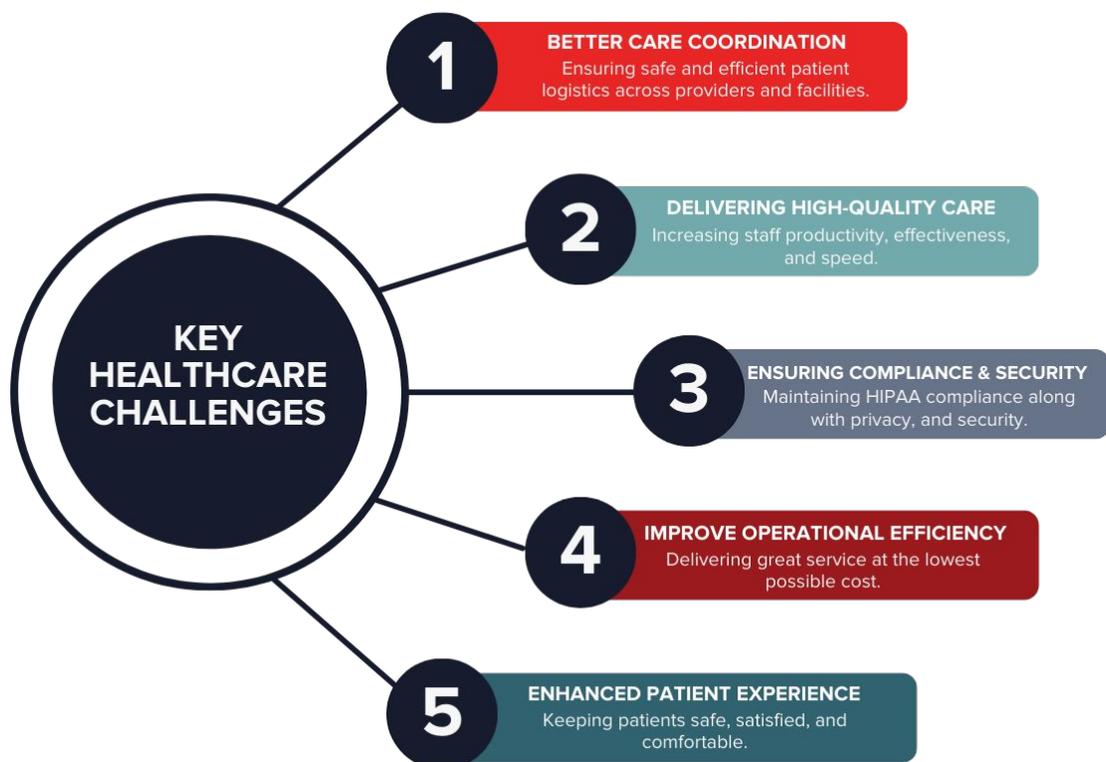# Healthcare Innovators Rely on PubNub

PubNub

Introduction

Every industry is looking to technology to change how they work and interact, and healthcare is no exception. Especially with the recent growth of telemedicine as a viable and preferred service, real-time connectivity and automation hold the promise of faster care for better outcomes at less cost for providers. But regulations, privacy concerns, and high costs can slow innovation, unless you're working with technology that overcomes these realities.

Healthcare innovators are working with PubNub so they can focus on providing efficient care and an engaging experience to patients, while trusting PubNub to make sure the infrastructure is reliable and scalable for any number of users. The resulting solutions deliver added convenience, improved productivity, enhanced coordination, and better communication through real-time HIPAA-compliant chat, notifications, scheduling, information transfer, and more.

But it's not just startups doing the innovating. Large healthcare systems, government organizations, and others are changing the healthcare experience. MaNaDr orchestrates secure and scalable communications between patients and their doctors in real time. ZOLL connects first responders with dispatchers and hospitals. Hearo helps patients live more independently. OneCall facilitates safe and reliable patient transportation through their app RelayRIDE. And they're all doing it with PubNub. Here's how.

⫸ A Cure for Healthcare's Unique Challenges

KEY HEALTHCARE CHALLENGES

1 BETTER CARE COORDINATION
Ensuring safe and efficient patient logistics across providers and facilities.

2 DELIVERING HIGH-QUALITY CARE
Increasing staff productivity, effectiveness, and speed.

3 ENSURING COMPLIANCE & SECURITY
Maintaining HIPAA compliance along with privacy, and security.

4 IMPROVE OPERATIONAL EFFICIENCY
Delivering great service at the lowest possible cost.

5 ENHANCED PATIENT EXPERIENCE
Keeping patients safe, satisfied, and comfortable.

⏩ Better Care...Better Experiences

Healthcare providers are always looking to increase patient convenience, from reducing wait times to easing communication. But as healthcare costs continue to rise, patient retention has also become a concern. Providers must now do more to enhance how they communicate, coordinate, and engage with patients so they not only have a good experience, they also choose to come back. And, while patient care, communication, and coordination present opportunities, every interaction must be in compliance with HIPAA and other industry regulations.

But simply applying technology to a healthcare challenge is no longer adequate, since consumers have high expectations driven by the fast, easy-to-use, and highly reliable experiences offered by so many consumer-facing applications. Building an engaging solution and having the platform to support it requires a lot of resources to ensure reliability and scalability, but each resource applied to the platform is taken away from being applied towards building and improving the core solution.

However, it's not a choice; developers must do both if they want their solution to succeed. Today's most innovative organizations, some of which you'll read about below, rely on PubNub's feature-rich, reliable, scalable, and HIPAA-compliant infrastructure. PubNub takes care of the platform so developers can focus on time-to-market, usability, and differentiation while giving patients an engaging and satisfying experience, all with cost-saving productivity and efficiency improvements for providers.

As healthcare costs continue to rise, streamlining operations, increasing efficiency, and improving productivity is critical to keeping facilities running smoothly and budgets in check. But it can't be more efficient if it diminishes the patient experience. PubNub enables both by providing the platform to streamline operations, logistics, and coordination so patients can easily access the care they need.

Efficient Delivery of Care

Streamline patient communication with HIPAA-compliant chat and push notifications.

Reliable infrastructure ensures every communication makes it through

Real-time conversations for faster care and screenings, anytime, anywhere

CUSTOMER STORIES

PubNub Chat gave MaNaDr an easy path to reliable and compliant chat so they could quickly put patients in touch with doctors, no matter where they were. PubNub's 99.999% uptime SLA and global 250 ms latency ensures patients and doctors get the message without fail. Even after evaluating SendBird and Pusher, MaNaDr recognized the complete package in PubNub Chat to enable not only chat, but remote consultations, appointment scheduling, telelab results, homecare, news, and more.

Streamlined Logistics

Ensure patients get the care they need with real-time location data.

Boost medical staff productivity with real-time updates & multi-user collaboration.

Developers can quickly and easily roll out crucial features without capability roadblocks.

CUSTOMER STORIES

Hearo relies on PubNub to ensure that millions of sensor events are accurately captured and pushed through their rules engine that triggers an appropriate response—like turning on lights or sending an alert to a nurse. Before PubNub, if these sensors lost internet or server connectivity, all data would be lost. As a result, alerts might not be sent and patients might not get the attention or support they need. But now, Hearo can retain all sensor data even if their systems go offline. When systems come back online, PubNub immediately re-establishes the connection and pushes this stored data.

Accelerated Response

Low-latency communications to keep everyone aware of patient status.

Reliable connections as responders pass information to hospitals.

Secure and compliant communication.

CUSTOMER STORIES

ZOLL needed a mobile app to connect EMS dispatchers, crew, and emergency room staff in real-time to ensure patients quickly received the care they needed. But they had to get a feature-rich product to market quickly, so called on PubNub to provide the speed, reliability, and HIPAA compliance to make it happen. With lives literally on the line, PubNub's low-latency messaging can alert any number of users in less than 100ms, which increases efficiency and speeds response times for first responders.

Faster Time to Market & Efficient Engagement

Full-featured chat, messaging and alerts for patient-provider convenience.

Over 50 SDKs to simplify integrations and create more robust solutions.

Reliability and scalability at a fraction of the cost of building in-house.

CUSTOMER STORIES

One Call wanted to reduce the number of medical appointments missed, and the related penalty fees, due to transportation coordination issues between patients, dispatchers, and drivers. So One Call built a mobile app to automate the process using PubNub for geolocation and real-time alerts. When things go off track, dispatchers use PubNub Chat to bring it back together. One Call was able to increase schedule adherence by 10% and reduce average trip cost by 40%. As usage explodes from 1,500 rides per day to an eventual 15,000, One Call is confident PubNub won't let them down.

Regulatory Compliance

Meets growing regulatory compliance requirements around the world, including GDPR, SOC 2, ISO 27001, CCPA, HIPAA, and more.

Your data is safeguarded using TLS and AES256 encryption algorithms.

Fine-grained, token-based access control.

CUSTOMER STORIES

BrightSpring Health Services is a leading provider of home-and community-based pharmacy and health services focused on delivering quality care for patients and clients. Rather than spending time trying to build and maintain their own infrastructure from scratch, BrightSpring decided that they wanted to partner with a reliable platform to power the HIPAA-compliant communication across their workforce app. Thanks to partnering with PubNub, BrightSpring increased app usage by 18% in the last year.

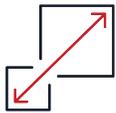## A Platform for Real-Time Interactivity

PubNub delivers a platform for building and operating real-time interactive apps for mobile, web, and IoT devices that are lightning fast, reliable, and scalable. Whether you are looking to add chat, notifications, streaming, user/app synchronization, or even edge messaging, we help bring it to life easily, securely, and seamlessly. Over 2000 companies worldwide choose PubNub because of our real-time technology expertise along with our ability to help their customers feel more connected to one another, the brand, and product experience.

Advantages of Building with PubNub

Flexibility
PubNub offers SDK support for over 50+ mobile, web, server, and IoT environments and over 65 pre-built integrations with external and 3rd party APIs.

Scale & Reliability
PubNub has no concurrency or channel limits and powers thousands of apps and millions of people across the globe every day.

Security & Compliance
PubNub offers enterprise grade security and is compliant with the most stringent regulations around the world, so you always have peace of mind.

Support
PubNub is here for you from design through testing, launch, and post launch. We offer 24/7 support across the globe, operational dashboards, and a dedicated solutions architect team.

Start Your Free Trial Today!

SUPPORT   WEBSITE   LINKEDIN   TALK TO OUR TEAM

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