COMPANY BULLETIN
YOUR AUSTCO NEWS UPDATE

Austco Launches Pulse Mobile

We are very excited to announce the launch of Pulse Mobile - the newest component of Austco's Pulse platform. Pulse Mobile lets healthcare personnel receive alerts directly on their personal smartphones.

Pulse Mobile ensures that the right alarms are sent to the right caregiver, when and where they are needed.

WATCH VIDEO

Alarm Prioritization

Pulse Mobile automatically prioritizes active nurse call alarms, placing the highest priority calls at the top of the alarm list. This ensures that caregivers respond quickly to the highest priority alarms.

VoIP Call Back Feature

Pulse Mobile provides touch-to-call functionality on audio enabled systems, allowing caregivers to initiate a voice call from their smartphone directly to the location where the call was activated. This enhanced communication helps caregivers better prioritize their workflow and assist with managing responses to various patient/resident alarms.

Accept, Reject and Escalate Alarms

Caregivers aren't always able to answer every call that's assigned to them. With Pulse Mobile, users can easily "Accept", "Reject" or "Escalate" calls with a simple screen action.

Complies with Patient Privacy Regulations

Smartphones are used on the facility's reliable Wi-Fi network providing consistent and secure communication. At no time is patient information stored on a recipient's smartphone, which ensures regulatory compliance.

Download and Go

Pulse Mobile is conveniently available for download in the Apple and Google play stores. Users can simply connect to the healthcare facility's Wi-Fi network, allowing the mobile app to communicate with the Austco Integration Server software.

Available on the App Store

Get it on Google play

Austco

Austco Latin America and Brazilian Reseller TeleInfo, in São Paulo, Brazil, attending the Annual Dinner recognizing the 100 Most Influential people in the Brazilian Healthcare market.

Pictured from left to right:

Cleber Galleonte, TeleInfo General Manager; Wilmer Vargas, Austco Latin America Technical Support; Guillermo Prada, Latin America General Manager & Marcelo Cartocci, TeleInfo Marketing Manager.

Sales 101

Helpful Sales Tips

1. Know your product and how it can benefit healthcare facilities.
2. Know your territory and the healthcare facilities in it. Work smart and use the phone (not glamorous, but necessary) to find the immediate opportunities and go after them first.
3. Build your pipeline and have enough proposals submitted at all times to attain your sales goals. If your quota is $3M, then have a minimum of $9M worth of proposals you're actively working to close.
4. Write a sales script and memorize it. You will not always use it verbatim, but it will provide a base for you to use in your presentations.

5. Do your homework and find out who the decision makers are. You want to sell to them.
6. Listen to your customer and ask them to educate you on the issues they face, pain points, etc. so you can offer solutions.
7. Do not sell boxes. Sell solutions. You are a consultant, not a box seller!
8. Although you are a salesperson, it is equally important to be a customer service person. Great customer service will help you build strong and lasting relationships and create new sales with the same customer. It may even create new sales by word of mouth.
9. Be confident, passionate and enthusiastic in the solutions you provide. It's infectious.

Product Developments

Tacera now Integrates with Vocera 5x

The latest version of Austco's Tacera nurse call solution now integrates with Vocera 5x. Tacera can send alarm notifications to Vocera badges or Vocera groups, as well as enable the badges to acknowledge or escalate the received messages. Austco's Vocera adapter is the key component that integrates Vocera servers and Tacera floor controllers to establish a two-way communication.

Upcoming Events

ASHE | Booth # 410| Exhibition Dates: August 6-9 2017 | Indianapolis, Indiana, USA
ASHE is the trusted national conference and trade show for health care facility management and engineering professionals.

HMA | Booth # 11 | Exhibition Dates: August 23-24 2017 | Manila, Philippines
The 16th annual Hospital Management Asia (HMA) 2017 is a regional event for hospital owners, C-level executives, directors, clinicians and healthcare leaders to get insights on worldwide healthcare management thinking, best practices and solutions while creating a real and virtual forum for networking in Asia.

CHES 2017 National Conference | Booth # 707| September 17-19 2017 | Niagara Falls, ON, CANADA
37th Annual conference of the Canadian Healthcare Engineering Society.