Cisco TelePresence for Healthcare:
Improving the Quality and Speed of Care

Executive Summary

Organizations dedicated to improving healthcare rely on collaboration and innovation to help them meet productivity and economic challenges. Whether it is a pharmaceutical company seeking to accelerate drug discovery or a hospital needing to maximize the productivity of its specialists, the ability to bring people together with each other – and with information – is integral to achieving their goals. Cisco TelePresence™ helps healthcare organizations:

- Strengthen clinical collaboration cost-effectively
- Enable virtual care team consultation
- Manage distributed operations
- Scale scarce resources and reduce travel costs
- Expand access to care

Introduction

Finding ways to manage rapidly escalating costs, accelerate innovation, deliver high-quality care, and maximize use of skilled resources is particularly important for healthcare organizations. Demand for healthcare is growing rapidly, and organizations dedicated to delivering quality healthcare services find themselves managing a dispersed care environment. They need better access to primary and specialized care resources. And they must manage growing complexity in their clinical, operations, and regulatory environments. Improving collaboration brings people together with information and expertise to meet these challenges.

Growing Need for Internal Collaboration

Healthcare professionals, including physicians, residents, nurses, and staff must complete training throughout the year to maintain licenses. Completing this training takes time away from patients and often involves costly travel. Many forms of remote or online training are inadequate because they do not facilitate appropriate interaction. Collaboration with specialists, such as tumor boards, usually requires physicians to travel from a surrounding area and lose time with their patients. At

the same time, where physicians are unavailable, other staff and operations personnel also experience reduced productivity.

Collaborative Consultations Becoming Standard

Healthcare increasingly relies on collaborative consultations for everything from research to patient referrals, specialist consultations, and delivering care to remote areas. However, increasing demand makes it almost impossible for a limited number of specialists to meet the growing need. Patients may have to travel to a distant place for care they need. Hospitals may have to divert patients to competing facilities, resulting in lost revenues and lower patient satisfaction.

Operations Becoming Geographically Dispersed

Healthcare organizations face the growing complexity of managing thousands of employees in multiple sites and collaborating on standard treatment protocols and workflows. Traditionally, healthcare executives have had to travel extensively to provide executive leadership across regions and facilities, which can be costly and reduces their productivity.

Shortage of Medical Resources

Patients living in remote or underserved areas might have reduced access to quality healthcare – even basic care from a primary physician. Additionally, specialists, such as radiologists, cardiology specialists, and nuclear medicine experts, are increasingly in short supply. At many organizations, they travel between facilities to consult with multiple medical teams, losing valuable time and productivity. As healthcare organizations seek to meet growing patient demand, they face the dual challenge of expanding access to care while scaling a finite pool of skilled professionals and specialized expertise to cover a growing patient population.

Cisco TelePresence for Healthcare

Meeting these challenges requires collaboration among essential caregivers in treatment pathways, which is why many healthcare organizations are focusing on collaboration initiatives. Today, Cisco TelePresence for Healthcare can help you improve the business and clinical workflows that deliver the most powerful impacts – those that rely on people, information, and expertise.

Cisco TelePresence creates immersive, in-person meeting experiences among geographically dispersed users – over the network. Integrated visual, audio and video components deliver the characteristics of a face-to-face meeting, creating a lifelike collaboration experience with:

- Smooth and realistic motion
- Accurate color replication
- An apparent eye-to-eye viewpoint
- Superb and accurate sound rendering, synchronized with the images presented
- Hours of interaction without user fatigue
- Life-sized user representation

By enabling executives, physicians, specialists, patients, and suppliers to meet, discuss, and make decisions in real time, regardless of their locations, you can help them reduce the inefficiencies of traditional collaboration tools. Cisco TelePresence also reduces the need for frequent travel, enabling people to accomplish more in the same amount of time – without the stress and fatigue associated with travel. You gain the ability to effectively interact with virtual teams all over the world and manage these interactions in real time.

Enable Cost-effective Clinical Collaboration

Cisco TelePresence can help you connect people across regional or global locations for training, consultation, and specialized collaboration. By creating an immersive experience for participants, Cisco TelePresence enhances training solutions. The experience facilitates learning and interaction, making it more effective for continuing medical education and resident training. Residents and staff no longer have to travel extensively for training, improving their clinical productivity, reducing travel-related fatigue, and minimizing travel expenses.

Extend Consultation Virtually

Using Cisco TelePresence, you can extend consultation capabilities to sites without on-location specialists. For institutions seeking to expand service coverage or provide remote care to affiliates and clinics, the ability to consult with patients remotely can be a significant advantage. The ability to provide remote care can also be a recruiting and retention benefit for physicians. In addition to direct caregivers, research teams and sales teams can benefit from enhanced collaboration capabilities as they develop new drugs, provide training on new instruments, or consult on innovative procedures.

Manage Distributed Operations

Cisco TelePresence enables face-to-face meetings across global locations, such as administrative, nursing, and physician teams. Executives and specialty experts can collaborate "live" with internal teams, supply chain partners, and other resources, minimizing travel and its associated costs. The ability to collaborate in real time using Cisco TelePresence enables you to quickly deploy new clinical processes, manage remote sites more effectively, optimize clinical and staff resources, and participate in operations across multiple sites. The ability to immediately address issues and adapt to changing conditions helps improve care, optimize key clinical resources and broaden access to care. For many Cisco customers, a Cisco TelePresence solution pays back its investment within a year.

Scale Scarce Resources

Limited physician and clinician resources can now be scaled across multiple locations to provide consistent, optimized levels of quality care. Specialized diagnoses and face-to-face consultations can be delivered cost-effectively and more frequently. Hospitals and specialty centers that are linked using Cisco TelePresence can take advantage of scarce resources, such as ICU physician monitoring, virtually. They can also cross-train teams faster, adopt new protocols more efficiently, and work together to deliver improved healthcare coverage to satellite and remote locations.

Cisco Medical Grade Network

The Cisco® Medical Grade Network connects all stakeholders in the healthcare system to a single information and communications infrastructure, providing a foundation for other innovative healthcare solutions including Cisco Connected Health, Connected Imaging, Collaborative Care, and Electronic Health Records.

Why Cisco?

Cisco has years of experience working closely with leading healthcare organizations and has carefully built a collection of network, security, application, and management best practices. Cisco TelePresence solutions are proven in global deployments, offering a range of solutions that support individuals, small groups, or large teams. High-definition video, advanced audio, and finely tuned ambient elements deliver an immersive, face-to-face experience over the network. These solutions are interoperable with a range of collaboration and video conferencing solutions and can extend the reach of users with intercompany Cisco TelePresence services.

Cisco Advanced Services

Cisco Advanced Services help make networks, Cisco TelePresence applications, and the people who use them work better together. Using a Lifecycle Services approach, Cisco provides fixed-price planning, design, and optimization services to help increase business value and return on investment.

Cisco Partners

Understanding the need for flexibility, Cisco collaborates with strategic partners to offer you Cisco TelePresence solutions that are right for your needs. Leading global telecommunications carriers offer Cisco TelePresence-based services, applications, and professional services.

Learn More Today

Cisco TelePresence for Healthcare solutions can help you achieve your business goals while enabling new strategic business initiatives. Learn more about Cisco TelePresence and how it can transform healthcare by visiting http://www.cisco.com/telepresence. Learn more about Cisco Healthcare and associated solutions by visiting: http://www.cisco.com/go/healthcare. Resources are available to help you establish a technical blueprint to begin your collaborative journey.