



The healthcare industry is poised for opportunity as technology and research innovations revolutionize treatment and care. However, care is also becoming more complex, requiring a more specialized workforce to deliver many services, often over a more geographically dispersed area. And the accelerating pace of operations and administration requires more efficient business and clinical processes.

Healthcare managers need better ways to communicate and collaborate without increasing costs or reducing the effectiveness of human interaction. The Cisco WebEx™ technology platform for collaboration and communication can help you meet today's challenges and continue to address future needs.

## Industry Challenges

Today you must facilitate communications and collaboration for a workforce separated by geography, time zones, and facilities. Although advances in research, treatment, and processes strengthen the healthcare system, accessing them may require interaction between multiple sites or clinicians. This changing environment creates new challenges for you.

- **Increasing travel:** Patients are often referred to specialists located at remote sites or a different facility, requiring time and travel.
- **Slow treatment delivery:** Care and research teams must often collaborate across organizations, which can affect the speed and effectiveness of treatment.
- **Declining quality of care:** Patient transfers make clinics lose revenue; incur travel costs, and lower patient satisfaction impacting the quality of care.
- **Managing medical education:** Continuing medical education often requires doctors and nurses to travel and take time away from patients.

- **Lost productivity:** The constant need to update processes, such as health records management or nursing care plans, requires training that can impair productivity.

## Cisco WebEx in Healthcare

You can address these challenges using leading-edge Cisco® collaboration, communication, and information access services. WebEx® technology offers a platform for you to address clinical and operational challenges in two major ways.

First, **improve care & productivity** by eliminating distance as a barrier to delivering care:

- Provide consultations and second opinions to sites without requisite clinical resources
- Use application sharing to help clinicians access records from disparate systems
- Engage remotely located physicians for whom travel or other costs would have precluded using their expertise
- Conduct research collaboration sessions without the need to travel

Second, reduce costs associated with medical education and application training:

- Conduct regional, staff, and operations meetings without travel
- Deliver continuing medical education for physicians and nurses
- Provide education opportunities on demand, online
- Roll out application training to healthcare staff on new processes
- Conduct education for large groups
- Provide online forums for group case reviews

The Cisco WebEx platform facilitates better communications, learning, and collaboration through a highly secure, integrated environment. It's a virtual team workspace, training center, and meeting center with single sign-on to support all collaboration tools and solutions.

## Clinician Training, Collaboration, and Medical Conferences

**Continuing Medical Education training:** Provide training on WebEx to reduce travel and time away from patients. Healthcare professionals can attend updates on new treatments and processes through WebEx, either on demand or during live sessions.

**Collaboration:** Conduct regular case review sessions and tumor boards over WebEx. Doctors and nurses can view images and other materials, and discuss details to improve quality of care. Physicians at multiple locations can participate from their offices.

**Large-scale training:** Provide training for physicians, nurses, and other groups in many places at once, incorporating presentations, Q&A, video, and handouts. WebEx provides an intimate, effective setting and eliminates the time and expense of conducting multiple sessions.

**Training for application rollout:** Provide instructor-led training on new clinical applications over Cisco WebEx, reaching many sites in one session. Allow users to access training on demand, reducing lost productivity and missed training sessions.



## Virtual Care Teams, Care Plans, and Patient Communities

**Enhance clinical consultations and care:** Extend your expert resources across a broad geographic area, reducing patient transfers and increasing physician effectiveness. Access second opinions through WebEx, or enable specialist diagnosis and treatment plans through Cisco TelePresence™ conferencing technology.

**Improve nursing care plans:** Streamline distribution of new care plans, guidelines, and training; create a repository with current, easily accessible information. A Cisco WebEx Connect space can provide the knowledge management tools, and Cisco WebEx Meeting Center or Training Center can be used to distribute care plans.

**Improve continuity of care:** Have patients and providers interact more frequently, independent of location. Cisco WebEx can easily connect you to patients to monitor treatment guidelines, and you can post instructions, content, or videos to a WebEx Connect space for patients to access at their convenience.

**Virtual care record access:** Physicians can exchange patient information with other providers and view records from other sites. Removing the issue of interoperability between medical records and between sites facilitates a more informative handoff, improving patient care.

## Collaborative Corporate Management

**Executive oversight:** Provide oversight and management across multiple facilities and regions over Cisco WebEx, reducing travel and improving productivity and effectiveness.

**Regional and operational meetings:** By using the WebEx environment to hold effective leadership meetings, geographically dispersed regions can work toward the same standard of care through systemwide performance and quality metrics.

**Claims management:** Help identify the best agent to handle a particular claim, on the first call, by linking agents to the right resource with specific skills and experience.

## Cisco WebEx Solutions for Healthcare

### Cisco WebEx Event Center

- Deliver compelling, live online events to small groups, or forums up to 3000 attendees
- Record events for instant online access by any number of viewers
- Engage attendees using multimedia presentations, Q&A, polling, whiteboards, and more

### Cisco WebEx Training Center

- Extend the reach of education through a media-rich online classroom
- Record sessions and offer them on demand
- Share presentations, stream multimedia and live video
- Improve and track interaction with polling, testing, and breakout sessions

### Cisco WebEx Meeting Center

- Share documents, presentations, and applications
- Pass control to anyone in the meeting
- Include video from up to six cameras
- Use integrated VoIP or dial-in conferencing

## Cisco WebEx Connect

- Instant messaging
- Presence notifications
- Personalized interactions
- Video and audio chat

## Why Cisco?

Cisco is an industry leader in networking solutions and is actively involved in international healthcare initiatives focused on accelerating the interoperability and connectivity of disparate systems to improve access to vital healthcare information and services.

To achieve this transformation, Cisco works closely with healthcare industry leaders including application developers, system and service providers, device manufacturers, and medical technology vendors.

For more information on Cisco WebEx and healthcare, visit: <http://www.cisco.com/go/healthcare>