Scalable and Streamlined Communications Technology for Skilled Nursing Facilities

Achieve advanced compliance and reduced costs with our next-generation cloud communications platform.

Table of Contents

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Introduction

Healthcare professionals employed by skilled nursing facilities (SNFs) play a vital role in caring for approximately 1.7 million nursing home residents[1] in the United States. Along with nursing care, they serve residents through 24/7 supervision and assistance with activities of daily living, meals, medication administration, recreation, and more.

About 1.2 million individuals are employed by approximately 15,655 SNFs across the U.S.[2], but many of these facilities struggle with inadequate nurse staffing levels due to high clinical and support staff turnover. This is an especially critical issue, as the number of individuals using paid long-term care services will likely double in coming years[3].

Although annual spending on long-term care in the U.S. is an estimated $275 billion[4], SNFs face multiple challenges, including preventing hospital readmissions, maintaining a positive cash flow, complying with rules and regulations, and preparing for inspections by government entities at the state and federal levels. Suppose they want to mitigate the risk of severe and costly penalties or losing their license. In that case, SNFs must achieve these goals while providing high-quality patient care and maintaining adequate staffing levels.

SNF Challenges

- High staff turnover
- Inadequate Medicaid reimbursement
- Strict regulatory requirements

1 https://aging.jmir.org/2019/1/e11449/
2 https://www.ahcancal.org/Data-and-Research/Documents/FastFacts_SNCCs.pdf
3 https://www.caregiver.org/selected-long-term-care-statistics
4 https://www.phca.org/for-consumers/research-data/long-term-and-post-acute-care-trends-and-statistics

Addressing Challenges to Care

Skilled nursing facilities operate differently than most other healthcare providers and contend with financial pressures many others don't. In addition, to typically inadequate Medicaid reimbursement, the number of private-pay patients they serve has been decreasing.

However, like other healthcare providers, some SNFs have started employing more technological solutions to help them improve care efficiency, eliminate gaps in communication, promote real-time care coordination, and, most importantly, leave more time for direct patient care. These tools help automate several administrative duties, so SNF staff has more time to enhance the quality of life for patients and improve their safety.

Not just any technology aids SNFs in achieving these benefits. A well-designed solution must address privacy and security concerns while promoting interoperability with other systems and tools.

RingRx designed our next-generation cloud communications platform to simplify and improve provider and staff communications for SNFs in large and small communities and urban and rural communities. We serve all types of long-term care (LTC) providers and customize our solutions to meet your unique business needs.

We understand the benefits and challenges of serving residents of SNFs. Though most companies only focus on large healthcare systems, our completely HIPAA-compliant communications solution helps both large and small providers improve communications, reduce costs, and minimize errors. We deliver the highest-quality VoIP audio and full spectrum business-class phone system and offer the latest office and mobile technologies to help streamline communication in your facility.

Optimized Operations

Our mission is to minimize friction in healthcare communications, thereby helping to enhance your operational functionality and allow you to focus on your main goal - specialized, high-quality patient care. Whether you want to grow your operations or optimize your current enterprise, our fully HIPAA-compliant communications solution gives you the tools you need to securely communicate with your staff and the friends and family of the residents you serve.

Staff Satisfaction

Nothing improves staff satisfaction and efficiency more than optimizing your team's workflow throughout the day. RingRx has features to optimize call allocation and work sharing, like ring groups, parking lots, shared mailboxes, conferencing, and auto attendants. All of these features are highly customizable and enable staff to coordinate work and manage communications in a busy SNF expediently.

Because we know that increased productivity improves patient care, our call analytics are designed to help you keep an eye on performance. Plus, the powerful SMS and On-Call features of RingRx enable high-quality patient care, regardless of location or time, and our one-of-a-kind platform allows you to optimize call routing based on hours of operation and team responsibilities.

Tailor-made Technology

At RingRx, our philosophy is to help our customers achieve the best customization for each coworker to help make their jobs as easy as possible. That's why the desk phones we use are designed to be fully configured around the needs of each extension and include functional keys that give staff the shortcuts they need to make work easier and more efficient.

Our open and customizable platform enables integrations with existing solutions for analog SNF room phones, overhead paging systems, and nurse call bell systems. This helps promote continuity with existing frameworks, maintain staff competencies, and minimize deployment costs.

RingRx is equipped with built-in redundancy through its mobile app, making it a seamless option for disaster recovery plans requiring remote operations. No matter the disaster – weather, fire, infrastructure damage – it continues to work, meaning your SNF staff never misses a beat.

Optimized Operations

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Robust Reliability for Disaster Recovery

With mobility requirements revolutionizing the way healthcare is delivered, RingRx's mobile app was developed to assist your staff in staying productive and motivated by making it easier to stay in touch anywhere. It also serves as a critical redundancy for your SNF's communications during disasters, whether due to nature or human error, that cause internet or power interruptions. The app can be deployed in seconds and even works in temporary offsite premises through emergency Wi-Fi or cellular data.

Given the inherent security profile of fax technology, this valuable communication method is still vital to much of the operation of a SNF. RingRx's fax service is designed to help facilitate document transfer, sharing and storage, and it's one of the few communications solutions that offer both robust web-based and machine-based use. In addition, the RingRx API can be utilized to build fully-automated processing with an existing fax server.

Our platform replaces the need for a traditional call center. It can easily manage large call volumes and assign calls according to skills and/or availability, ensuring an equitable workload for your staff. It provides your organization's management with the tools to monitor real-time performance and even manage break times.

Our call center feature promotes staff productivity by managing high call volumes, allocating calls to available agents, and deploying unlimited queues in multiple departments.

Cost Control

Many SNFs operate on a thin profit margin, meaning they cannot always afford technology designed to optimize their workflow and improve patient care. However, because RingRx owns our platform, we can keep our costs low and pass that savings to you.

Traditional solutions rely on manual systems and processes that are costly and prone to error. With RingRx, you can expect to save 50 percent or more than a traditional landline and 30 percent or more than competing services from cable and other VoIP providers. Not having to invest in an on-premise PBX server eliminates the upfront costs you must pay when purchasing such equipment, especially when buying new hardware every five-to-seven years. And you can save even more time and money by implementing voice, text, and fax in one solution and forgoing those pesky monthly equipment maintenance costs.

Integration and Interoperability

RingRx was built to integrate. Open standards-based for ease of integration and extensibility, it's designed with a robust API at the forefront. All components are equipped with the type of interoperability required for integrating EMRs, revenue cycle management applications, reputation management solutions, and more. That means we can implement our solution for you with as little disruption as possible to your existing technological ecosystem.

As a cloud-based platform, RingRx allows for cross-site integration and collaboration and the capability to create more seamless alignment for a multi-location enterprise. We integrate mobility deeply into our service, making communication between providers and staff members simpler and less time-consuming. In addition, we're committed to offering integration opportunities with other software applications to help maximize efficiency and improve healthcare outcomes by sharing data.

> We can save you **50% percent or more** than a traditional landline and **30% or more** than competing services from cable and other VoIP providers.

Scalability for All Sizes

Unfortunately, SNFs have a higher staff turnover rate than most other healthcare providers. Depending on your enterprise's needs and the size of the community in which you're based, your technology needs might change yearly or even monthly. RingRx was created to be scalable without losing any functionality in the process.

Our platform can be deployed as a fully-hosted cloud PBX or as a private cloud installation using your chosen hosting method, all based on the size and efficiency of your enterprise's internal resources for managing IT infrastructure. By utilizing a single, web-based system, you can deploy across your whole enterprise. You can access the scalability that lets you keep your communications framework streamlined. It doesn't matter if you have two, three, or ten facilities.

Easy Access

For your SNF staff, our HIPAA-compliant solution provides secure access through any device connected to the internet, including smartphones, computers, laptops, and tablets. Administrators can manage access to call records, messages and features and control what each team member can see and use. Our platform is hosted by secure cloud-based servers. All messages, including text, voice, and fax received through your RingRx phone system, are stored on cloud-based servers.
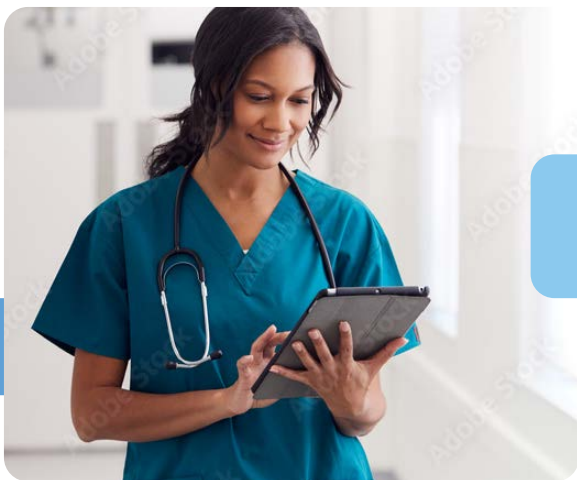
With RingRx, you can seamlessly integrate nurse call, overhead paging, and patient room systems into a single solution, mitigating the need for more expensive equipment and enabling you to take advantage of analog to digital bridge.

Streamlined Security, Privacy and Compliance

Lack of HIPAA compliance can be costly for any healthcare provider, from fines and fees to a damaged reputation. The same is true for SNFs. Most modern telephone companies cannot meet HIPAA rules, regulations, and patient privacy standards.

RingRx makes it easy for SNFs like you to comply with HIPAA for all your communication needs, including phone calls, text messages, faxes, and messages sent through our desktop and mobile applications. We achieve this by following strict protocols in these areas, such as physical security of PHI, encryption, training, product security and password protection,

auditing, and business associate agreements (BAAs). We also implement and manage multiple layers of security within our system to prevent any attempt of unauthorized access and external threats.

At RingRx, compliance and privacy are built into our service from the ground up. Because all our customers are healthcare providers, we approach it as the foundation for every service we provide.

Comprehensive Customization

One-size-fits-all solutions don't provide the functionality SNFs require, and most technologies designed for these types of facilities aren't customizable. RingRx offers customizable solutions for providers of all sizes, delivering the highest customized experience to any facility. Because we have multiple years of experience working in healthcare, we can tailor a solution that works the way that fits your needs.

No matter what device you're using with our platform, we can configure the perfect phone for each team member, formulate a welcome menu that makes the most sense for your business needs, and add customizable hold music, messages, and on-call profiles.

Most SNFs have high staff turnover, making it difficult to predict technology needs more than a few months at a time. Fortunately, RingRx was created to be scalable without losing any functionality in the process.
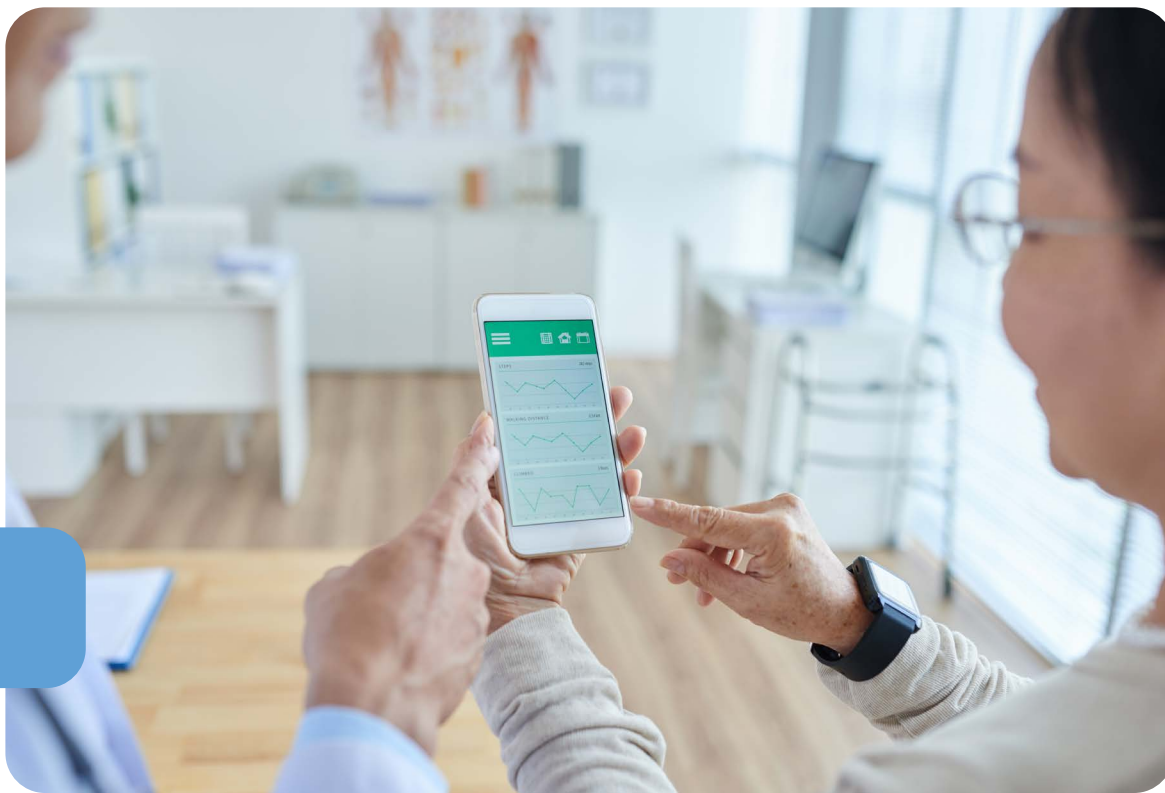
Book a Demo

To learn more about RingRx and if it fits your organization, book a demo or contact us at (888) 980-6860 and request a free trial.