



Clinical Collaboration and Communication with Cisco Unified Communications

Hospitals face a crisis, with rising costs and shortage of trained medical personnel. Recent data shows that more than 72 percent of hospitals face a shortage of registered nurses. As population continues to grow, the demand for healthcare services increases. In order to deal with decreasing budgets and staffing shortages, healthcare providers will need to focus on enhancing the productivity of their existing staff.

Inefficient Communication Causes Errors

Nurses and other caregivers have many communication devices at their disposal, such as wired and wireless telephones, PCs, PDAs, pagers, and several types of messaging systems; but still lack the ability to effectively reach each other in time-critical situations. In fact, Forrester Research estimates that message retrieval and attempted call backs consumes more than 30 minutes each day.

Every minute nurses spend tracking and locating other caregivers reduces the time for patient care. Physicians also face challenges communicating with colleagues, in particular inefficiencies in the process of communicating and exchanging patient information with specialists. The top root cause for all sentinel events including wrong-site surgery, medication errors, and treatment delays is communication, according to a Joint Commission Report, 2006.

Clinical Collaboration and Communication with Cisco Unified Communications for Healthcare

Cisco® Unified Communications for Healthcare offers a new way for patients, clinicians, families, and other healthcare stakeholders to communicate through a comprehensive, integrated system of voice, video, data, and mobility products and applications. Cisco Unified Communications provides an intelligent platform for effective, collaborative, scalable, and secure communications, which lets people communicate from wherever they are, using any device—wired or wireless.

Cisco Unified Communications for Healthcare provides an interoperable communications platform that integrates with healthcare applications, systems, and devices such as:

- Nurse call systems for direct communication between the patient and caregiver to increase patient satisfaction and caregiver efficiency
- Laboratory information systems for instant notification of results availability
- PACS, so radiologists and specialists can easily collaborate to view, annotate, and consult on images

Connect to the Right Resource the First Time

A Cisco Unified Communications solution lets clinicians and caregivers connect to the right resource the first time—using the most effective medium. Mobile phone and smart-phone users can coordinate conversations, collaborate with colleagues, and retrieve voicemail messages. Caregivers can see the present status of colleagues to determine their availability, and then securely view directory information to select the best method to reach them. Cisco Unified Communications for Healthcare allows users to access the people, communications tools, and content they need to:

- **Improve outcomes and quality of care** by enhancing communication capabilities and by enabling collaboration using video and rich media between clinicians, telemedicine, and on-demand language interpretation services
- **Enhance operational effectiveness** by improving staff productivity and workflow efficiency for processes such as nurse call systems and bed management
- **Improve patient and staff satisfaction** due to better overall management, faster response times, and service excellence

Why Cisco?

By choosing Cisco Unified Communications, you can take the first step toward making your communications more effective and secure, interactions more valuable, and staff more efficient.

Cisco is the leader in healthcare connectivity for collaboration and a catalyst in transforming healthcare based on its industry innovation, participation, and collaboration. With its industry leading portfolio of unified communications solutions and global support, Cisco offers the most complete, secure, and robust solution designed to meet the needs of healthcare organizations.

Cisco is a catalyst in unifying and transforming healthcare for:

- **Innovation:** shifting to a collaborative approach to healthcare
- **Key international healthcare initiatives:** improving access to vital healthcare information and services
- **Thought leadership:** Connected Health enables safe, affordable, and accessible healthcare

Cisco works with healthcare industry leaders, including application, system and service providers, device manufacturers, and medical technology vendors to help drive this transformation.

Healthcare Resources

Cisco Healthcare Website:

www.cisco.com/go/healthcare