

A photograph of six diverse children (three boys and three girls) of various ethnicities, all smiling broadly and laughing. They are arranged in a cluster, with some children's heads resting on others' shoulders. The background is a bright, slightly overexposed sky.

Connected  
Healthy Children

## The Issue

### Access to specialized pediatric healthcare

The lack of access to pediatricians and pediatric specialists affects the quality of children's healthcare in communities around the world, and especially in rural areas. According to a survey by the National Association of Children's Hospitals and Related Institutions, three out of four U.S. hospitals delay appointments due to these shortfalls. By the time a child is able to get in for an appointment, he or she may be waiting up to seven times longer when compared to the ideal two-week appointment wait time that hospitals strive for. In the most affected specialties, children can wait nearly 15-weeks for appointments.

In addition to long wait times, many families with sick children are forced to travel long distances to get specialized pediatric care. These hardships add further emotional and economic stress for families seeking proper care. Ultimately these shortfalls negatively affect outcomes for children with complex care requirements.

## The Solution

### Connected Healthy Children – Transforming children's healthcare through collaborative technologies

"Healthy children become healthy adults; people who create better lives for themselves, their communities, and their countries."

-UNICEF

Cisco's Connected Healthy Children Corporate Social Responsibility program is dedicated to improving access to specialized pediatric care through innovative and collaborative care-at-a-distance technologies. By extending the reach of scarce pediatricians and pediatric specialists, Cisco can help:

- Enable increased patient/physician access to pediatric care
- Expand knowledge and collaboration between physicians and organizations
- Support personalized medicine
- Build children's healthcare capacity on a global scale

## Connected Access

### Patient to Physician Collaboration

Children and their families, who live in underserved areas, no longer need to travel long distances to receive proper medical care.

Dr. William Kennedy, a pediatric urologist at Lucile Packard Children's Hospital at Stanford University in Palo Alto, California, used to drive two hours, each way, to the Pediatric Group of Monterey for consultations with underserved patients. Since teaming up with Cisco and employing collaborative technology, Dr. Kennedy and his patients no longer need to travel long distances for consultations and care. Furthermore, by eliminating the need for travel, Dr. Kennedy now has time to see more patients.

- Appointment wait times have decreased by 60%\*
- Patients can be cared for within their own community

Prior to this implementation, patient surveys show that 57% of parents said they would have to miss a full day of work while 42% of children would miss an entire day of school.\*

Due to the success of Dr. Kennedy and Cisco care-at-a-distance technology, Packard Children's expanded telehealth services to California Pacific Medical Center (CPMC Sutter Health) in San Francisco.

## Connected Knowledge

### Physician to Physician Collaboration

Physician collaboration networks allow specialists to review complex cases with primary care physicians.

Connecting physicians with virtual technologies can lead to better decision-making and a higher degree of accuracy in providing care.

- Physicians visually and virtually connect with each other to review cases
- Patient specific information can be shared
- Collaboration leads to improved decision-making and treatment plans



# Connected Globally

Making Connected Healthy Children  
a global reality

Contributing to more effective children's healthcare throughout the world.

Cisco's Connected Healthy Children--Brazil project will employ Cisco technologies to support specialized pediatric care for children and families in rural and underserved areas in Northeastern Brazil. We will work with local healthcare authorities, academic institutions, NGOs and other partners to define new models of care using connected collaboration solutions.

In China, Half the Sky orphans are now using Cisco technology for communications and training, affecting the well-being of +60,000 children. Cisco is also collaborating with United Family Health in Beijing to administer specialized pediatric training to provide medical care to orphans and other special needs children in remote areas of China.

In the United Kingdom, Great Ormond Street Hospital in London is focused on finding new and better treatments and cures for childhood illnesses. In cooperation with Connected Healthy Children, Cisco technologies will support human and technology networks to provide world-class clinical care and pediatric training.

And in Kenya, the population of 39M people has approximately 1 doctor for every 26,000 residents. Families in rural areas are especially challenged to get proper medical care. Cisco technology will connect two rural communities to urban hospitals, thereby closing the gap for access to quality medical care.

## Connected Support

### Centers of Excellence Collaboration

Each case and each patient is unique. Sharing vital research promotes personalized treatment.

Cisco's Connected Healthy Children initiative is dedicated to helping connect healthcare Centers of Excellence to improve access and quality of care.

One example of this is Cisco's partnership with the Translational Genomics Research Institute (TGen). TGen is a non-profit organization that specializes in using patient DNA to develop personalized medical treatments for diseases such as pediatric melanomas. Cisco is partnering with TGen to improve communications across centers of excellence to facilitate decision-making, share vital research and develop personalized treatment plans for patients in clinical trials.



Cisco HealthPresence™

HD video, clear audio, connected medical devices. Allows true-to-life patient/physician access regardless of distance.



Cisco WebEx™

HD video, clear audio and live-sharing documents. Assists knowledge sharing among physicians.



Cisco TelePresence

Life-size, HD video, clear audio, easily hosts a large group of professionals. Supports group thought and decision-making.



Cisco Jabber Video

Fully mobile, HD video, clear audio. Enables collaboration on any device and any platform anywhere.



Cisco Cloud

On-demand information stored, translated and delivered securely. Provides continuity and a unified view of shared information.

## Care-at-a-Distance Technology

With Cisco's industry-leading and innovative technology there is a way to extend the reach of healing hands.

# Connected Impact

The power of connection

The health of our future relies on the strength of the connections we make.

The overwhelmed children's healthcare system is a critical concern, but by implementing Cisco's collaborative, telehealth solutions, Cisco can help enable improved access, support communications that increase access to care and treatments that can lead to better patient outcomes.

Children deserve the best medical care they can receive and Cisco is committed to helping them get it. By creating powerful connections that foster new standards of collaboration, Cisco can help bring about a future of happier families, stronger communities and healthier kids in America and around the world.

Connected Healthy Children is just one of the ways that Cisco is working to help generate maximum impact through connected collaboration. For more information about Cisco and the Corporate Social Responsibility healthcare initiatives, please visit: [csr.cisco.com](http://csr.cisco.com).

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business—by applying our technology, employee expertise and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.

\*Lucile Packard Telehealth Initiative Baseline Survey, Nov. 2012

If your healthcare facility is looking to adopt Cisco's collaborative technologies to help increase patient volume, boost efficiency of services and improve patient/parent satisfaction, please visit: [cisco.com](http://cisco.com) for more information.