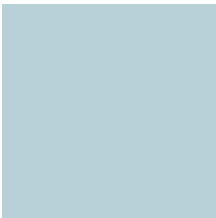




Clinical Collaboration Solutions



Improve Communications, Productivity, and Quality of Care



Executive Summary

Facing ongoing staff shortages and a growing population, healthcare organizations need innovative ways to increase productivity and improve quality of care. For growing numbers of hospitals worldwide, the answer is Cisco® Clinical Collaboration solutions. Using Cisco Unified IP Phones, caregivers and clinicians can quickly access people, resources, images, and information—from anywhere in the hospital. Enhanced communications among patients, caregivers, administrators, and families creates an efficient human network that contributes to better outcomes and quality of care.

Introduction

Nurses, clinicians, and radiologists spend precious time every day on repetitive tasks such as trying to reach mobile staff members and following up on unacknowledged pages. Simply giving staff members more communications devices—personal digital assistants, pagers, and phones—is not the answer, and this solution can make it even more difficult to know how to reach someone.

Now healthcare professionals can spend less time trying to connect and more time on patient care, with Cisco Clinical Collaboration solutions. Using their wired and wireless Cisco networks and Cisco Unified IP Phones, hospitals can:

- Let staff see who is available right now and how they prefer to be reached
- Allow caregivers and patients to communicate directly
- Direct nurse-call requests to appropriate caregivers on their mobile device
- Automatically notify caregivers or physicians when lab results are available
- Provide video-based interpretive services to patients who speak a nonnative language
- Connect specialists and patients in any location as if they were meeting face-to-face
- Improve imaging workflows by enabling radiologists to see whether referring physicians are available before taking the time to contact them
- Provide support services to in-home caregivers such as family members

It's all happening today, with Cisco Clinical Collaboration solutions. Read how healthcare providers around the world are enhancing productivity and workflow, improving outcomes and quality of care, and transforming the patient experience and staff satisfaction.



Healthcare Innovators for Enhanced Workflow

Picture Archiving and Communication Systems (PACS) improve the presentation, distribution, storage, and retrieval of patient images. However, they do not address the challenges of communications between physicians, radiologists, and technicians. Radiologists lose time every day trying to reach referring physicians and manually recording notification and acknowledgement to comply with regulations.

UW Health Radiology at the University of Wisconsin Hospital and Clinics is conducting a pilot for more effective imaging collaboration using the Cisco Connected Imaging HMI Collaboration Solution, which integrates Cisco Unified Communications with Horizon Medical Imaging (HMI) PACS. When radiologists are ready to present results, they can see a list of clinicians on their Cisco Unified IP Phone, along with the clinicians' presence information and how they prefer to be reached. Knowing whether a clinician is available reduces time spent leaving and checking voicemail messages. And giving radiologists the option to set their presence status to "do not disturb" reduces unwanted interruptions that can drain productivity. When they speak with referring physicians, radiologists can push specific images and share the same screen while they highlight the areas of interest. No patient images are transferred, eliminating privacy and latency concerns. The solution also records results notification and acknowledgments for regulatory compliance. UW Health Radiology expects the solution to reduce the number of interruptions to radiologists, enhance patient satisfaction, and increase the number of patients the hospital can treat.

Enhance Productivity and Workflow

Every minute that nurses, radiologists, and other staff spend tracking and locating others subtracts a minute from their availability for patient care. When caregivers have the tools to reach each other on the right device, the first time, they can reclaim the time spent leaving and responding to voicemail messages.

Caregivers spend a significant portion of their day just trying to reach other hospital personnel. In a 2006 survey of nurses, Forrester Research reported that:

- Sixty-five percent said they spend 20 to 60 minutes or more daily just trying to reach staff.
- Eighty percent said they could save 20 to 60 minutes daily if they could reach physicians on the first try.
- Fifty-seven percent said they spend 30 minutes or more daily retrieving messages and trying to return them.

With Cisco Clinical Collaboration solutions, nurses and clinicians can reclaim this time for patient care. They carry just one easy-to-use device, a Cisco Unified IP Phone, for phone calls, nurse-call alerts, and text messages. Instead of repeatedly calling people and leaving voicemail messages, caregivers can consult the presence information on their IP phone screen to see who is currently available and how they prefer to be reached. A nurse who wants to check on a lab result, for example, can find a technician who is not already on the phone, saving the time to leave a voicemail and wait for a call back.

Servicio de Salud de Castilla-La Mancha, Spain, makes it easier for nurses and staff to reach physicians in any location by giving physicians dual-mode phones. Nurses can dial the same number to reach physicians in their offices, at a patient's bedside, at home, or anywhere else. The dual-mode phone connects to the campus Cisco Unified Wireless Network when in range and to the cellular network otherwise. Wherever they are and however they connect, physicians can use Cisco Unified Communications features such as presence and text messaging.

Hospitals also improve productivity when they reduce the number of trips nurses make to simply find out what a patient wants. When nurses at the **Servicio de Salud de Castilla-La Mancha** receive a nurse-call request on their Cisco Wireless Unified IP Phone, they call the patient with a single click to find out the nature of the request. If it's just a cup of ice, for example, the nurse can assign the task to an aide.

Other hospitals have integrated their Cisco Unified IP Phones with the laboratory information system. Nurses and doctors receive instant notification of lab results availability on their IP phones and can call back with a click.





Healthcare Innovators for Improved Quality of Care

Language barriers compromise patients' understanding of their disease and their treatment advice, increase the risk of complications, and make it more difficult for doctors to understand symptoms. With high-quality audio and video, hospitals can cost-effectively provide interpretive services for deaf people and nonnative speakers at every bedside or exam room. The nurse or doctor just dials from a videophone in the exam room and indicates the language needed. The interpreter can be anywhere. The **Health Care Interpreters Network (HCIN)**, operated by Northern California public hospitals, says that the solution has directly improved quality of care. The number of providers reporting patient confusion over medications and self-care resulting from the language barrier has decreased from 79 percent to fewer than 20 percent.

Improve Outcomes and Quality of Care

In a 2006 study, the Joint Commission (JC) reviewed 3500 sentinel events and identified poor communication as the largest source of medical errors, including wrong-site surgeries, medication errors, and treatment delays. Improving communications contributes to a higher quality of care, which translates to improved outcomes and a competitive advantage in attracting patients.

The faster caregivers can reach clinicians, laboratory technicians, and others, the sooner they can begin providing appropriate patient care. By letting caregivers make and receive calls from any location in the hospital and view each others' presence information, Cisco Clinical Collaboration solutions make it faster to reach people and obtain vital diagnostic and treatment information.

Quality of care also improves when hospitals and clinics can make specialists such as dieticians and chronic-care specialists available to patients in any location. Using Cisco Unified IP Phones with video capabilities, a dietician in another location can watch a patient fill out a meal planner and make suggestions. Patients appreciate being able to consult with specialists from their local hospital. And hospitals can more fully use their specialists when they share them across multiple clinics.

Healthcare Innovators for Patient Experience and Staff Satisfaction

Support for Family Caregivers

Family members usually do not receive formal or extensive training to care for relatives. They can feel isolated, become overwhelmed by caregiving activities, and develop their own health problems from lack of self care. **University of Miami's Center on Aging** is using Cisco solutions as part of a program to help family members care for relatives who are frail or have chronic illness such as Alzheimer's disease. As part of the program, caregivers are given Cisco Unified IP Phones with video, which they use for individual counseling sessions, online support groups with other caregivers, and educational seminars. Caregivers in the program are gaining greater knowledge of community resources and enhanced social support and are taking better care of themselves.

Improved Quality of Life for the Elderly
SwanCare Group in Perth, Western Australia, a nonprofit residential care facility for the elderly, makes life easier for residents by giving them a Cisco Unified IP Phone they can use for more than just phone calls. They just touch buttons to view billing information, see an online directory of other residents, click to dial, submit maintenance requests, view social events and weather, and request home food delivery and laundry services.

Transform the Patient Experience and Staff Satisfaction

Providing an excellent patient experience affects outcomes and helps to attract patients—an increasingly important capability in today's competitive healthcare environment. Reducing delays in obtaining transportation, dietary, housekeeping, and other services also saves time for staff, freeing them to focus on patient-care activities that attracted them to the profession.

Cisco Clinical Collaboration solutions help improve the patient experience by reducing the time patients need to wait for a request to be met. Nurses can see the nature of patients' nurse-call requests—medication or ice, for example—so that they can bring it on the first trip or send an aide if the request does not require a skilled nurse. And nurses appreciate reducing the number of trips they need to make on each shift. When nurses request a service such as transportation, they receive an acknowledgement on their Cisco Unified IP Phone, saving them the aggravation of repeated requests.

Why Cisco?

Cisco is helping to strengthen the human network in healthcare through innovation, participation, and collaboration:

- **Innovation:** Cisco has a 20-year proven track record of deploying innovative network solutions and best practices that enable physicians, hospitals, clinics, and other healthcare and life science organizations to be more effective.
- **Participation:** Cisco is involved with international healthcare initiatives focused on improving access to healthcare information.
- **Collaboration:** Cisco is working with healthcare industry leaders—including application, system and service providers, device manufacturers, and medical technology vendors—to connect the entire healthcare environment to a common information and communications infrastructure.

For more information about Cisco Clinical Collaboration solutions, visit www.cisco.com/go/healthcare.



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