IDESCO CORP.

Your Trusted ID Card Solutions Expert

Secure ID cards for the
Healthcare Industry

Idesco Corp.
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Introduction

ID cards increase your healthcare organization's security by properly identifying doctors, nurses, staff, visitors, patients, vendors, contractors, and more. They can also help you streamline operations.

In today's uncertain healthcare environment, providers are searching for answers to a few questions:

• How can we increase security and safety?
• How can we leverage advanced technology?
• How can we automate operations for better efficiency and convenience?

A well-thought-out healthcare ID card solution helps you answer each of the above.

When everyone in your facility wears an ID badge, you know instantly and at a glance who belongs and who doesn't. Use ID cards to visually distinguish medical professionals and staff from patients and visitors.

You reduce the likelihood that a non-authorized individual can sneak into your facility or access restricted areas. A comprehensive ID card solution can bar specific individuals from your facility for a variety of reasons.

Smart locks and card readers keep unauthorized people out of labs, file storage locations, and other facilities with sensitive information or hazardous materials.

Smart technology lets you expand use of the ubiquitous photo ID card into a much larger role than mere cardholder identification. For example, use a smart card to offer payment options in the facility's cafeteria and gift shop, or use the badges to check out specific healthcare equipment, materials, and more to track assets.

Medical, administrative, janitorial, and other staff swiping badges through card readers tracks their time and attendance, boosting both efficiency and convenience.

Cardholders can electronically load money onto a badge to process payments in the cafeteria and elsewhere. And medical staff can scan patient ID cards to access charts and files.

With hundreds, maybe thousands of people entering your healthcare facility every day, you need a secure way to protect your employees, patients, visitors, and others. You also need to protect sensitive data from falling into the wrong hands. A comprehensive ID card solution helps you safeguard both.

The rest of this white paper discusses how to set up your program. Learn what you would consider first and even how to design the perfect healthcare ID card.

What is Your Card's Purpose?

This question seems simple to answer at first glance, because an ID card lets you visually identify that the cardholder is who they say they are. Consider how all 50 states have driver's licenses, and the federal government issues passports for identification in other countries.

Your card can do much more than simple identification. Determine your cards' purpose based on the options available. Here are a few.

What are your options?

The most popular uses for healthcare ID card programs are:

• Photo identification
• Access control to medical areas, assets, and information
• Time and attendance
• Cashless payment
• Parking admission
• Patient room access

You can also control specific situations with your ID card program:

• Check out and track medical equipment and more
• Restrict and control access to sensitive or dangerous areas
• Pay for food, drinks, and more at the cafeteria, gift shop, or vending machines
• Store important data like emergency contact, allergies, or other restrictions
• Locate individuals in your center or hospital during an emergency

Determine your cards' purpose

Now that you know the many options, determine your cards' purpose. How your cardholders will use their cards affects what software and equipment you need to create them. For example, cards with magnetic stripes require a printer with an encoding module, while you can print barcodes with any type of ID card printer.

If you want access control, attendance, or time tracking, you'll also need extra equipment like card readers.

Another suggestion is to think beyond what you might need today to what you think you might need in the future. Future plans will affect the software and equipment you need. So, determining your cards' purpose is the important first step in creating a healthcare ID card solution that meets or exceeds your current and future needs.

Who Needs Cards?

Most hospitals and medical centers need cards for:

· **Medical professionals**. Doctors, surgeons, specialists, nurses, nursing assistants, and other healthcare professionals need an ID card that easily distinguishes them from others.
· **Administrative staff**. Your administration includes office staff, accounting and finance, executive management, billing clerks, etc.
· **Janitorial and maintenance**. These employees keep your hospital or medical center operational and clean.
· **Security personnel.** Beyond hall monitors, security staff ensure the safety and security of everyone in your facility.
· **Patients.** Recognize patients and retrieve charts, files, and valuable information with an ID card.
· **Visitors**. Determine authorized visitors from those not cleared to be in your facility.

Healthcare organizations may need to issue ID cards to traveling medical staff or other experts in residence. Medical students may need a separate ID card to distinguish them from staff medical personnel. You may also want to differentiate your medical team's ID cards. For example, you can use unique designs for each profession, like doctor, nurse, janitor, administrator, etc. This makes it easy for anyone to recognize a medical professional if they need help.

Benefits of ID cards

Anyone with a valid reason to be on your campus should have a card. Today, everyone's security and safety rely on being able to identify who doesn't belong—and spot them immediately.

Beyond identification, ID cards help hospitals and medical facilities with:

• **Better patient identification**. A smart card can store highly reliable and secure identity information, making it extremely difficult to forge or steal a patient's medical identity. Real-time verification is a more efficient way of confirming a patient's identity.
• **Administrative efficiencies**. The time and resources required to admit and care for a patient measure your hospital's efficiency. For example, hand-written forms create opportunities for error and are time-consuming. Consider how you could streamline admission with a patient kiosk and an ID card.
• **Better medical records management**. Matching the right patient with the right records can lead to human error. A patient ID card matches the patient to a specific medical record, streamlining the process as well.
• **Quality of care**. Smart patient healthcare cards can reduce medical errors and duplicate medical testing by authenticating the identity of the person receiving medical treatment.

Do You Need Enhanced Security?

Security is an all-important topic for today's healthcare environment, one that bears special consideration. What works at one hospital, however, might be drastically different at another medical facility.

Let's look at enhanced security features to consider.

Color photograph
Every employee ID card should have a color photograph. This is basic security that lets you identify the cardholder immediately. One exception might be your patient and visitor badges. It's costly to print out color photo IDs for someone who will spend limited time in your facility. For example, consider self-expiring badges for visitors instead.

Watermarks
Adding a watermark effect into your ID card design is a simple way to foil counterfeiting. You can only see the watermark from certain angles, and they're almost impossible to fake.
A custom watermark adds another layer of visual security to ID cards.

Holograms
An inexpensive solution to adding more visual security is a hologram sticker applied after printing. You can get customized hologram stickers that are tamper-proof, and you won't need a laminating module to apply it. They're a simple peel-and-stick solution.

Lamination
The most expensive but highly secure option is laminating your ID cards. There is no way for a forger to remove the laminate from the card to alter it without destroying the card in the process. You can get holographic over laminates impossible for counterfeiters to fake, eliminating the risk of tampering.

How to Design the Perfect ID Card

ID software makes it easy to customize your card design. Include your hospital's name, logo, colors, and more. And you can include any employee cardholder data you need, like name, professional status, employee ID, parking privileges, even a facility map on the back. Before deciding to include anything and everything, consider how cluttered your ID cards will be. Don't add so much that it hampers a quick and easy visual identification.

Headshot

The cardholder's photograph or headshot should be large enough and the image clear enough that he or she is easily identifiable. Anyone who examines the ID should be able to tell with no difficulty who the card belongs to.

Identifying information

Some medical facilities only include the cardholder's name and professional designation like doctor, nurse, etc. Others include more identifying information such as department or specialty. You want to balance your employees' privacy against your need for security. Too much or too little information can affect both.

Facility information

Clearly identify your hospital or medical center as the card's issuer. Use your logo and specific colors so ID cards are easily distinguishable from other forms of identification. It also helps identify your organization's brand and its messaging when employees wear their ID badges in public. Make sure they're easily recognizable.

Technology

Make room in your card's design for technology. A simple barcode or magnetic stripe needs positioned properly in your card's design to make them easy to read. If you're using smart cards, design around the chip and antenna. Printing too close to or on top of them can damage them.

ID card software is easy to learn to use. Most come with templates you can change to suit your needs. Choose software that connects to an external database so you can upload employee names and other information directly into your software. You can also import photos if they're saved in your database or take pictures directly into the software. Once you design your cards and upload your database, you're ready to print. Most ID card printers are as easy to operate as a regular ink-jet printer.

Which ID Card Solution Should I Choose?

Choosing the right ID card solution starts with identifying the card size that will work for your needs. A very popular size with healthcare facilities is the CR100 size. These cards are 3.88″ x 2.63″, which makes them bigger than the standard CR80 credit-card size (3.37″ x 2.125″).

A popular printer to print and encode CR100 cards is the XCR100 printer. The XCR100 2.0 ID card printer can print up to 180 full cards per hour in color, and up to 1,400 cards per hour in monochrome. The maximum print area is 3.37″ x 2.13″. An optional flipper is available to print dual-sided badges in one pass. Contactless encoding comes as an option as well to help produce secure access badges on demand.

Here are a few additional specs:

- **Printing Technology**: Dye Sublimation/Thermal Transfer
- **Ribbons**:

    YMCKO - 200 prints.

    Monochrome black ribbon (K) - 2,000 prints.

    White, blue, red, green, silver, and gold ribbons
- **Printing quality**: 300 dpi
- **Display:** LCM
- **Speed**:

    Up to 180 cards per hour (YMCKO)

    Up to 1,400 cards per hour (Monochrome)
- **Card format**:

    CR100: 3.88″ x 2.63″ (98.5mm x 67mm)
- **Card thickness**: 30mil
- **Warranty**: 2 years

XCR100 2.0 ID card printer with a dual-sided flipper module

Another popular route is a CR80 printer. You can either get a single-sided or dual-sided printer. There are 2 major technologies used in ID card printing. Most printers are direct-to-card ID card printers but you can also choose retransfer ID card printers. Direct-to-card ID card printers use a process called dye sublimation. This process uses a dye-based ribbon that includes 3 color panels: Yellow (Y), Magenta (M), and Cyan (C). When a card in inserted into the printer, the printhead heats each color panel of the ribbon. Because of the heat, the dye turns into vapor and diffuses onto the surface of the card to create vivid colors. Direct-to-card ID card printers can produce up to 16.7 million colors with 300 dpi resolution.

Retransfer ID card printers use a different printing process to print ID cards. The card images are printed onto a clear film called retransfer film that is then fused onto the surface of the card. This process allows you to print "over the edge" of your cards, which means that you won't have a white border around your printed cards. The result is stunning: superb, vivid colors for high-quality badges.

If you need to encode data on your cards, you have several options:

Magnetic stripe ID card printers: choose an ID card printer with a magnetic encoder to print and encode data on cards with a magnetic stripe.

Contact Smart card ID card printer: contact Smart cards have an embedded chip that can only be read when inserted into a reader. Card printers with a contact Smart card encoder will allow you to store and read data on these cards.

Contactless Smart card ID card printer: these cards do not need to be inserted into a device to be read. To read and store information in the chip, contactless Smart cards only need to be passed within range of a radio frequency acceptor - the range of operation depending on the acceptor but being usually from about 2.5" to 3.9".

If you need highly-secure badges, you might consider laminating ID card printers. These printers include a lamination module to add a clear or custom patch or film to your printed cards. Laminating your cards significantly reduces the risk of counterfeiting and tampering while extending the lifespan of your cards.

Conclusion

Safety and security are your primary consideration when creating your healthcare ID card program. Hold an open discussion with medical and other staff members about their needs and consider inviting patients' and visitors' comments.

Then expand your discussion to include how your healthcare facility's ID card program can streamline your processes, increase operational efficiency, and offer convenience for everyone.

Finally, make your new ID card program a catalyst for change. Rethink how you've traditionally done things, such as in the cafeteria or at admissions. Use your card program to harness advanced technology and modernize and update your hospital or medical center.

The advantages you'll gain from enhanced security, increased efficiency, and additional functionality will more than offset the cost of a well-designed healthcare ID card program.

Patients choose a healthcare facility based on three elements: quality care, personalized service, and convenient access. Offer an exceptional customer service experience for both your patients and your employees by implementing a secure ID card system.

For more information, call us at **800-336-1383** or email us at **sales@idesco.com**.

About Idesco

For over three-quarters of a century, Idesco has provided customized ID card solutions to organizations just like yours. When you partner with Idesco, you know you are getting the world's top manufacturers like HID Fargo, Magicard, Zebra, Datacard, Evolis, IDP, Nisca, Matica, and ScreenCheck. Beyond having the ID card printers you need, Idesco also has a full inventory of cards, software, and supplies.

Your ID card solution is our number one priority. That's why Idesco offers an expert team of technicians who are highly trained and experienced with each manufacturer. Our service technicians can be on your site within 48 hours anywhere in New York.

Idesco leads the nation in providing solutions for ID cards, event badges, or any ID project, even the most complex. In addition, you get the best price on everything you need for your event— guaranteed.

Call us today at 800-336-1383 to find the right ID card solution for you.