

Shaping a World of Healthcare Without Boundaries



Americas Headquarters
Cisco Systems, Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
USA
www.cisco.com
Tel: 408 526-4000
800 553-NETS (6387)
Fax: 408 527-0883

Asia Pacific Headquarters
Cisco Systems, Inc.
168 Robinson Road
#28-01 Capital Tower
Singapore 068912
www.cisco.com
Tel: +65 6317 7777
Fax: +65 6317 7799

Europe Headquarters
Cisco Systems International BV
Haarlerbergpark
Haarlerbergweg 13-19
1101 CH Amsterdam
The Netherlands
www-europe.cisco.com
Tel: +31 0 800 020 0791
Fax: +31 0 20 357 1100

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.

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welcome to
the human network.



Expanding Your Reach with Effective Care-at-a-Distance Solutions

Connected Health: Inspiring New Connections

At Cisco, we are working to improve healthcare by changing the way people connect with each other, access information, and collaborate. Cisco® Care-at-a-Distance solutions give patients, clinicians, hospitals, payers, and life-sciences researchers better ways to communicate, share information, and interact in real-time. The result is more efficient healthcare environments, which can lead to improved patient experiences. Our vision is a Connected Health ecosystem that dramatically improves access to care, contains costs, and boosts staff productivity.



Healthcare in the 21st century presents enormous challenges. Populations are growing, people are living longer. Many of these patients are living with chronic illnesses that require ongoing care. Compounding this problem is the widespread lack of skilled caregivers, and the increasing cost of providing care. For people living in rural areas, the situation can be even more challenging, as rising travel costs can make it even more expensive to seek care.

With the right technologies in place, you can readily address your most pressing concerns:

- Advance quality initiatives
- Improving access to care
- Keeping costs contained
- Ensuring staff productivity

Our goal is to help you find the solutions you need to deliver the best care possible.



Addressing Your Day-to-Day Challenges

When you make it easier and more convenient for clinicians to collaborate, you can improve both the timeliness and quality of care delivered. Cisco Care-at-a-Distance solutions can help transform the healthcare industry by providing a new access model for healthcare and new cost containment models for providers and payers.

Making Care More Accessible

What if you could deliver care to more people, in more places, no matter where your medical personnel are located? What if you could make it easier for patients to access providers and specialists?

Now you can, with advanced communication and collaboration tools that connect people and information.

Patients can now interact with a faraway specialist just by visiting their local doctor's office, or even a retail pharmacy. Doctors can diagnose and treat distant patients without traveling, and a single specialist can treat many more patients.

Care can be extended to underserved, remote, and rural areas, and patients can be easily referred to other doctors or specialists.

To identify ways to increase healthcare access, consider these questions:

- How can patients communicate with their providers and specialists remotely?
- What resource constraints are preventing your organization from seeing patients located in rural areas?
- Why do patients put off seeking the care they need? How can you overcome these obstacles?
- What kinds of tools will encourage patients to take a more proactive role in their healthcare?
- Who else could you collaborate with to expand access to care?

Enabling Access to Care Delivery

The right technologies can help dramatically improve efficiencies throughout healthcare. Technology can help patients address issues before they demand urgent care, and improve access to health records to avoid redundant tests. Specialists can be readily available, and care providers can communicate more effectively. With collaboration and information-sharing technologies in place, healthcare organizations can lower the costs of delivering care while improving its quality.

Use these questions to help determine how to contain costs:

- How can you reduce redundancies in care (testing, data gathering, etc.)?
- How can you use technology to minimize or even eliminate patient transfers?
- How can you make it easier to access specialists and other scarce resources?

Keeping Pace by Increasing Productivity

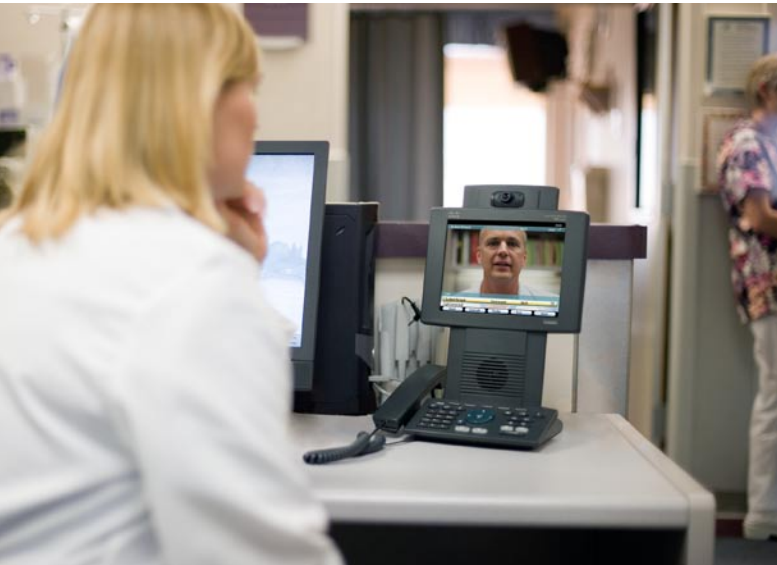
Improved automation of care delivery and increased access to information help to simplify operations and make the most of your staff's talents. Equipped with the tools they need to be more efficient, your staff can play a vital role in controlling costs while delivering quality care.

Improved workflow means less time spent on administrative tasks. Having anytime, anywhere access to crucial information like medical records and nursing care plans, caregivers can make better decisions and provide better care. And being able to attend continuing education classes without traveling opens up new possibilities for professional growth. Your staff can achieve greater job satisfaction, and your patients can benefit from the latest advances in medical research and technology.

Consider these questions when thinking of ways to optimize productivity:

- How does your staff keep up with continuing medical education requirements? What can you do to streamline that process?
- How easy is it for your people, or people in partner organizations, to access patient information?
- How can you help your staff keep up with the latest medical advances?

Cisco Solutions for Care-at-a-Distance



Think of your network as a platform for delivering outstanding care. Use it to offer state-of-the-art care to patients independent of their location. Cisco Care-at-a-Distance solutions help optimize your network so you can respond to the latest healthcare challenges and empower your staff to better serve patients.

Cisco solutions enable:

- **Flexible, comprehensive communications:** Utilizing Cisco Unified Communications, TelePresence, instant messaging, web-based collaboration, and leading-edge video conferencing, your staff can quickly share information and work more efficiently – and physicians can meet person-to-person with remote patients and their peers.
- **Enhanced collaboration:** Video conferencing and web-based information sharing make it easy to work with colleagues in other locations, review patient

cases, and provide distance learning.

- **Reduced costs:** By raising productivity, minimizing the need to transfer patients, and remotely accessing the expertise of specialists, you can realize savings while delivering the highest quality care.
- **Increased productivity:** Enabling your staff to access information and services across any device and location can help you maximize productivity and free up time for focusing on patients, wherever they are.

These Cisco solutions are designed to help healthcare organizations deliver effective Care-at-a-Distance:

- **Cisco WebEx™ for Healthcare:** Enable information sharing, collaboration with remote care providers, and online educational opportunities for your medical staff.
- **Cisco TelePresence™ for Healthcare:** Give clinicians the opportunity to interact person-to-person with patients and specialists to extend care regardless of distance..
- **Cisco HealthPresence™ solution:** Combine live high-definition video and audio communication with instantaneous medical data to extend the reach of providers through effective remote health visits.
- **Cisco Expert on Demand:** Create on-demand audio and video conferences in real-time with expert resources.
- **Cisco Collaboration and Reporting:** Streamline image consultations between radiologists and physicians in any location with real-time communication and collaboration tools.

At Cisco, our Connected Health vision puts the human network effect to work for you by helping you deliver care when and where it is needed. We enable you to serve a more dispersed and diverse patient base, encourage collaboration, improve communication, and reduce costs. We enable the productivity and efficiencies that will keep you competitive for years to come.

To learn more about the Cisco healthcare solutions designed to enhance Care-at-a-Distance, contact your Cisco representative or visit: www.cisco.com/go/healthcare