 people, Doodle polls can save a lot of time. Instead of someone emailing back and forth with each attendee and then hand-drawing a chart to determine a mutually-agreeable date, one person can select and enter various dates and times on the easy-to-use Doodle site, and send a link to each required attendee to select the best choices. As attendees participate, they can see which dates are better for everyone else, and the poll clearly shows which person may be slowing up the process for the rest of the group, whether that is from not responding or from not providing any available dates.

Survey Monkey is another tool that will be useful in improving office efficiencies. Again, this is an easy-to-use online tool that has a low-feature free version and an enhanced version for a price. We recommend that the physician first employ Survey Monkey to create simple polls of office staff for their own suggestions and recommendations on improving office efficiencies. Implementing these employee-suggested changes would demonstrate support of the staff and improve employee morale. Survey Monkey can also be utilized as an exit poll to ask clients about their experience during an office visit, to identify areas for better efficiency.

Our group members, SJ Jernigan and Rita Doughty, accessed several digital tools to complete this project. Initially, we collaborated through Blackboard Learn itself, using the email and discussion board to arrange mutually agreeable times to meet and plan, then utilizing group tasks list to organize. The tools we found most useful in completing the project were: UA Box for cloud computing and sharing initial drafts; and Skype instant messagingto meet in real-time and share thoughts and ideas. At least one member of the group has had previous experience with each of the digital tools used; conversely, use of each of the tools was a learning experience for at least one group member. Having this experience of applying what we have learned during the class to a case-study situation has been valuable training for using each of these tools in our varied career settings.

**References**

[Chaudhary](https://www.linkedin.com/in/meenakshichaudhary), M. (2017). *LinkedIn By The Numbers: 2017 Statistics*. Retrieved fromhttps://www.linkedin.com/pulse/linkedin-numbers-2017-statistics-meenakshi-chaudhary