

Doctors calling for real-time messaging alternative to Facebook and WhatsApp

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[Courier Mail's](#) article (Sunday 21st Feb 2021) covering the unsanctioned usage of Facebook and WhatsApp across public and private health continues heated discussion on the business' control on communication and raises the need for a purpose built real-time messaging platform connecting Australian's healthcare professionals.

Foxo, a realtime messaging platform born from Australian innovations and founded on local infrastructure was co-designed by clinicians to local specification is positioned as a free and compliant alternative to Whatsapp in Healthcare.

The business (Foxo) is in strong support of Queensland Health's position on patient confidentiality and data sovereignty. Their email systems and policies are designed to protect the patient's privacy interests while providing connectivity between clinicians and their surrounding network.

However, the communication infrastructure beyond a hospital's four walls is a connectivity challenge yet to be standardised. It is common for healthcare professionals to engage specialists, referrers, and colleagues beyond the boundaries of their employment to ensure their patient receives the best care possible. These interactions range from clinical discussion with primary care providers and other specialists, second opinions, media sharing and clinical handover. These transitions of care beyond organisational boundaries pose a high-risk time in the patient's journey, owing in part to miscommunication due to siloed communication solutions.

Doctors, nurses, allied health, and administration teams are demanding real-time access to information to improve patient care. Consequently, without knowledge of their employer, healthcare professionals

across the industry fall back on WhatsApp and Facebook to connect and communicate with their extended network.

“Data sovereignty and security is a huge part of this discussion. Additionally, ineffective communication practices in healthcare continues as one of the leading causes of medical errors and patient harm. This is about the right tool for the job. Noone wants their latest visit to the doctor shared on Facebook.”

- Luke Fletcher, Foxo CEO.

The growing demand for instant messaging, media sharing, video conferencing, and real-time collaboration across the health ecosystem continues to grow while healthcare professionals watch on as other industries benefit from such innovations. It’s no surprise the push has come from the front line.

Foxo is officially going on the record - this product is free, built for health, interoperable, and ready to go.

Our mission is to remove WhatsApp and Facebook from the healthcare sector.

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To interview Luke Fletcher, CEO & Co-founder, Foxo, please contact media@foxo.com

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