

Extend the boundaries of your existing networks with Wireless Campus Solutions for Healthcare



Highlights

- ***Introduces new business models for revenue generation, increased operational efficiency, hospital security, professional collaboration and e-learning***
- ***Creates a cost-effective infrastructure designed to support enhanced applications and services for patients, practitioners, staff and the surrounding community.***

Most hospitals today are utilising multiple, disparate communications systems and networks. These typically include Wireless Fidelity (WiFi) mobile and paging systems that support many critical applications, such as:

- *Nurse call*
- *Mobile phones and paging devices*
- *Patient room phone systems*
- *Private branch exchange (PBX) system and voice mail*
- *E-mail (Ethernet or WiFi)*
- *Two-way communication*
- *Physician group-phone systems*
- *Ancillary services phone systems*
- *Voice over Internet Protocol (VoIP)*

Regaining control of the environment

The rising cost of communications is draining critical hospital resources and leaving users frustrated at the lack of connectivity for the services and applications they desire most. The proliferation of wireless devices competing for a signal on the hospital campus – such as laptops, personal data assistants (PDAs), mobile phones and specialised wireless medical equipment – drives home the need for strategies and policies to help hospitals regain control of their communications environments. Patient safety, customer satisfaction and, ultimately, a hospital's long-term viability might actually depend on resolution of these issues.

Gaining the advantage

In healthcare, the innovators and the early adopters stand to gain significant competitive advantage. As competition for patients, top doctors and other healthcare professionals intensifies, hospitals have the opportunity to differentiate themselves by developing future-ready technology solutions and fostering a high level of constituent satisfaction.

Future-ready communications

The best approach is to have a versatile communications infrastructure that can handle a variety of wireless devices, and can enable them for enhanced services. This provides two crucial benefits:

- *It upgrades and streamlines operations*
- *It increases competitive advantage – even in the face of sweeping budget cuts.*

IBM Wireless Solutions can help you customise a business model that is designed to respond to the new ways patients, practitioners and staff at your institution use technology. Central to this approach is a framework for developing new methods for funding your IT initiatives. Through voice and data convergence, IBM can help you unify your disparate communications systems into a single networking infrastructure – carrying voice, data and video – based on Internet Protocol (IP). Inherently a cost-saving strategy, an IP network establishes a single standard, permits a vastly increased communications bandwidth and provides your hospital with the opportunity to easily integrate new services that support your business vision.

IBM convergence business models

IBM Wireless Campus Solutions for Healthcare, based on what IBM calls convergence business models, take a sweeping view of a hospital's communications environment and requirements. The models address wired and wireless device and transmission issues, and present new concepts in revenue generation

that leverage the IT infrastructure, helping to open the door for hospitals to develop new collaborations with mobile operators. In addition, these models can encompass the needs of the hospital's surrounding community and present joint opportunities for e-commerce and e-learning.

The first step in developing an appropriate strategy for your hospital is a customised business consulting assessment study to determine your current communications environment and identify a convergence solution that will best leverage your infrastructure.

Integrating data

The many possibilities for enhanced services enabled by IP networking include integrated systems for:

- *Electronic medical records*
- *Digital video surveillance and intrusion detection*
- *Digital media storage and retrieval (including diagnostic images and e-learning content)*
- *Radio frequency identification (RFID) to track patients and equipment, and support hospital supply ordering and inventory systems*
- *Collaborative medical consultation and research*
- *Public wireless Internet access for patients and visitors*
- *Remote communication with ambulances.*

For more information

For more information please contact:

John Maclver

Telephone: +44 (0)20-8818-5761

E-mail: John.Maclver@uk.ibm.com



IBM United Kingdom Limited

emea marketing and publishing services (emaps)
Normandy House
PO Box 32
Bunnian Place
Basingstoke
RG21 7EJ
United Kingdom

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