



# Cisco DNA for Healthcare

## Introducing an entirely new era of networking. The Network. Intuitive.

Healthcare of the past was constrained by time and place. Today, digital transformation is opening up a new world of healthcare opportunities—increasing access to quality healthcare and reducing costs. This transformation is fueled by technology, which is reshaping the expectations of patients, family members, clinicians and researchers across healthcare organizations worldwide. Patients today expect innovative care experiences, such as remote consultations, in-room infotainment and location-based services. These trends are supported by IT through mobility policies, Internet of Things (IoT) technologies to streamline processes and spur innovation, cloud to improve flexibility and cost savings, and analytics to understand patient and clinician behavior and improve patient outcomes.

Cisco® DNA revolutionizes how you design, build and manage your hospital, clinic and research networks. It means faster, flexible deployment and simpler, centralized management of the network so IT can get up and running in days rather than months. It also means actionable insights for greater patient engagement and smarter operations in clinical, research and factory settings. With Cisco DNA infrastructure and solutions, healthcare organizations can enable key capabilities with a digital-ready foundation.

## Benefits

- **Faster innovation with actionable insights:** Generate network-wide analytics to provide more relevant care and research experiences, increase clinician and staff productivity and optimize space usage.
- **Lower complexity and costs with automation:** Roll out and update clinical, research and factory networks faster and reduce day-to-day operational and network-management costs with automation, management and assurance.
- **Reduce risks with security everywhere:** Secure critical patient data and clinical-trial research with continuous, faster threat detection and protection, with security embedded networkwide.

### With Cisco DNA, healthcare organizations can:

- Provide effective and accessible resources for patients, family members, clinical staff and researchers
- Foster collaboration for care teams and researchers
- Increase administrative and management efficiency
- Optimize space usage and sustainability
- Facilitate security and compliance
- Discover new markets and revenue streams

### And IT leaders at healthcare organizations will be able to:

- Protect against security breaches across hospitals, clinics and research centers
- Manage patient and research data through standards, integration, protection and governance
- Support technology innovations and changes in healthcare
- Provide simple, secure access to analytics for all key stakeholders
- Produce scalable and stakeholder-centered systems, services, processes and analytics with integrated enterprise applications

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## Transform healthcare with Cisco DNA solutions

**Remote care and collaboration:** Enable remote consultations between care teams and between clinicians and patients and remotely monitor patients with Cisco DNA Center with SD Access, Connected Mobile Experiences (CMX) for analytics, Enterprise Network Functions Virtualization (NFV) for virtualized network services and open APIs for building 3<sup>rd</sup> party applications. Reduce patient injury and elopement search times, while improving care coordination and proactive health across the continuum.

**Omnichannel patient engagement and education:** Deliver interactive hospital information, wayfinding and education to patients via their mobile devices with CMX analytics that generates insights on patient behaviors, along with CMX APIs for building 3<sup>rd</sup> party patient and visitor applications. Enhance the patient scheduling experience and provide the core architecture for targeted outreach through patients' preferred means of communication to improve engagement and satisfaction.

**Converged clinical workflows:** Streamline clinical workflows and improve productivity for care teams with Cisco DNA Center with SD Access and Apple and Cisco Fast Lane for automation and assurance, Enterprise NFV for network virtualization, CMX for analytics understand employee behavior and track medical equipment and CMX APIs and other open APIs to build 3<sup>rd</sup> party applications.

**Business operations:** Optimize workplace efficiencies and sharing of medical data. Information-sharing with Cisco DNA Center with SD Access and Apple-Cisco Fast Lane for automation and assurance, CMX for analytics, Enterprise NFV for fast network virtualization and open APIs to build applications.

**Life sciences R&D and manufacturing:** Connect research and development, manufacturing and supply chain with Cisco DNA Center with SD Access, Flexible Radio Assignment and Apple and Cisco Fast Lane for network automation and CMX for analytics, along with Enterprise NFV for faster network deployment.

**Security and compliance:** Provide secure visibility across the entire network and facilitate compliance to maintain protection of Protected Health Information (PHI) and intellectual property, with Cisco IOS® Software zone-based firewall, Cisco Stealthwatch®, Cisco TrustSec® SD-Access, Cisco Firepower®, Cisco Umbrella™ and Cisco Identity Services Engine (ISE).

## Learn more

Visit us at [Cisco DNA for Healthcare](#) to get started on your digital journey today.