

How to Use QR Codes in the Healthcare Industry



\ Introduction

Quick response (QR) codes provide a number of efficiency and productivity enhancements for the healthcare industry.

Easy to make, update and maintain with minimal effort, QR codes link the physical world to the digital world and form an important series of bridges. The days of searching for information like product manuals regarding the use, repair and maintenance of medical devices are over, replaced by easily scannable codes that can store up to 7,000 alphanumeric characters.

By linking important information directly to medical equipment and other objects, health teams have instant access to pertinent data. Thanks to a variety of these and other applications, QR codes aid in transforming the often paper-dependent healthcare environment into a digital first landscape.

An estimated 5.3 billion people use QR technology, making it a universally understood way of efficiently storing and

sharing information¹. The versatility of these scannable matrix barcodes offers today's digitally native patients and healthcare staff volumes of information that were traditionally paper-dependent.

For your visitors, QR codes can provide pre-screening material, parking instructions and other important information. For your staff, this technology can be leveraged to improve patient record systems and cross-departmental communication.

So — why are they necessary? According to a recent Australian medical report, improvements in healthcare technology (even QR codes) are a major factor in evolving healthcare outcomes². This eBook will explore how QR codes fit within the healthcare industry's ongoing digital transformation.



¹Martechalliance, [The State of QR codes in 2022: Stats and Trends \(martechalliance.com\)](https://www.martechalliance.com/stories/qr-codes-stats-trends) Retrieved from martechalliance.com/stories/qr-codes-stats-trends

²MedicalDirector, <https://www.medicaldirector.com/news/future-of-health/2022/05/report-reveals-top-trends-driving-australias-health-sector-in-2022>. Retrieved from Medicaldirector.com

\ The Increased Security Benefits of QR Codes

QR codes offer a level of increased security for many medical processes, tools and applications.

QR codes can be affixed to stations that hold medical devices like scalpels, providing a bridge between a physical tool to its sterilisation history. QR labels printed on durable [TZe labelling tape](#) can withstand the harshest environments, making them ideal for operating rooms and labs where access to up-to-date information is critical.

It's not just healthcare providers who are taking advantage of QR code applications.

Pharmaceutical manufacturers are now leveraging this technology to give consumers more information about their medications, including advice sheets, possible side effects and more. QR codes attached to medication packets can even be updated as new information becomes available, meaning consumers will always have access to the most pertinent medical advice concerning their prescriptions.

QR codes also offer an additional layer of security by linking to digitally-stored medical records that eliminate the vulnerabilities of paper-based documents.



\ The Digitisation of Paper-Based Systems

QR codes enable healthcare facilities to streamline and leverage their patient management systems. Reduce administrative burden by eliminating the need to manually transfer patient intake forms and other previously paper-bound documents to digital files.

Providing medical records for the purpose of medical research is subject to increasing regulation³ regarding the confidentiality of patient information. Compliance with these privacy laws and legislation is made easier by taking advantage of digital-first records that eliminate the risk of exposure, damage or loss of paper-based documents.

Brother Multi-Function Centres (MFCs) like the [MFC-L9570CDW](#) are able to aid digitisation efforts by taking paper-based documents and turning them into a digital infrastructure, from which scannable QR codes can be linked.

Digital versions of important information can then be printed on a code, which can be affixed to related instruments, devices and workstations. This process reduces the space needed to store your paper-based documents.

You can place QR codes on everything from medical records to lab results. Additionally, information regarding doctors – including their availability and specialties – can be stored on codes to provide patients with answers to frequently asked questions.

A programmable QR code can even direct patients to an online appointment booking portal, helping your administrative staff reduce their time on the phone.

³WA.gov.au, Project 65(II) - [Confidentiality of medical records and medical research](#). Retrieved from www.wa.gov.au



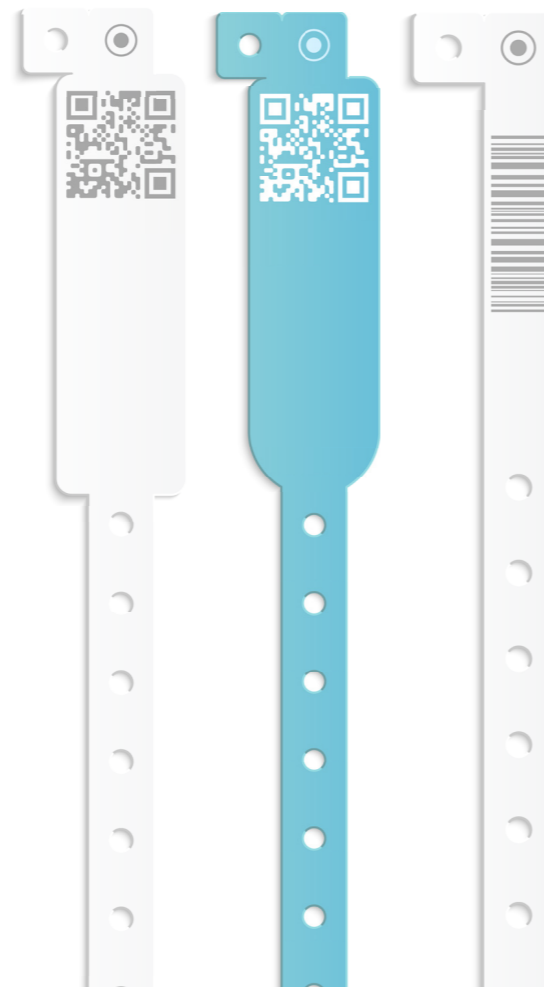
\ Unprecedented Patient Information Access

Printing important and relevant information on a patient identification wristband is made easier thanks to the volume of data that can be stored on a single QR code.

Staff members can instantly access a patient's medical history within their EMR by scanning a QR code, which redirects them to a specific record in the system. This ensures that data is linked to the correct patient, thus eliminating the risk of human error. Brother [wristband label printers](#) like the [TD-2120N](#) are designed to integrate with patient information systems and offer USB, Wi-Fi with AirPrint, Wired Ethernet and Bluetooth connectivity.

The patient tracking capabilities of QR codes also assist in environments where walk-aways or individuals getting lost is a concern. The elderly community in particular can [benefit from having QR codes](#) affixed to their wristbands in order to streamline visibility and patient care information.

Instructing your patients to keep a QR code in their wallets or attached to clothing or personal items can aid emergency responders in the event that an incident occurs off-premises. Some providers are even deploying QR-coded medical bracelets for quick access to medical data⁴. By promoting the use of these versatile barcode label solutions, critical information is never more than a scan away.



⁴ Emergency ID. [QR coded MyID](#). Retrieved from <https://www.emergencyid.com.au/product-category/myid/>

\ The Importance of Marketing in Healthcare

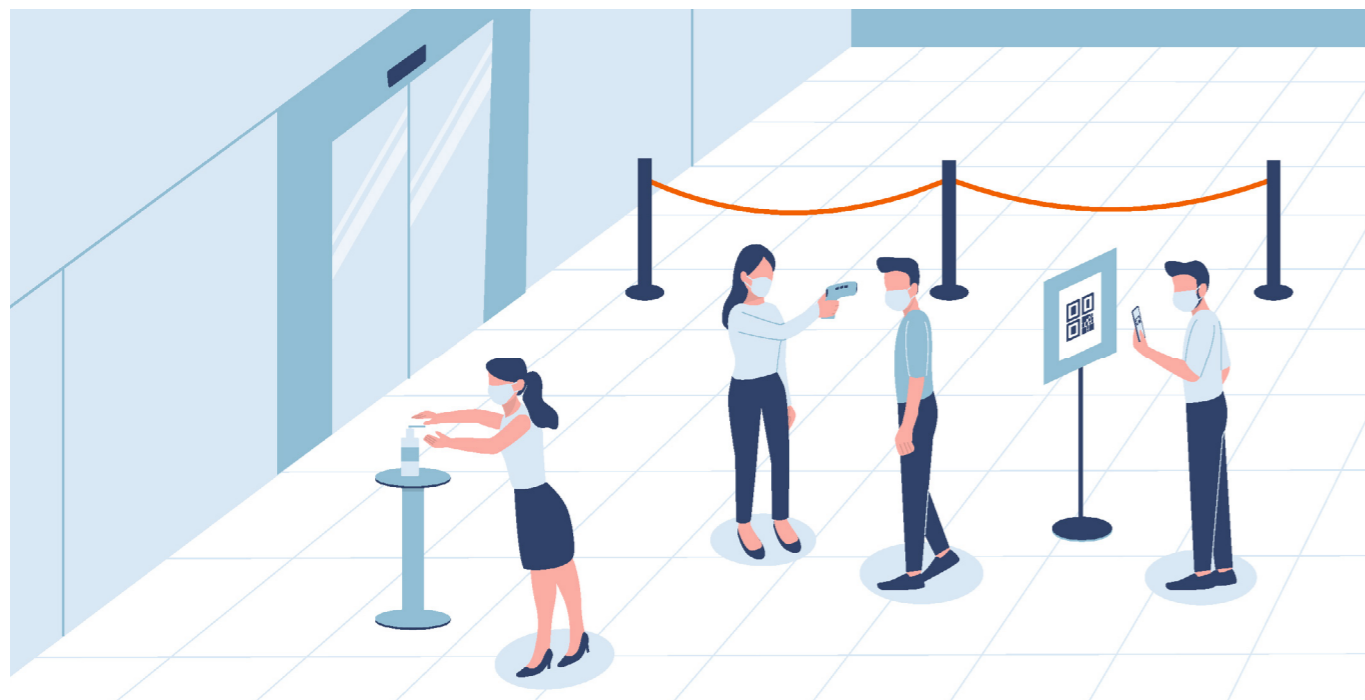
Whether you're highlighting success stories, sharing healthcare news or even directions to your facility, marketing is an important part of your business.

The benefits of QR codes go beyond the patient information stored on ID wristbands. Healthcare providers can use this technology to extend their messaging within their facility or community, increasing brand awareness or detailing the services they provide.

A sound digital marketing strategy that takes advantage of [QR code technology](#) provides valuable metrics into how your messages are resonating with your audience.

The days of running a TV ad and hoping for the best are over – QR codes can link to monitoring software that shows how often the codes are scanned, and from where. In addition to the ability to track the visibility of your marketing efforts, your organisation can identify areas within your facility that are experiencing high levels of engagement.

Waiting rooms, for example, are a great place to offer your patients additional information about their visit, and targeted campaigns in high-traffic areas can increase your brand awareness.





\ The Rise of Remote Patient Monitoring (RPM)

With over 16% of Australians aged 65 or older⁵, the rise of remote patient monitoring (RPM) capabilities represents improved healthcare accessibility for people living in isolated communities.

During the COVID-19 pandemic, 81.5% of Aussie patients⁶ were monitored remotely to help fight transmission rates. The positive results of these initiatives has seen home patient care emerge as a burgeoning subsector of the Australian healthcare management industry. QR integration can aid RPM by offering content and dosage information for scanned prescriptions and access to updated charting information for in-home caregivers.

Deploying [portable printers](#) and label printers like the [RJ-4250WB](#) enables pharmacists to print labels with specific

dimensions. The RJ-4250WB can print up to 4-inch labels, while the [RJ-3250WB](#) prints up to 3-inches. Individuals with multiple medications can have a unique QR affixed to each bottle thanks to handheld label makers, ensuring instructions and dosages are only a quick scan away. Plus, the ability to read instructions on a smartphone helps patients overcome access issues because they can enlarge tiny text or even have instructions read aloud.

These devices also facilitate communication between multiple caregivers, as a centralised patient schedule can be printed and left in home for both the patient and alternative providers to access. This increased visibility enables a seamless transition of care for individuals who are appointed a multidisciplinary care team.

⁵Brother Empowers, [Why Home Care Is Crucial For Australia's Future](#). Retrieved from [www.empowers.brother.com/au](#)

⁶National Library of Medicine, [Virtual Health Care for Community Management of Patients With COVID-19 in Australia: Observational Cohort Study - PubMed \(nih.gov\)](#). Retrieved from [pubmed.ncbi.nlm.nih.gov/33687341](#)



Improve Visibility into the Status of Critical Equipment

Maintaining the proper function of medical equipment is crucial for delivering quality care. Healthcare facilities rely on a range of sophisticated imaging technologies, monitoring devices and surgical tools.

Deploying QR codes onto these important devices can instantly increase visibility into maintenance schedules and provide important repair information. Your staff and maintenance teams can scan codes affixed directly to medical devices to troubleshoot any function issues, and entire instruction manuals can be distilled into a single code.

Equipment operators will have confidence knowing that the resolution to a malfunction may only be a scan away, as links to video repair guides and device operation best practices are readily available.

The process enables caregivers to learn about medical equipment quickly without having to waste time sourcing key information from large paper-bound instruction manuals.



\ Brother Solutions for Every Healthcare Provider

Thanks to the versatility of QR code technology, healthcare information is available with a single scan to both patients and staff.

Whether you're looking to improve cross-departmental communication or spread the word about your healthcare services, deploying [connected hardware and software solutions](#) allows your business to create, edit and print QR labels on-the-go. As your business embraces new workflows, you'll need assets that can facilitate the growth of groundbreaking initiatives like remote patient monitoring while providing enhanced security to protect medical record information.

At Brother, we understand that providing patient value is at the heart of care delivery.

Our *at your side* philosophy empowers us to aid your transition into a digital world and equip your teams with devices that allow you to take full advantage of QR code technology.

For more information on how Brother is offering solutions to aid the medical industry's ongoing digitisation efforts, we encourage you to read some of our [healthcare case studies](#).

[Contact Brother today](#) to learn more about how we're working with Australian healthcare providers to forge a digital future.

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