



SOLUTION OVERVIEW

Locaid® for Healthcare

How Location Data Reduces Costs While Improving Patient Care

As a healthcare provider, you need to manage a lot of moving parts, including patients, providers, equipment, and ambulances. Location information lets you manage all of those more effectively. You can track patients at home and at work, provide a higher quality of care for a lower cost while reducing fraud, quickly find and deploy doctors and providers, and track expensive equipment and drugs by receiving alerts when they leave a geo-fenced area.

Locaid, the world's largest LaaS (Location-as-a-Service) company, delivers network location data for over 350 million devices. Here's what mobile location data from Locaid can do for you:

Track Patients, Staff, and Equipment

With the population growing ever more mobile, how can you keep track of your patients and staff? Via their cell phones. A recent study by Experian Simmons shows that 9 in 10 adults own a cell phone, and most carry it with them everywhere they go. This makes a cell phone's location a valuable proxy for its owner's location.¹

At Locaid, we can find more of those phones than any other company. Our technology uses network-based techniques to identify the location of a mobile phone, no user action or application download is required, any phone can be located, and it works whether the phone is indoors or outdoors.

How Location Technology Can Help You

Use location technology to:

Confirm staff check-ins

Use location technology to provide an electronic timesheet and map of employee activities.

Increase safety of healthcare workers in remote locations

Track their movements from a central location to make sure they're OK.

Reduce fraud

Despite the massive investments in hardware, software, network security, and sophisticated analytics, fraud happens. With Locaid, fraud departments can access one of the most coveted pieces of data about patients: where they are likely to be at the time that care is provided.

Keep patients home longer

Tracking a patient's health in his or her home is both less expensive and less stressful than requiring them to enter care facilities.

Improve efficiency

Centrally deploying ambulances and staff based on their location can reduce redundancy, trips per vehicle, and distance travelled.

Eliminate theft

Once you install tracking devices on an object—including ambulances, diagnostic equipment, medication, and computers—you can track them. If you establish a geo-fence, a virtual perimeter around an actual location, you can even receive alerts when people or equipment leave a designated area, helping you to detect equipment and medication theft.



How It Works

Locaid is a gateway that allows you to connect directly to Tier 1 wireless carrier networks and obtain mobile subscriber location data. Only the Locaid gateway is certified by the top wireless carriers including AT&T, Verizon, Sprint, T-Mobile, Rogers and more, giving you the ability to locate up to 350 million subscribers in North America and Mexico.

What it means for you

Once you set up a device, you can find it quickly. Smaller pieces of equipment are often misplaced and must be re-ordered even though they have never left the premises. In the event of theft, those devices may be gone forever. Once you start tracking them, however, you can find missing devices quickly. You can even prevent losses from happening by setting up a virtual geo-fence around an actual area, such as intensive care. If a device leaves that area, you receive an immediate alert, letting you find misplaced or stolen equipment quickly.



LOC-AID WHITEBOARD

Whiteboard videos at www.loc-aid.com/whiteboard



Get your Location API at: <http://developer.loc-aid.com/getit>

How Healthcare Companies are Using Locaid

They are using Locaid to reduce costs by:



Tracking expensive equipment to ensure that it is properly utilized and to prevent theft or aid recovery



Verifying that remote healthcare workers are safe, that they are completing their assigned tasks, and optimizing routes and schedules



Making sure that medications are properly stored, alerting you when expiration dates near, finding medications quickly, and preventing theft



Detecting fraud when mobile phones are present or used during transaction, making sure that the patient receiving treatment is the correct one



Remote monitoring patients so that they can stay home longer

They are using LOC-AID to improve patient care by:



Directing patients to the correct facilities based on their current location



Sending patients reminders to refill or pick up prescriptions when they near their drug store



Analyzing location information to determine when and where patients experience symptoms, such as elevated blood pressure at work or increased asthma attacks during smog alerts in their city

USE CASE: Mobile Timecards

Gathering and compiling handwritten time cards is time-consuming and error-prone. Instead, establish employee work location via existing cell phones.

First, opt your employees' existing phones in to the program. There's almost no cost, since most people these days carry their own cell phones. Since we use network location, employees don't need to download any apps and our solution works with almost any phone in use today (from old style flip phones to iPhones).

Then, use Locaid's network gateway to receive location information about the location of your employees.

Use this information to view employee location in real time, generate time sheets and job reports for payroll and invoicing, and get emails or text messages about employee overtime.

Only Locaid Offers Coverage Ubiquity

Only Locaid gives you the reach required to enable mobile location to work everywhere. Locaid works on 100% of the devices on the network, indoors or outdoors, on any network platform, all without having the customer download an app on the device. Smartphones, feature phones, connected devices—anything on the wireless network can be located. That is ubiquity, and it's why Locaid is the top LaaS company in the world.

No App to Download, and No Cheating

Because you are connecting directly to the carrier location networks via Locaid, you are accessing real-time network location from the carriers, not GPS location from an application. Application location, like the kind used in social networking apps such as Foursquare "check ins" and Facebook Places, can be spoofed in a matter of minutes. You cannot rely on app-based location from a GPS signal, but you can trust the kind of location information that we provide: information that cannot be cheated, spoofed, or hidden.

Works on All Devices

Because there is no app to download, Locaid provides location coordinates for all of your mobile customers, whether they have smartphones, feature phones, connected devices, or even just SIM cards. Any device on the carrier's wireless network can be located via Locaid.



Your Patients Want Protection

Your patients demand care when it comes to their personal security and privacy, but they also want convenience. Because you can protect your customers with Locaid location without requiring your customers to do anything—download an app, push a button, respond to a text message—the protection service is invisible, just like all the current data and analytics you use today to protect your customers.

Privacy

Your patients enter into an important contract with you when they agree to let you provide their medical care. Locaid's patented Privacy Framework surpasses all industry requirements from the carriers, the CTIA, the MMA and the IAPP.

Cost Advantage

The amount of operating and fraud costs you will save by incorporating mobile location into your fraud platform, tools and analyses is staggering. Healthcare fraud costs Americans \$100 billion yearly.²

Locaid is not software, it is not an app, and it is not a fraud measurement tool. It is a raw data feed that you can incorporate into your existing tools and platforms. As such, you enjoy immediate ROI. No cap-ex, no software to install. Within hours you can locate your devices through Locaid's patented LaaS gateway.

To learn how Locaid, the world's only LaaS provider, provides mobile location and more, visit our website www.loc-aid.com



Get your Location API now at: <http://developer.loc-aid.com/getit>



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developer.loc-aid.com/
getit](http://developer.loc-aid.com/getit)

About Locaid

Locaid is the world's largest Location-as-a-Service (LaaS) company. We operate a location privacy platform that allows mobile developers to locate over 350 million devices for enterprise authentication, fraud management, consumer location services and opt-in mobile marketing. Locaid locates smartphones, feature phones, tablets and any mobile device on leading wireless carriers including América

Móvil, AT&T, Rogers, Sprint, T-Mobile and Verizon Wireless. Locaid also helps shape and enforce location privacy policies via leadership roles on governing associations including the CTIA, MMA and IAPP. The largest financial institutions, mobile marketers, M2M platforms and mobile service providers get network location from Locaid. Location Matters.™ You can locate us at <http://www.loc-aid.com>

