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Cipolletti Installs Unified
Communications





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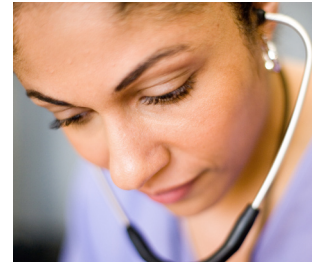
Buenos Aires, Argentina, February 15th, 2008

Policlinico Modelo of Cipolletti implemented an integral connectivity and Unified Communications solution from Cisco to improve the communications between all of its offices and medical centers.

By doing this, the institution based in the province of Rio Negro, increases the productivity of all of its processes, reduces communication costs and improves the service provided to the more than 15,000 patients that visit the center on a monthly basis.

"The director had asked all the persons responsible for the different areas to take actions geared to increase business profitability. I believe that we surprised the rest of the company because our proposal not only helped reduce operational costs, but it also improved our technological infrastructure, which in turn made the staff more efficient, therefore improving the customer service provided to our internal clients and patients," said Alejandro Garcia, Systems Director for Policlinico Cipolletti.

Connectivity and communication solutions from Cisco allow Policlinico Cipolletti to transfer greater data volumes and to make the most out of the network, by using services such as integrated telephony with videoconference for medical diagnose and performing consultations with diverse hospitals and specialized medical professionals.



Digital Medical Histories: Present and Future

Policlinico has seven locations that were in some cases connected through a wireless network and in other cases directly connected through ADSL, which made the connection unstable and offered reduced operational capabilities and functionalities.

"Today, Cisco's solutions allow us to have a network that covers our institution in a stable, secure and fast manner, and which can be monitored. If a connectivity problem were to arise in any of the external divisions or offices, it is immediately detected, allowing us to provide a prompt response." added Garcia.

The solution is comprised of a new data network, based on next generation equipment (Catalyst Switches), wireless coverage for the main building and security through the network for the equipment provided for all of the communications. It also includes a Unified Communications server to offer IP telephony, video conferencing and Collaboration, Cisco Communication Manager, which integrates into the existing traditional system.

"Today, Cisco is a viable option for all type of organizations. Size doesn't matter; from one to a thousand workstations, we can demonstrate how our technology helps businesspersons face business challenges in a more efficient manner, by improving security, increasing personal productivity, having better cost management and providing a better internal and external customer service. Policlinico is a clear example of how a Cisco Network positively impacts all business processes," stated Marcelo Muñoz, SMB Sales Manager for Cisco Argentina, Uruguay and Paraguay.

Ever since the incorporation of Cisco technology, one of the greatest challenges for Policlinico has been the creation of a Digital Medical history, which integrates all medical services and analysis that the patient has received from both the outpatient and inpatient department. This will allow immediate access to the patient's history (lab tests, images, medical specialties, etc.), gathering information about the services that the patient has used throughout his /her life in a unified and complete form, and therefore avoiding having to search for it in huge paper archives. By doing this, the information will be instantly updated by each division of the institution. The system will bring a substantial medical improvement to the quality of customer service, which has a direct effect on the patient's lives.

"Having the complete history of all the services received by patients just a click away is an extraordinary tool for the diagnosis and medical decision making process, which allows even to interact with other professionals from around the world," added Garcia.

Policlinico is evaluating other projects for the near future, such as the use of handhelds to access digital medical histories through a Wi-Fi wireless platform, the conversion to digital of images for the integration into the medical history, with the possibility of sending medical analysis to external doctors for performing external consultation, and the integration of telephony with the systems implemented for sending and receiving faxes for authorization of charitable acts.



"With the implementation of access to the medical history through mobile devices, medical personnel will be able to access the information from any place, without the need to have a computer. Thanks to this technology, the medical professional will find out instantaneously when medical analysis are available, and will therefore be able to perform a more efficient medical diagnosis, which in the health field can signify saving a life", Alejandro concludes.

Extreme Transformation

Policlinico was the winner of Cisco's "Extreme Transformation" contest for small and medium businesses. It was selected among 15 finalists, based on a technological development index and an analysis of the responses to a questionnaire.

The contest was geared towards private sector companies, with at least 3 years of operation and with 30 to 250 employees, and at least 20 computers connected to a network. No gubernamental entities or information technology resellers were included.

"This program is part of our proposal to bring new technologies to smaller businesses, to show them that we can help them implement solutions that allow them to improve their business and be more productive", Muñoz concluded.

About Cisco

Cisco, (NASDAQ: CSCO), is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

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