



CYRACOM[®]
How Interpretation Should Be



SWITCHING TO CYRACOM
IMPLEMENTATION SUCCESS STORIES

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Hospital and healthcare leaders often worry about switching language services providers, wondering:

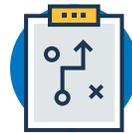
Will there be a gap between my old service ending and the new one going live?

Will the new provider be able to integrate with our systems?

Who will train my staff on using the new service?

How much money and effort will it take to get a new system up and running?

As the leading provider of language services to healthcare organizations, CyraCom wants you to spend time caring for patients, not setting up blue phones and checking Wi-Fi signal strength. Our implementation process is designed to make transitioning to CyraCom:



SMOOTH

Our team has helped thousands of clients switch.



FAST

We strive to minimize the time you spend transitioning.



FREE

We provide implementation support at no additional cost.

Our implementation specialists work with new clients to set up interpretation service, identify access points, and provide staff training and support materials. We pair each client with a dedicated account manager and offer 24/7 access to CyraCom's client services team for additional support. The team responds to all service needs and questions and is accessible via:



TOLL FREE NUMBER



E-MAIL



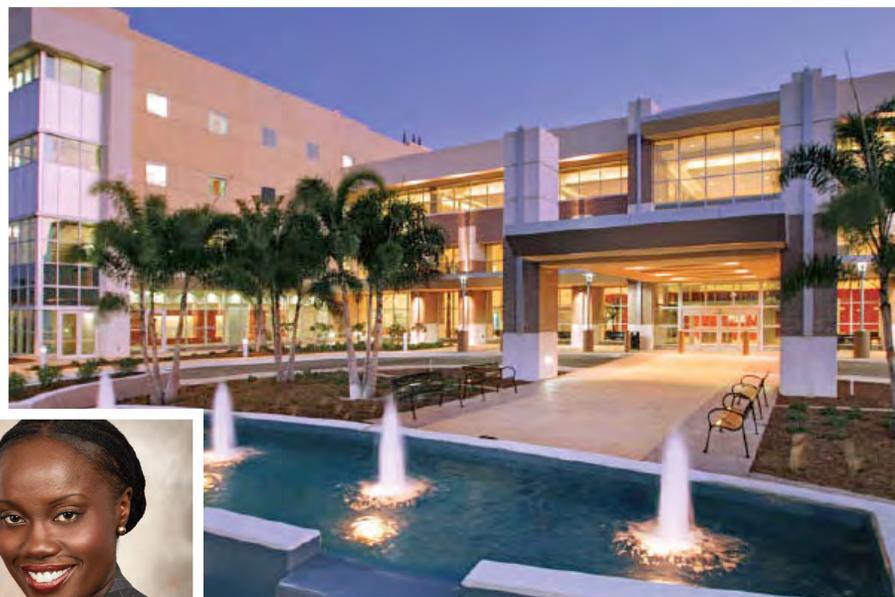
LIVE-CHAT ON THE CYRACOM WEBSITE

Does the process work? Take a look at the "Switching to CyraCom" stories shared by some of the nation's top hospitals and decide for yourself.

LEE HEALTH | A Large-Scale Video Interpretation Rollout

Lee Health is southwest Florida's largest health system, consisting of four acute care hospitals and two specialty hospitals. Lee provides care in a county where nearly one in four of the 650,000 residents speaks a language other than English at home.

Lee was awarded a government grant to purchase video carts and implement CyraCom's video interpretation service. Their System Director of Diversity and Patient Care Civil Rights, Yemisi Oloruntola-Coates, wanted to ensure staff received training to use the new tools effectively.



Yemisi Oloruntola-Coates, System Director of Diversity and Patient Care Civil Rights

"I notified our campuses that this resource was coming and scheduled multiple 30-minute-training times at each campus so staff could come in when convenient," she explained. "We tracked attendance at each training and handed out collateral on video interpretation."

CyraCom's implementation team led the training sessions, explaining the benefits and mechanics of using video interpretation.

"After the roll-out, we followed up by attending every meeting we could get into – leadership, quality gatherings, and nursing orientation – and did in-service training unit-by-unit to ensure everyone got the message," Oloruntola-Coates recalled. "We trained over 600 leaders, directors, supervisors, trainers, and RNs during that first phase."

Once Lee Health's hospital staff was trained, CyraCom moved on to Lee Physician Group doctors' offices spread throughout Southwest Florida. Oloruntola-Coates divided these offices by region and sent CyraCom trainers to three different counties. In total, CyraCom trained 1,300 Lee staff members in 30 days.

BOSTON MEDICAL | 1,200 Phones in Three Days



Elida Acuna-Martinez
Director of Interpreter Services

Boston Medical Center (BMC) is a 567-bed academic medical center located in Boston's historic South End. The hospital is dedicated to providing "consistently excellent and accessible health services to all in need of care regardless of status or ability to pay – exceptional care, without exception." BMC is the largest safety net hospital and the busiest trauma and emergency services center in New England. Underserved populations comprise 59% of BMC's patients, and 31% do not speak English as their primary language.

BMC's Director of Interpreter Services, Elida Acuna-Martinez, attended CyraCom's annual Healthcare Language Services Summit in October 2015, meeting industry speakers, language services leaders, and current CyraCom clients from across the country. A month later, Boston Medical became a CyraCom client.

"Switching was the best thing we could have done," Acuna-Martinez said. "We needed 1,200 phones installed and staff training on how to use the service, and CyraCom's implementation team made the process easy. CyraCom got it done in three days – three very long days, but they got it done. I couldn't believe how quickly they worked."

Today, BMC has increased that number to nearly 1,900 CyraCom phones, and the relationship continues to grow.

"My account manager checks in all the time just to make sure things are running well," Acuna-Martinez noted. "We had a question about connectivity the other day – I sent an email and got an answer within seconds. The issue was on our end, but CyraCom helped us solve it."

EMORY HEALTHCARE

Switching Phones and Implementing Video Interpretation - Simultaneously

With seven hospitals, over 400 provider locations, and more than 2,200 physicians in over 70 specialties, the Emory Healthcare Network is the largest and most comprehensive health system in Georgia. Emory facilities rank among the top academic health systems in the US for quality and accountability. U.S. News & World Report lists Emory University Hospital as the best hospital in Georgia, and their St. Joseph's and Midtown locations ranked in the top 10 as well.

CyraCom's implementation team worked with each of Emory's hospitals to assess their needs, and the process of switching six hospitals to CyraCom took only a week. The team partnered with Michelle Haddock, Emory's Manager of Interpretation and Translation Services, to hold training sessions during the installation.

Michelle Haddock
Manager of Interpretation & Translation Services



"The whole team made it easy." Haddock remembered. "They were very patient; they answered all questions and demonstrated everything. They even conducted in-services for the overnight staff so I didn't have to."

The implementation process streamlined reporting and billing. CyraCom's team also automated account and location details, so Emory staff no longer waste time entering an account number when dialing an interpreter.

Since Emory was introducing video interpretation for the first time, the CyraCom team helped establish "super users" – Emory staff with extra training at each location – to act as internal champions of the new service.

STEWARD HEALTH | A Transition Aligned with Hospital Priorities

Steward Health Care is a nationally recognized, fully integrated healthcare system and the largest private, for-profit hospital operator in the US. Steward consists of 38 community hospitals, as well as more than 25 urgent care centers, 42 preferred skilled nursing facilities, and over 7,300 beds in more than 10 states. The company employs approximately 40,000 health care professionals and provides care to millions of patients annually.

Unhappy with the performance of their previous language services provider, Steward's System Director of Diversity Initiatives and Interpreter Services, Carla Fogaren, committed to finding something better. She chose CyraCom after receiving numerous recommendations and endorsements from hospitals across the country.

Fogaren worried that CyraCom's team might steer Steward staff toward phone interpretation and away from her own on-site interpreters. The team quickly allayed those concerns by training staff to follow Steward's policy on when and how to use phone interpreters.

"Bob Davis (CyraCom's Senior Director of Implementation Specialists) and his team did everything we asked them to do. People still talk about it – how good they were, how patient they were, and the fact that they came in for every shift to do the education. It was incredibly easy and painless through every step in this process converting all of our hospitals. It went seamlessly."

CyraCom's team implemented each hospital in a matter of days, installing phones, setting up speed dials and extensions, and educating hospital personnel in how and when to use the new service.

"If the initial training is not done properly, it creates a negative impression to the user on their first try," Fogaren explained. "Then they're less likely to feel comfortable using the system. Without CyraCom teaching people on the front end and making them feel comfortable, implementation would have taken longer and we may have had a different outcome."



Carla Fogaren, *System Director of Diversity Initiatives & Interpreter Services*



CyraCom is the leading provider of language services to hospitals and healthcare organizations. CyraCom provides clients with access to qualified interpreters and translators – certified employees with 120 hours of training working in secure, large-scale US interpreter contact centers – for compliance with the standards set by Section 1557 and the Joint Commission. CyraCom believes this dedication to quality helps to prevent the miscommunications that lead to unnecessary readmissions and reduced LEP patient satisfaction, as well as the adverse outcomes that threaten patient safety and negatively impact CMS star ratings.



CONSIDERING A MOVE TO CYRACOM?

Watch a quick video overview of the CyraCom implementation process:

www.cyracom.com/hospitalimplementation



Contact us today to learn how we can help.

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