

## The Cisco Internet Business Solutions Group Healthcare Practice: Transforming the Way Organizations Design and Deliver Healthcare Services

### The Cisco Internet Business Solutions Group

Cisco Internet Business Solutions Group (IBSG) is the firm's global, strategic consulting arm. For each industry vertical, including healthcare, Cisco IBSG employs seasoned experts who have worked intensively in the industry they now serve as consultants. Cisco IBSG works with the top executives of global Fortune 250 firms and public sector organizations worldwide to harness the power of information and communications technology (ICT) to help increase productivity, decrease costs, and improve customer satisfaction.

### The Cisco IBSG Global Healthcare Practice

The worldwide healthcare industry is undergoing rapid change. The escalating cost of traditional care and increased mandates for quality and safety, coupled with the steep rise in demand, have led to a major upheaval of the entire healthcare business model. How can Cisco—the world's largest networking equipment company—help the healthcare industry to solve its challenges?

The healthcare industry overall is significantly underinvested with regard to IT and communications technology. This shortfall comes at a heavy price. Institutions that fail to recognize and address their communications challenges will continue to experience the same obstacles and frustrations that have plagued the healthcare industry for decades, leading to tens of billions of dollars in excess costs to hospitals and clinics, and a negative impact on patient care.

Cisco IBSG Healthcare Practice focuses on helping healthcare businesses—from individual clinicians to medical device manufacturers, pharmaceutical firms, and every component of the healthcare value chain—reshape industry best practices and pave the way for increased collaboration, streamlined operations, and new healthcare delivery models.

### The Connected Health Community

By increasing access to information, facilitating rapid communication, and reaching remote locations, the Internet provides clinicians, managers, and politicians concerned with healthcare the opportunity to manage and provide care faster—at lower cost and higher levels of convenience for their patients. For example, electronic medical records (EMRs) allow patient medical records to be quickly shared among many clinicians, facilitating communication and collaboration among the healthcare team members—and allowing the patient access at any time to this highly personal data, just as they have ready access to their personal financial records.



Cisco Internet Business Solutions Group (IBSG)

Internet-based technologies allow on-demand access to experts, remote consultation, access to healthcare for the homebound, and a myriad of other collaboration and communication opportunities for transforming the way that healthcare services are delivered, managed, and experienced throughout the world.

## CISCO IBSG's Healthcare Focus

Our seasoned executives in the Cisco IBSG Healthcare Practice possess deep industry expertise and have a proven track record of working with the leadership of more than 60 percent of the Global 500 healthcare organizations. We are committed to helping healthcare organizations worldwide address the complex challenges they face today:

- How do healthcare organizations improve quality of care while cutting medical treatment costs?
- How do healthcare organizations increase productivity in the midst of chronic labor shortages?
- How can healthcare organizations improve collaboration and communication?
- How do life sciences companies accelerate innovation with new product development to improve shrinking profit margins?
- How can pharmaceutical executives elevate their profile and better meet the needs of physicians?

Our healthcare expertise is focused in four key areas:

- **Clinician:** Cisco IBSG Healthcare is helping to reduce cost and improve the delivery of care by facilitating the adoption of ICT by the healthcare community.
- **Hospital:** By educating hospitals about the healthcare ecosystem concept and the benefits of sharing information electronically across clinics, laboratories, pharmacies, and emergency response units, Cisco IBSG Healthcare is helping to maximize efficiencies and reduce the repetitious activities associated with healthcare.
- **Life Sciences:** Cisco IBSG Healthcare helps life science companies significantly increase productivity and grow their business by optimizing Internet technology. This includes accelerating clinical trials by capturing and transmitting data electronically; detailing the properties of new products on the Web via print and video; and improving sales-force effectiveness by increasing competence through e-learning.
- **Payer:** Cisco IBSG Healthcare is working with insurance payers to simplify processes, decrease the cost of providing services to internal and external constituents, and to apply technology effectively.

## Innovative Thinking Transforms Delivery of Healthcare

Health systems globally are challenged to meet increasing demand for services. Shortages of human resources in terms of sheer numbers and specialists, combined with aging populations result in an ever-increasing health delivery cost that far outpace GDP for many countries. Given these circumstances, the traditional solution of adding capacity by increasing human resources suggests that we need to develop alternative solutions. The following are a few examples of Cisco IBSG Healthcare's recent achievements in transforming models for healthcare delivery and business:

- **Telemedicine:** Cisco HealthPresence is a new concept developed by Cisco IBSG and prototyped at the Cisco Technology Center. Several pilot projects are currently underway. Early responses indicate that many patients actually *prefer* HealthPresence to an in-person visit, while physicians report diagnostic accuracy to be as good as an in-person examination. Cisco HealthPresence is based on market-ready and field-proven advanced technologies. Using the network as a platform, Cisco HealthPresence combines state-of-the-art video, audio, and medical information to create an environment similar to what most people experience when they visit their doctor or health specialist. The objective is to make scarce and skilled resources readily available in the support of healthcare delivery.
- **Shared Regional Healthcare Resources:** In the Baltic Sea region, the Cisco IBSG Healthcare team assisted in setting up a regional healthcare network linking 200 hospitals and 6,000 practitioners, and conducted trial programs in radiology and ultrasound to test the concept of a cross-border exchange for healthcare services. This enabled the region to rectify skills shortages in poorer regions, and diminish the migration of medical specialists from rural to urban environments.
- **Streamlining Patient Care:** To improve patient care and maximize resources, University Children's Hospital of Belgrade, Serbia, worked with Cisco IBSG to automate its out-patient appointment scheduling system. Reduced waiting times, improved staff productivity, and rising standards of care are some of the results achieved so far, allowing the hospital to further realize its vision of a Connected Health community.
- **Shared Healthcare Data:** As the scale and complexity of clinical knowledge expands, it must be organized in a form healthcare workers can use to the full benefit of patients. With help from Cisco IBSG, the British National Health Service (NHS) of the United Kingdom has launched a National Knowledge Service to coordinate and deploy its knowledge resources. Results include a sharp drop in breast-cancer death rates, growing recognition of the strategic importance of knowledge in healthcare, and a pervasive use of knowledge by more NHS workers.
- **Streamlining Operations:** AstraZeneca transformed its corporate intranet from a costly, ineffective overhead into a valuable strategic asset. Cisco helped AstraZeneca create one single enterprise portal, based on a "build once, deploy many times" approach. The IS pilot is projected to achieve recurring annual saving of \$200,000 for a one-off \$120,000 investment, while the three-year project to rationalize their corporate intranet has potential to achieve cost avoidance of \$4 million—an ROI of more than 3,200 percent.
- **Building and Testing New Models for Healthcare Delivery:** Cisco recently opened the LifeConnections Center at its San Jose campus, working closely with Cisco IBSG Healthcare. The LifeConnections Center incorporates a full medical clinic, medical lab, a pharmacy, a childcare center, and a fitness center for Cisco employees. The clinic is intended as a showcase for how the network serves as a platform for delivering healthcare services, incorporating EMRs, electronic tablets for check-in, Internet-enabled diagnostic devices that record patient data directly into the EMR, and Cisco HealthPresence for remote consultation, among other features.

Cisco IBSG Healthcare can work with primary stakeholders across the various sectors of the healthcare industry to develop actionable plans with methods that save time and money, while also implementing strategies that will help enhance long-term patient satisfaction.

If you are interested in hearing more about the capabilities of the Cisco IBSG Healthcare practice, please visit our Web site, <http://www.cisco.com/web/about/ac79/health/index.html> or contact:

Kaveh Safavi, M.D.  
Vice President, Cisco IBSG Global Healthcare Practice  
Phone: +1 773 695 8324  
Email: [kasafavi@cisco.com](mailto:kasafavi@cisco.com)

---

#### More Information

The Cisco Internet Business Solutions Group (IBSG), the global strategic consulting arm of Cisco, helps CXOs and public sector leaders transform their organizations—first by designing innovative business processes, and then by integrating advanced technologies into visionary roadmaps that address key CXO concerns.

For further information about IBSG, visit <http://www.cisco.com/go/ibsg>.

---



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV  
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

CCDE, CCENT, Cisco Eos, Cisco Lumin, Cisco StadiumVision, the Cisco logo, DCE, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn is a service mark; and Access Registrar, Aironet, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, EtherFast, EtherSwitch, Event Center, Fast Step, Follow Me Browsing, FormShare, GigaDrive, HomeLink, Internet Quotient, IOS, iPhone, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, IronPort, the IronPort logo, LightStream, Linksys, MediaTone, MeetingPlace, MGX, Networkers, Networking Academy, Network Registrar, PCNow, PIX, PowerPanels, ProConnect, ScriptShare, SenderBase, SMARTnet, Spectrum Expert, StackWise, The Fastest Way to Increase Your Internet Quotient, TransPath, WebEx, and the WebEx logo are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0804R)