

## CASE STUDY

BROOKDALE  
SENIOR LIVING

## About Brookdale Senior Living

Based in Brentwood, Tennessee, Brookdale Senior Living has provided exceptional senior living since 1978. Today, the company is America's largest owner and operator of senior living communities. The company is committed to providing an exceptional living experience through properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. With an outstanding reputation in its field, Brookdale Senior Living currently operates more than 550 senior living and retirement communities across the nation. Each day, more than 32,000 Brookdale Senior Living associates serve over 52,000 residents in a variety of settings. With vision, commitment and keen attention to the details, Brookdale Senior Living has emerged as America's brand of choice for outstanding senior living. As testimony to their success, Brookdale Senior Living's communities consistently generate high resident satisfaction ratings, demonstrating the company's pride, commitment to quality, and service excellence.

## The Business Challenge

In today's world, healthcare organizations cannot afford to have critical clinical data compromised. However, an increasing number of healthcare organizations are facing threats that put their patients' confidential data at risk due to the proliferation of mobile device usage for off-site work. Brookdale Senior Living faced similar threats after deploying its mobile devices for off-site use. After its countrywide mobile deployment, the company's medical staff encountered challenges when accessing medical records such as excessive time consumption and potential security breaches. Given that employees frequently visit outpatients at out-of-office locations, Brookdale Senior Living required a reliable mobile device management solution that could securely process medical information in real-time.

**"With the mobility of the Samsung GALAXY Tab and smartphone reinforced by SOTI MobiControl, clinical staff at Brookdale Senior Living can safely access and update medical records from remote sites in real time, ensuring sensitive patient data is safe-guarded at all times."**

Dan Crangle, Director of Telecommunications  
Brookdale Senior Living

## Industry Application Area:

Healthcare

## Mobile Devices:

- Samsung GALAXY Tab 10.1
- Samsung Stratosphere GALAXY Phone

## Summary

**Brookdale Senior Living**

A home care services leader and the biggest senior services provider in the United States.

## Challenges

Patient Data Security, Remote Mobile Device Support and Software Deployment

## MobiControl Solution

Device Lockdown, Password Authentication, Centralized Remote Control, Help Desk Tools, Zero End-User Intervention, Easy-to-Use and Real-Time Device Information

## Result

Enhanced Security, Improved Customer Satisfaction, Optimized Productivity, Reduced Operational Downtime and Increased ROI



## The Solution

After researching and evaluating the leading MDM vendors in the market, SOTI MobiControl emerged as a definitive winner for Brookdale Senior Living. Based on more than a decade of specialization, SOTI created MobiControl, an advanced MDM solution with centralized, real-time remote Help desk, security and tracking capabilities. This industry leading MDM solution has enhanced the mobility strategy of numerous healthcare organizations. The implementation process of SOTI MobiControl was both quick and simple for Brookdale Senior Living. Prior to installation, a SOTI technical sales engineer provided an informative one-hour training. Brookdale Senior Living's IT team found the installation process for SOTI MobiControl quite straightforward. With SOTI's helpful guidelines, their IT team was able to complete the installation process without running into any difficulty.

Brookdale Senior Living uses Samsung GALAXY Tabs and Smartphones loaded with SOTI's awardwinning MDM solution, MobiControl, to ensure security of patient information across the country, thus improving customer satisfaction and overall efficiency. SOTI MobiControl offers several device security options ranging from password authentication, user interface lockdown (also known as "kiosk"), and the ability to configure the device to automatically react to security threats such as repeated failed login attempts, even if the device is out-of-contact or in an offline state. These advanced security features has allowed the company to comply with the Health Insurance Portability and Accountability Act (HIPAA).

Moreover, with SOTI MobiControl's advance remote control capability, Brookdale Senior Living's IT team can quickly install software updates over the air for an entire fleet of devices out in the field. Furthermore, they can remotely diagnose and resolve technical problems in real-time without relying on mobile medical staff to convey information back.

## The Result

SOTI Mobile Control has fully addressed Brookdale Senior Living's data privacy and mobile device management needs. Using SOTI's advanced security functionality, Brookdale Senior Living's patients can now check their medical records securely. Dan Crangle, Director of Telecommunications of Brookdale Senior Living, stated, "With the mobility of the Samsung GALAXY Tab and smartphone reinforced by SOTI MobiControl, more than 3,000 medical staff at Brookdale Senior Living across the country can safely access and update medical records from remote sites in real time, ensuring sensitive patient data is safe-guarded at all times."

Furthermore, MobiControl's real-time remote Help desk tools enable the company's IT team to provide timely support in case of any technical issues in the field. "With SOTI MobiControl's advanced remote control functionality, our IT team has gained the ability to fully restore any mobile devices to its original capabilities within a matter of minutes," said Crangle. "This has considerably reduced the downtime experienced by our mobile medical staff and enhanced their efficiency."

Overall, SOTI MobiControl has significantly improved Brookdale Senior Living's mobile device management process, ensuring the utmost level of medical data security while optimizing the efficiency and productivity of its medical staff. Brookdale Senior Living aims to continue leveraging SOTI MobiControl as an instrumental element of the company's mobility strategy.

## Solution Benefits

- Enhanced security
- Improved customer satisfaction
- Faster remote support and control
- Instantaneous device deployment and configuration
- Reduced cost, time and resources
- Increased flexibility & scalability
- Higher ROI

SOTI is the world's most trusted leader in enterprise mobility management. Over 12,000 customers worldwide use SOTI's award-winning MobiControl to enhance enterprise mobility and enable Bring Your Own Device (BYOD) initiatives.

## More Information

Web: [www.soti.net](http://www.soti.net) E-mail NA: [sales@soti.net](mailto:sales@soti.net) E-mail UK: [sales.eu@soti.net](mailto:sales.eu@soti.net) Phone: + 1-888-624-9828 (NA), + 44 1213680675 (UK) or + 61 3 90015554 (Australia).