



## Healthcare Industry Overview

### Industry Challenges

Demographic, social, and cultural changes are putting more pressure than ever before on healthcare providers to be accessible, affordable, and responsive. As a result, healthcare organizations rely on technology more than ever to help achieve their business and clinical objectives.

Key healthcare organization objectives include:

- Better quality of care
- Improved patient outcomes
- Increased productivity and workflow efficiency
- Better information at the point of care
- Improved and integrated communications
- Privacy and protection of patient information

The healthcare environment is one that calls for integration. Today, most hospital networks run, on average, more than 300 applications. Patient information is scattered across disparate systems in public and private healthcare entities, which makes it difficult and costly for healthcare professionals to share vital medical, clinical, and patient information.

### The Cisco Vision

Healthcare needs to move toward a new vision—one that seamlessly connects all parts of the healthcare world to networked resources of data, information, knowledge, and processes in order to reduce costs, increase the access to care, and improve the quality of that care. That vision is Connected Health.

Connected Health creates collaborative relationships among all healthcare stakeholders to deliver safe, affordable, accessible

health services. Cisco® enables a Connected Health community through interoperable processes, technology, and people to provide critical health information at any time from any location.

### Healthcare Organizations Transform Themselves

Healthcare professionals are increasingly looking to networking solutions to ease the tangle of systems and devices in healthcare.

The Cisco Medical-Grade Network is an intelligent network that connects all of the stakeholders in the healthcare environment to a single information and communications infrastructure and delivers vital healthcare resources—anywhere, anytime, to any device.



Above all, the Cisco Medical-Grade Network is:

- **Resilient**—A highly reliable infrastructure with lifecycle support services to meet the challenges and continually changing business requirements of healthcare.
- **Protected**—Fully embedded network-wide security to provide comprehensive protection of information and applications.
- **Responsive**—Access to information at any time, from any location, through wireless-enabled and remote-ready applications and devices.
- **Interactive**—Converged voice, video, and data on a single system to dynamically connect in-house and remote medical staff

### Cisco Solutions

In collaboration with leading vendors of medical information technology, Cisco has built a portfolio of integrated solutions.

#### Cisco Clinical Connection Suite

The Cisco Clinical Connection Suite helps clinicians and healthcare providers deliver significantly enhanced quality of care and services. The components include:

- **Collaborative Care**—Connects the right people with patient information in order to improve the time-to-treatment ratio and to facilitate access to the right specialists.
- **Location-Based Services**—Provides the ability to track assets such as wheelchairs, IV pumps, and even people

#### Cisco Connected Imaging

Cisco Connected Imaging helps healthcare organizations to fully realize the benefits of highly secure, scalable imaging services. The components are:

- **Image Acquisition**—Enables fast, secure image acquisition and delivery to PACS
- **Performance and Management**—Addresses scalability, application, and storage performance challenges
- **Image Access**—Provides fast, secure access to images, regardless of location or platform.
- **Collaboration and Reporting**—Facilitates multi-specialty or multi-radiologist collaboration

### Benefits

The Cisco Medical-Grade Network and the solutions it supports provide a scalable, end-to-end solution that simplifies operations and gives the support needed to help ensure regulatory compliance. It supports unified communications and multiple services for medical applications, including PACS, electronic medical records, and computerized physician order entry. By increasing operational efficiency, it helps reduce costs and improve the patient experience. The Cisco Medical-Grade Network:

- Promotes faster time to care by giving medical personnel any-time, anywhere access to information
- Enhances patient safety with timely, more accurate results and protection of patient data
- Improves patient satisfaction by reducing wait times and streamlining patient care processes
- Facilitates greater collaboration between caregivers and enables wired and wireless communications
- Optimizes technology investments by fully integrating with existing systems and applications
- Minimizes the risk of costly downtime through self-healing capabilities

### Why Cisco

Cisco is an industry leader in networking solutions and a catalyst in unifying and transforming healthcare.

Cisco is committed to making the Connected Health vision a reality and is actively involved in international healthcare initiatives focused on accelerating the adoption, interoperability, and connectivity of disparate systems to improve access to vital healthcare information and services.

Cisco works with healthcare industry leaders, including application, system and service providers, device manufacturers, and medical technology vendors to help drive this transformation.

### For Further Information

For more information about Cisco Healthcare, please visit [www.cisco.com/go/healthcare](http://www.cisco.com/go/healthcare)



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