Multiplying Impact: Healthcare

Improving access to healthcare where it is needed most, and helping doctors collaborate to better serve their patients.

Care providers need to extend their reach, share best practices and expertise, and limit the need for patients to travel long distances to receive care.

Our technologies can help increase access to healthcare services and make it easier to review cases, make referrals, and share medical knowledge.

Telehealth solutions, which combine network, mobile, cloud, and video technologies, are crucial for linking medical providers with patients and colleagues in underserved communities. By connecting patients and doctors regardless of distance, healthcare providers can multiply their impact by delivering quality healthcare services to more people. Through its healthcare initiatives — which involve public and private partnerships in developed and developing countries alike — Cisco is making healthcare available to more people in more places.

Connected Healthy Children

Children with healthcare needs often require specialty care, but a worldwide scarcity of pediatric specialists means that children and their families often have to travel long distances to get adequate care. In some regions, patients wait as long as six months for an appointment. This Cisco initiative is helping healthcare facilities make better use of scarce resources, support personalized treatments, and build children's healthcare capacity on a global scale.

Connected Healthy Children: *Lucile Packard Children's Hospital*

As the first facility to use Cisco HealthPresence in a dedicated way for specialized pediatric care, Packard Children's in Palo Alto, California, has become a model for other programs. As a result of the initiative, the hospital's pediatric urologist can consult with patients in two distant locations — San Francisco and Monterey — without leaving the hospital. The doctor now has more time to see patients.

Connected Healthy Children: Brazil

In Brazil, much of the population lives far away from major cities, so distance can pose a real barrier for children who need specialized care. Through a pilot program in the state of Sergipe, Cisco is creating a model for other states in Brazil and beyond. The program uses collaboration and cloud technology to improve access for patients and families, and also improve education, training, and decision-making for care teams. The pilot and its follow-on programs have the potential to enhance quality of life for children with common and rare diseases.

you + networks = impact^x

Connected Healthy Children: Great Ormond Street Hospital, London

This program, which is in the early stages, will bring Cisco's care-at-a-distance technologies to one of the world's top pediatric research institutions. Video-based interactions promise to save time and travel costs for children and their families, and increase collaboration between hospitals.

Connected Healthy Children: Children's Healthcare of Atlanta

Cisco's partnership with this leading center for pediatric care uses video-based technology to assess and treat children with autism, a neurological disorder that disrupts the brain's normal development of social and communication skills. Early intervention can help autistic children gain these necessary skills, and there is emerging evidence that children with autism respond better to video interaction than in-person interactions. The Atlanta-based program, the first of its kind, will make it possible to see more patients sooner, and could be repeated nationally and globally.

Connected Healthy Children: TGen

Cisco's partnership with the Translational Genomics Research Institute (TGen), a nonprofit that specializes in using patient DNA to develop personalized medical treatments for children with cancer, is an example of how Cisco technology can make it easier to share expertise. Using Cisco's collaborative solutions, major health organizations will be able to connect with TGen and access vital research about specific diseases, such as pediatric melanomas. This in turn will help doctors make better-informed decisions and develop individualized treatment plans.

Connected Healthy Children: Kenya

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.

Jordan Healthcare Initiative

Beginning in 2011, through a partnership between Cisco and the Government of Jordan, hospitals in rural areas began to use Cisco HealthPresence technology to connect their patients with physician specialists at Prince Hamzah Hospital in the capital city of Amman. Marking the first use of Cisco HealthPresence in the Middle East and Africa (MEA) region, the program now reaches patients at two rural hospitals, one as far as 255 kilometers away. Next in line for the program are two new clinical collaboration projects addressing mobile health and imaging.

Connecting Sichuan

The Sichuan earthquake of 2008, which was the largest in China's history, destroyed hundreds of hospitals and clinics, straining an already overburdened healthcare system. Cisco invested US$50 million over three years to revitalize the area's infrastructure and improve the quality of healthcare and education. In particular, the initiative used network technology to give rural patients and healthcare providers easier, more affordable access to urban doctors and facilities. As a result of this award-winning program, 66 healthcare organizations have been enabled with technology and 280,000 outpatients per month receive quality care regardless of where they live.

" Instead of seeing the doctor at the clinic, I saw him on the screen.
I enjoyed it a lot. He gave me medication and we talked a lot.
I enjoyed when I was talking with the doctor. There were no difficulties and everything was easy."

– Fadi Falahat, a seven-year-old patient at Cisco's care-at-a-distance clinic in rural southern Jordan

More Information

To learn more about Cisco's CSR initiatives in healthcare, please visit:

csr.cisco.com/pages/healthcare

Cisco Corporate Social Responsibility

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.

EDCS-1266224 This document was updated in July 2013