



## Cisco Advisory Services: Aligning Business and Technology Within Healthcare Organizations

Healthcare organizations face constant change. Government regulations, cost pressure, physician retention, patient satisfaction, and technology innovation require innovative expertise that is often too time consuming and costly to develop in house.

Cisco® Advisory Services is a management consulting practice with comprehensive knowledge of the business processes and technologies in the healthcare industry. Our team of experts has years of consulting experience within healthcare providers and payers and understands that in today's market, success depends upon aligning technology infrastructure with clinical and business needs. Whatever solutions your business goals require, Advisory Services can help support the continued growth and success of your organization.

### Meeting Today's Business Challenges in Healthcare

Our consultants can help you address the myriad of issues and challenges that affect your clinical and business architecture. We provide strategic and technical consulting services to a broad mix of healthcare organizations, including not-for-profit hospital corporations, for-profit hospital corporations, government/federal healthcare organizations, and healthcare payers. Our customers regularly face staff shortages, competitive threats, regulatory compliance, and IT organizational support challenges that we can address by identifying IT gaps, quantifying and prioritizing these gaps, and creating remediation plans and roadmaps to alleviate these gaps. Our ultimate goal is to improve your organization's communication and collaboration, which ultimately improves patient safety, clinical productivity, and overall fiscal health.

### Advisory Services Offerings

Advisory Services aligns Cisco's networking solutions to the clinical and business challenges of Cisco's largest healthcare organizations. Our team of consultants, architects, clinical subject matter experts, and project managers assists you by providing service offerings such as those shown in Table 1.

**Table 1. Service Offerings and Objectives**

Service Offering	Objective
Clinical collaboration and communications	Provide strategic recommendations to enhance clinical collaboration based on business needs and care processes
Care-at-a-distance assessment and strategy	To understand and develop care-at-a-distance strategies and provide recommendations to deliver remote care utilizing collaboration technologies
Patient experience assessment and strategy	Develop strategies to utilize technology to enhance the patient healthcare experience, including patient phone, visit, and stay experience
Video assessment and strategy	Develop strategies to utilize video to improve staff communication collaboration and productivity
Enterprise architecture services	To utilize enterprise architecture and Cisco best practices to identify opportunities to improve business and technical performance through architecture
Biomedical device integration Assessment and strategy	Develop and implement strategies to manage biomedical devices across the network

## Healthcare Customer Scenario

Cisco Advisory Services was recently engaged at a large, not-for-profit, regional hospital system to develop a video strategy. The organization wanted to:

- Include video as primary part of its clinical environment and business operations
- Enhance collaboration across its geographic footprint
- Reduce the cost of large video productions for high-profile physicians

With a strict focus on the client, the Advisory Services engagement team helped the organization understand its video collaboration requirements and begin establishing pervasive video in all aspects of its business by:

- Providing a video strategy and digital asset management approach
- Establishing a roadmap and business case for strategy implementation
- Developing a future state video and collaboration architecture

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## Cisco Advanced Technology

Cisco's advanced technology enables new and innovative ways to solve business problems and achieve competitive advantage across industries. Collaborative applications such as Cisco WebEx™ for Healthcare and Health Presence take advantage of the network's intelligence and pervasiveness to truly transform the clinician and patient experience.

Cisco Unified Communications link voice, data, and video products and applications to facilitate more effective communication—delivering presence and preference information to the right resource. Using presence information, clinicians can search directories to locate other clinicians and simply “click to call” using voice and video, allowing face-to-face exchange of ideas.

The Medical-Grade Network continues to be the foundation of Cisco's technology evolution and business strategy. Advisory Services can assist in enabling this state-of-the-art network architecture for you.

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## The Advisory Services Team

The Advisory Services consulting team has extensive consulting experience (Accenture, CapGemini, Ernst & Young, PriceWaterhouseCoopers) - including experience in profit and nonprofit healthcare:

- Principals: Former Business Consultants, CIOs, CTOs, hospital board members, all with business/industry expertise
- Enterprise and network architects: Individuals with extensive business and technology expertise providing best practices from Cisco Advanced Services and holders of CCIE® certification
- Customer solution managers: Individuals with complex program/project management experience, experienced in subject matter expert (SME) analysis and business case development

Advisory Services has consulting teams in the United States and Canada, helping customers transform their businesses, support complex networks, and take their infrastructure platforms to the next level of performance, efficiency, and security.

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## Contact Information

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