



>THIS IS THE WAY

WE'RE SHAPING THE FUTURE OF HEALTHCARE

>THIS IS NORTEL™

Solution Brief

Nortel solutions for healthcare

Challenges in healthcare

Healthcare runs on the network

The network is increasingly playing a critical role in meeting the needs of patients and medical staff. More and more, the network is being used to enable new healthcare applications. Medical data is being stored electronically and made available to medical staff when and where it's needed, e.g. electronic appointment booking, electronic patient records and electronic transmission of prescriptions. This focus on using the network to enable healthcare workflow and improved efficiency is putting more onus on the underlying network infrastructure to provide the necessary bandwidth, mobility, reliability and performance required.

Consolidating customer service

The industry is also focused on driving more efficiency and is using Interactive Voice Response (IVR) self-service systems and consolidated contact centres to provide more synergy and flexibility to deal with events as and when they arise.

Mobility

Mobility in the healthcare industry is enabling medical staff to access electronic patient information and healthcare applications at the point of care. This speeds up information flow and reduces error associated with traditional methods. Doctors and hospital staff can log into the core network from any location over a secure connection and have full access to the medical information they need.

Nortel products and solutions for healthcare

Providing better customer service at lower cost

> *Improve information access*

- A Nortel contact centre and self-service solution can help healthcare organisations transform their operations. By deploying a Nortel contact centre, a healthcare provider can consolidate many functions into one flexible operation. The Nortel contact centre features powerful skills-based routing of customer enquiries to appropriate members of staff, facilitates patient booking services like “choose and book” and provides comprehensive real-time and historical management reports. This call centre can be fronted with an exceptionally user-friendly self-service speech system that can easily automate tasks such as answering incoming calls, choose and book appointments, directory enquires, recruitment, paging and logging IT faults. The automated self-service system will handle the straight-forward calls, freeing up operators to take on the other tasks — saving hospitals significant amounts of money.

> *Improved flexibility*

- A centralised Nortel contact centre partitioned into different services provides built-in flexibility to handle planned and unplanned events on a continual basis, e.g. moving agents from one skillset to another to meet changing demands.

Enhanced patient care

> *Improve quality of care at the point of care*

- Instantly access on-line medical information and applications right at the patient's bedside using a PDA and use the Nortel PDA communications client to keep in close contact with colleagues.
- Integrate healthcare applications, e.g. a nurse call application with voice over Wi-Fi enabled devices, enabling nurses to respond to events anywhere on campus.
- Nortel's goal is to enable anytime, anywhere secure access to healthcare applications and medical resources across private and public mobile networks. Nortel is unique in providing a multimedia optimized WLAN and/or Wireless Mesh Network infrastructure featuring mobility across the campus with



our strong multi-layer security framework and multimedia health-care applications.

> *Reach out to patients in the community*

- Enable remote patient care and consultation using multimedia applications on Nortel Multimedia Communication Server (MCS) for patients in remote regions and those unable to travel to a health-care facility.

Improve medical staff effectiveness

> *Improve consultation and information sharing*

- Medical staff can use Nortel Multimedia Communication Server's presence feature to identify which members of specialist teams are available and have interaction with them using the most suitable media, e.g. instant messaging, voice, video, document transfer and application sharing. Nortel Multimedia Communication Server enables multi-party audio, video and Web conferencing as well as peer-to-peer communications. Nortel is unique in tying all forms of communication with personal controls into one unified communication application — the Nortel Multimedia Communication Server.

> *Staff mobility*

- Mobile and remote staff equipped with PCs, PDAs or Blackberry devices can use the Nortel multimedia SIP-based client to connect, communicate and collaborate with colleagues.

> *Speed up communications*

- Use the Nortel Multimedia Communication Server's dynamic

presence capability to let medical staff visually check the availability of others before calling or sending an instant message. Using the Multimedia Communication Server's personalization feature, screen and filter calls to any phone device, ensuring staff keep in close contact with their colleagues while managing their workload.

Ensure an always-on network

> *Electronic patient records and healthcare applications require an always-on network*

- In an industry that deals with human life, the immediate availability of medical records and information is critical. A network outage that jeopardizes patient care is simply not tolerable.
- Nortel's optical storage and networking solutions deliver high-performance networking, business continuity and disaster recovery to ensure the recoverability and constant availability of data and healthcare applications in event of network failures or when physical access to a hospital facility is denied. Nortel Ethernet Routing Switches provide sub-second recovery in event of switch or network failure. Nortel also provides IP MPLS and Ethernet WAN solutions to intelligently connect dispersed sites.
- Nortel's Unified Security Framework provides a blueprint for healthcare providers to secure their networks and ensure confidentiality of patient information using Nortel's multi-layered security approach with attention to performance and scalability.

> *Flexible IP Telephony solution*

- Nortel provides highly-reliable, best-of-breed IP Telephony solutions for healthcare organizations. Nortel's voice solutions offer full legacy support as well as strong third-party integration and also allow our customers to evolve towards IP Telephony. This offers a risk-free approach while allowing healthcare organisations to leverage the benefits of IP Telephony and associated applications.

Facilitate break-through discoveries

> *Fostering global information sharing*

- Research institutes, hospitals and universities are sharing their knowledge and achievements with others around the world to help bring break-through discoveries that will improve our quality of life. Nortel Multimedia Communication Server enables the profession to easily communicate and collaborate on research projects to share information and ideas.

Why Nortel

New communications technologies are available to help the healthcare industry get in better shape for the future. Nortel is a leader in healthcare, collaborating with partners and customers to meet vital technology requirements of healthcare customers. Nortel is shaping the future of patient care by providing a secure, always-on network infrastructure and network applications to improve communications and collaboration across the healthcare industry.

Click on-line at: www.nortel.com/solutions/enterprise/index.html for more information.

For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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In the United States:
Nortel, 35 Davis Drive
Research Triangle Park, NC 27709 USA

In Canada:
Nortel, 8200 Dixie Road, Suite 100
Brampton, Ontario L6T 5P6 Canada

In Caribbean and Latin America:
Nortel, 1500 Concorde Terrace
Sunrise, FL 33323 USA

In Europe:
Nortel
Maidenhead Office Park, Westacott Way
Maidenhead Berkshire SL6 3QH UK
Phone: 00800 8008 9009 or
+44 (0) 870-907-9009