Reinventing Healthcare Communications with Cisco TelePresence
The Business Case for Face-To-Face Meetings
With increasing numbers of patients but limited resources, healthcare providers are looking to technology to maximize expert resources and increase collaboration, while reducing costs. Collaboration using Cisco TelePresence™ high-definition video conferencing allows healthcare providers to improve the speed, quality, and access to care.

Over 35 leading healthcare providers are using Cisco TelePresence to manage geographically distributed resources and create virtual consulting and clinical teams. These improvements give patients faster access to services, while reducing costs and travel time.

The Cisco TelePresence solution is a live, face-to-face communication experience over the network that empowers you to collaborate in one-on-one, group, or one-to-many communication settings with colleagues, partners, or patients. The immersive video quality replicates the personal feel of live interaction, while the productivity gains and savings from reduced travel help generate a rapid return on investment. In the words of Andrew Clarke, IT Manager at Doncaster & Bassetlaw Hospitals, “In medicine, saving time ultimately saves lives.”

Improve Communications
The immersive nature of Cisco TelePresence accelerates patient consultations, training, and clinical team meetings. You can conduct face-to-face meetings with suppliers and colleagues to implement medical products and services faster. Streamline approval processes by accelerating communication with regulatory bodies.

Baxter Healthcare is a leading healthcare company with more than 46,000 employees across 26 countries. Baxter needed to improve communication and accelerate resolution of issues in the plants. Cisco TelePresence is improving Baxter’s ability to troubleshoot with customers, and has improved problem solving among the groups using it. The Cisco TelePresence advantage is a 4–6 week reduction in time to market and US$35–50 million in incremental margin.

Enrich Cross-Cultural Collaboration
Medical research and diagnostics are a team activity, spanning multiple locations and sometimes countries. Cisco TelePresence gives healthcare providers access to the latest field knowledge and research results through real-time global collaboration. Cost-effective clinical collaboration with colleagues in other facilities reduces travel costs while enhancing the effectiveness of communication.

Prof. Dr. Juan P. Garrahan Pediatric Hospital in Argentina specializes in solving complex children’s health problems as well as providing training for more than a thousand healthcare professionals each year. The hospital needed to consult with patients in remote areas, without requiring long and expensive trips. Cisco TelePresence is allowing remote colleagues to consult with hospital experts, significantly reducing the number of hospital referrals. The Cisco TelePresence advantage means that 85 percent of consultations do not require a hospital visit.

Accelerate Decision Making
Help your hospital drive innovation and better decisions in today’s complex healthcare world. Cisco TelePresence helps foster rich personal, team, and patient experiences.

Molina Healthcare operates in 10 states, employing more than 2700 people. Molina needed to increase access to healthcare and improve collaboration while carefully managing costs. Cisco TelePresence is making meetings faster and more efficient and reducing the need for additional staff. The Cisco TelePresence advantage is 50 percent shorter meetings, 10 percent lower travel costs, and staff savings by moving 20 percent of their calls to self-service.
Scale Experts
The high-quality and fully interactive experience of Cisco TelePresence makes it a powerful tool for helping a small group of experts have a big impact.
You can easily scale a small number of physicians and clinical resources across multiple locations.
Doncaster & Bassetlaw Hospitals has six locations across the United Kingdom, with over 6000 employees. These hospitals needed to accelerate stroke diagnosis in order to improve patient care. Cisco TelePresence in emergency rooms is allowing experts to make a diagnosis rapidly and remotely, and allows the emergency room staff to interact instantly with specialists in any required field. The Cisco TelePresence advantage is two million brain cells for every minute saved responding to a stroke.

Maximize Supplier and Patient Intimacy
Cisco TelePresence sessions are set up quickly and easily, and since they run securely on an IP network, they extend beyond any country’s telecom systems. You can create virtual consulting opportunities, improve patient access, and support physicians to diagnose patients remotely. Cisco TelePresence enables healthcare providers to offer healthcare in nontraditional locations, increasing the customer base and making reactions to situations faster and more personal.
Cerner is one of the leading global suppliers of healthcare information technology solutions that optimize clinical outcomes. Cerner needed to provide affordable healthcare centers that can offer extensive medical care to smaller businesses. Cisco TelePresence is extending the reach of medical care and helping to make it more affordable. The Cisco TelePresence advantage is healthcare centers in communities that otherwise would not be able to afford one.

Go Green and Reduce Travel Costs
Administrative and clinical staff travel is not only a drain on the budget; it also has an impact on staff stress and on the environment. Cisco TelePresence increases staff productivity by reducing travel stress and cost, and shrinks the organization’s carbon footprint.
Paris Public Hospital Group is the largest municipal hospital system in France, covering 39 hospitals and providing public healthcare, emergency services, medical research, prevention, and training. This group needed to provide convenient and high-quality care to elderly in-patients while optimizing the efficiency of doctors and medical staff. Cisco TelePresence is helping to reduce patient wait time and the resulting stress in frail and elderly patients. The Cisco TelePresence advantage is a reduced time commitment for patients from 5 hours to 35 minutes per consultation, and the avoidance of 300 ambulance trips.

What Cisco TelePresence Delivers
Healthcare Case Studies
Garrahan Pediatric Hospital: Major children’s hospital and training facility in Argentina
Needs to: Enrich cross-cultural collaboration and consult with remote patients and medical professionals
Cisco delivers: Effective remote consultations that help improve care while reducing travel
Advantage: 85 percent of consultations do not require a hospital visit

Doncaster & Bassetlaw Hospitals: Hospital system with the UK National Health Service
Needs to: Scale experts to improve responsiveness to stroke victims
Cisco delivers: Expert consultation and diagnosis directly from the emergency room to stroke experts
Advantage: 2 million brain cells for every minute saved responding to a stroke

Paris Public Hospital Group: Largest municipal hospital system in France
Needs to: Reduce travel and provide convenient, high-quality care while improving staff efficiency
Cisco delivers: Less stress for frail and elderly patients by shortening their wait times
Advantage: Avoided 300 ambulance trips and reduced patient consultation times from 5 hours to 35 minutes
Solution Overview

Conclusion
Cisco TelePresence offers more than just travel savings. Usage is 10 times greater than traditional video conferencing, enabling the transformation of patient care. Cisco® collaboration solutions improve and accelerate personal, team, and patient experiences, helping drive innovation and better decision making. By using technology to build trust and enhance team performance, you can form clinical teams who confidently collaborate at a distance and quickly access the most relevant experts and information. Reinvent healthcare communications with high-quality and interactive team experiences, save money, and spend more time with patients.

“Telemedicine means children will no longer have to miss school so much because of illness, because we can treat them at their local hospital instead of them having to spend a significant amount of time away from class to be treated in Garrahan.”

Dr. Luis Carniglia, Institutional Relations Coordinator, Prof. Dr. Juan P. Garrahan Pediatric Hospital