



Sell Profitable Managed Services Built on a Cisco Medical-Grade Network



The Healthcare Market Represents a Great Opportunity.

Rising costs, staff shortages, and a growing number of uninsured and elderly patients make it increasingly difficult for healthcare providers to take positive steps forward in reducing costs and improving patient outcomes. The additional burden of protecting patient information and ensuring public safety has them overburdened and looking for help.

Healthcare IT departments provide an ideal catalyst for organizational change and offer an excellent opportunity for managed service providers. Challenges they are currently facing include:

- Complex infrastructures
- Multivendor systems
- Interoperability requirements
- Patient information access and privacy requirements
- Deploying and supporting advanced applications such as electronic medical records (EMR), picture archiving and communication systems (PACS), and computerized physician order entry (CPOE)
- Tracking assets such as wheelchairs, gurneys, IV pumps, crash carts, and even people across a Wi-Fi network

A fundamental shift is occurring, as innovative healthcare providers are choosing to connect and protect patient information for better patient care through managed services built on a Cisco Medical-Grade Network. The foundation for this “connected” approach is an innovative layered architecture that is interactive, protected, resilient, and responsive and optimizes clinical and business processes to enable safe, affordable, accessible healthcare.

Managed services built on a Cisco Medical-Grade Network support:

- The communication needs of clinicians, patients, administrators, and partners
- Healthcare requirements for availability, security, and fault tolerance
- The unique information, technology, bandwidth, and integration challenges of healthcare

Customer Benefits:

- Better quality of diagnosis and treatment
- Ability to comply with government regulations for information security
- Greater network protection
- Faster diagnosis and treatment
- Improved caregiver collaboration
- Streamlined network and vendor management

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Delivering managed services for the healthcare market allows the healthcare provider to tap into the expertise of a proven service provider to better control equipment and network management costs, enhance support for business applications, and make deploying and supporting new applications to new sites more efficient and cost-effective. They are able to rely on technical experts and focus their internal resources on hospital operations and patient care.

Cisco Powered program members can take four steps to capitalize on this opportunity:

Step 1: Connect all buildings and all multivendor systems.

The primary focus is on selling managed Metro Ethernet and managed IP VPN services:

- Provide maximum throughput for data and video streaming for large files such as MRI files
- Enable secure access to patient information to geographically dispersed providers
- Extend networked resources to clinicians, patients, administrators, and partners

Step 3: Protect patient information.

Protect the confidentiality, integrity, and availability of healthcare information:

- Secure sensitive systems from both internal and external threats
- Sell network monitoring with 24-hour protection
- Provide varying levels of information access to different types of personnel

Step 2: Deploy value-added services.

Managed IP VPN services can act as a solid starting point for selling value-added services, including:

- Quality of service (QoS)
- Security
- High availability
- Multicasting
- IP communications
- Video conferencing
- E-commerce
- Content hosting
- Radio frequency identification (RFID) tags for asset tracking through location-based services

Step 4: Expand voice capabilities.

- Sell centralized messaging and voicemail
- Sell value-added functions to phone systems to enable greater productivity and faster response times



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