



# SyncTimes 2022

Optimizing Clinical Efficiency and Patient Experience



## SyncTimes: Optimizing Clinical Efficiency and Patient Experience

### Why This Spotlight?

In clinical settings, resource optimization and communication efficiency are paramount in delivering quality care. SyncTimes is a clinical workflow and communication tool that streamlines operations, inter-team communication, and resource management. Features include a real-time location system, communication tools, and analytics based on documentation of patient activities and personnel management by room. This report seeks to validate provider organizations' adoption of SyncTimes and their overall satisfaction.

### What Does SyncTimes Do?

(A Customer Explains)

"SyncTimes' main functions are communication, tracking, and analytics. The system communicates with our providers while they are in the room. If a provider wants a patient to get labs, receive medication, and then be discharged, SyncTimes tells the support staff what they need to do next and in the order that the provider wants them to do things. SyncTimes also lets us track where people and equipment are." —Manager

### Bottom Line

Clients are very satisfied with SyncTimes, and all respondents would contract with SyncTimes again. Satisfaction drivers include SyncTimes' ability to deliver tangible outcomes, the software's ease of use, and the strong partnerships SyncTimes forms with their customers. Some respondents report concerns surrounding integration with EMRs and other systems and some issues with hardware reliability.

### Key Competitors (as reported by SyncTimes)

Centrak (RTLS), Expeditor (call lights), Midmark (RTLS), Vocera, customized EMR functionality

### Top Reasons Selected

Operational efficiency, personnel tracking, positive referrals, value, customization

### Number of Customers Interviewed by KLAS

14 individuals from 7 unique organizations (SyncTimes shared a list of 9 unique organizations; the list represents 100% of the customers that were eligible for inclusion in this study when research began)

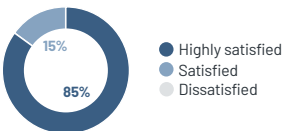
### Survey Respondents—by Organization Type (n=13)

■ Large-hospital health systems ■ Small-hospital health systems ■ Clinics

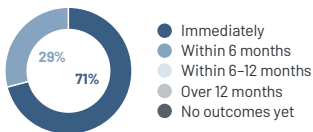


## SyncTimes Customer Experience: An Initial Look

### Overall Customer Satisfaction (n=13)



### Time to See Outcomes (n=14)



### Outcomes Expected by Customers

Achieved     Not achieved  
 Pending     Unexpected outcome

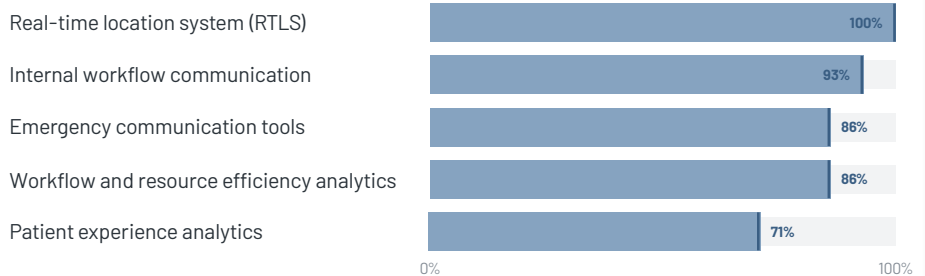
- Faster emergency response
- Improved resource efficiency through personnel and equipment tracking
- More efficient clinician workflow
- Increased patient volume and satisfaction
- Improved team cohesion

### Key Performance Indicators (1-9 scale)



### Adoption of Key Functionality

Percentage of interviewed customers using functionality (n=14)



## Strengths

Software helps customers achieve tangible outcomes



*"The system greatly improved our operational efficiency and patient satisfaction. We definitely recommend the system to others." –VP*

Easy-to-use solution



*"Our staff and patients love how easily they can do what they need to do in the SyncTimes product. Even our providers who don't understand technology very well can use SyncTimes' system. Once our staff started using the product, a lot of people fell in love with it." –Manager*

Vendor fosters collaborative client partnerships



*"We have worked with everyone from the executives to the account management people at SyncTimes. A lot of vendors make promises that they don't deliver on, but SyncTimes has been the exception. They are now the gold standard to which we hold other vendors. SyncTimes has been so successful because they created a partnership and process that have worked well." –COO*

## Opportunities

Some customers want improved integration capabilities



*"It would be nice if SyncTimes integrated with our EHR more. For instance, I have to go into the EHR to order a lab, and then I have to push the button in SyncTimes to tell the nurse that I need the lab. There could be a lot of cool functionality if SyncTimes integrated with the EHR." –Physician*

Concerns regarding hardware reliability



*"We have had issues with charging. Sometimes the micro-USB connectors work, and sometimes they don't. If someone's battery is dead, we see the same thing from the system as when the micro-USB is just not working. I can't tell whether certain providers have a dead battery or whether they are just putting the beacon in their pocket, purse, or coat. That issue feels like a flaw in the design." –Analyst*

## KLAS' Points to Ponder

**The Positives:** SyncTimes provides a workflow and communications solution for clinics that improves patient intake and processing efficiency, which drives higher levels of patient satisfaction. RTLS technology is used to assess the time patients are waiting for service and can also be used to help optimize the use of exam rooms and medical equipment in the facility. Communication functions identify patient service tasks pending for completion and allow providers to contact support staff as needed. SyncTimes has a high client satisfaction rating.

Organizations should consider the following:

### The Solution's Long-Term Viability in Healthcare

Digital solutions that support the optimization of ambulatory care delivery are needed to help reduce the staffing and service impacts healthcare organizations are seeing following the COVID-19 pandemic. Organizations will be better positioned for success with value-based care with solutions such as SyncTimes, which can improve the resource utilization (for example, staff, exam rooms, and medical equipment) as well as make healthcare services delivery more efficient and timely for patients. SyncTimes' long-term viability will be increased with Improved EMR integration and additional growth capital to expand product capabilities.

### Impacts and Trade-Offs of the Underlying Technology

SyncTimes has a well-designed technology architecture that is consistent with similar emerging digital solutions. Clients mention some challenges with the RTLS beacons regarding time-outs and battery life. If the beacons aren't working as

designed, the analytics on resource utilization will not be accurate. The tablet solution for conducting communication between clinical staff members appears to be well designed and easily implemented and leveraged by clients. High staff satisfaction is supported by notifications for nurse support, code blue events, cleaning services, and security requests.

### Digital Strategies Are Key for Generating High Patient Satisfaction

The industry is moving toward higher levels of patient-focused healthcare services that satisfy patients' consumer-level expectations. Healthcare organizations will need to generate effective strategies for implementing digital services around communications and data capture to best engage patients in their healthcare. These digital services, as exhibited by SyncTimes, must be simple for both patients and clinical staff to implement and use. They also must integrate with the enterprise RCM and EMR applications to facilitate workflows that minimize any clinician rework.



### Mike Davis

HCIT market research and analysis expert with 40+ years of experience

### Improving Healthcare Staff Work Environments with Digital Technology

As healthcare organizations focus on improving patient experiences and satisfaction with digital services, they should also consider the need to improve clinical staff's satisfaction. Clinical staff will benefit from digital services that improve their ability to deliver high-quality patient care supported with integrated patient data and service status on mobile devices. The ability to generate communications and service requests (as provided by the SyncTimes solution), will improve the efficiency of staff supporting providers. Requests for security support are also highly valuable for healthcare professionals.

# SyncTimes: Company Profile at a Glance

## Founders

Alan Bucknum

## Year founded

2015

## Headquarters

Springville, UT

## Number of customers

11 live, 3 pending installation

## Number of employees

8

## Estimated revenue

\$2 million

## Funding

Bootstrapped/customer funded

## Revenue model

Hardware and software is provided through a SaaS model (annual subscription based on the number of rooms serviced)

## Target customer

Outpatient health centers

## Healthcare Executive Interview



### Alan Bucknum, CEO

#### What is your background?

Prior to his work at SyncTimes, Alan worked in a health system, developing informatics applications to help community health centers transition to value-based care. Alan loves using data to drive measurable improvements in operational, quality, and financial outcomes. He is a proud husband and father of three sons. He graduated summa cum laude from Brigham Young University's Marriott School of Business.

#### Why was SyncTimes started?

SyncTimes was started by a community health center. Health center administrators were searching for ways to alleviate their biggest patient complaint: long wait times. Providers were hoping for a solution to wasted time and effort searching for staff and communicating routine tasks. SyncTimes was founded to build that first platform, and with the input of other health centers, the system has become the leading offering of its kind.

#### What is SyncTimes biggest differentiator?

SyncTimes is a communication tool (replacing call lights or flags), a real-time locating system, and an operational analytics platform, all bundled into one. Unlike most solutions offering operational analytics, SyncTimes provides real value to the frontline staff in reducing wasted effort while also easily providing administrators with the required data to drive improvements in their core business of seeing patients.

#### Is your solution integrated into a core system (such as the EMR) or is it standalone?

Historically, SyncTimes has been a standalone system. In the last 18 months, roughly half of SyncTimes' implementations have been integrated with the practices' EMRs, and SyncTimes continues to aggressively improve the system's integration capabilities. Integrating with the EMR allows practices to answer questions such as:

1. Who visited this specific patient in the room?
2. How much provider time does a specific visit type require?
3. What is our door-to-provider time by provider?

## Solution Technical Specifications (provided by SyncTimes)

### Cloud environment

Azure

### Development platform

.NET Core for back end, React (JavaScript) for web applications, native languages for mobile applications (e.g., Swift for iOS, Java for Android)

### Database environment

MSSQL reporting databases, MongoDB live database

### Mobile application environment

Mobile applications in Apple & Google Stores

### Security platform

Utilizing default Azure security best practices, no on-premises servers

### Confidentiality

HIPAA compliant, BAA in place for any organizations utilizing EHR integration

### Data encryption

AES-256 encryption at rest, TLS in transit

### Integration approach

Customized per client environment, API & HL7 interface engines available

### HITRUST certification

No certification, but compliant with guidelines

# Report Information

## Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS's best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to [klasresearch.com/faq](https://klasresearch.com/faq).

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## Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



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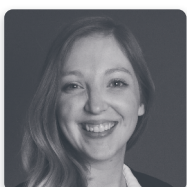
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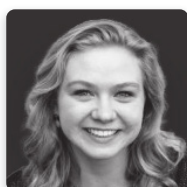


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## Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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