

A close-up, profile view of a male doctor in a white lab coat, smiling slightly as he looks at a BlackBerry mobile device. He has a stethoscope around his neck and a name tag on his chest. The background is a blurred hospital hallway with other people in medical attire. The BlackBerry logo is in the top left corner.

BlackBerry

BlackBerry Business Solutions for Healthcare

IDEAL SOLUTIONS TO IMPROVE THE DELIVERY OF CARE, ANYWHERE.

About BlackBerry Business Solutions.

BlackBerry® Business Solutions are about much more than wireless email. They're about understanding and offering ways to improve everything from customer service to cost control and service delivery – whatever your industry or business challenge may be. BlackBerry Business Solutions are about wireless access to your critical information and communications through a combination of applications, services, peripherals and BlackBerry product offerings. They're about having everything you need, right where you need it.

The ideal way to improve patient care and stay ahead has arrived.

One thing's for certain: it's an exciting time to be in the healthcare profession. Technology is advancing at a rapid pace, the building blocks of the Electronic Health Records (EHR) are being put in place and constant medical breakthroughs are reshaping the way you practice every day. But with these opportunities come the challenges of escalating costs, changing processes, an aging population, diminishing human resources and patient safety concerns. Coupled with all of this, the heightened responsibility of keeping patient information private and secure.

So the question is, how do you evolve your models of care to make the most of these advancements and tackle all the challenges that come with them?

It's a tall order, but ideally if you want to stay ahead of the game, you have to find a way to unleash the power of your healthcare professionals and systems. But most of all, ensure your teams effectively communicate and have access to the information they need – when they need it, wherever they need it. When you have the right technology in place, your teams not only work safer, they work smarter.

Welcome to BlackBerry Business Solutions for Healthcare.

BlackBerry Business Solutions for Healthcare allow your professionals to access essential communications and relevant clinical information from virtually anywhere, which means improved patient care, better cost control, streamlined workflow and increased efficiency – all without sacrificing the security and privacy of confidential patient information.

These wireless solutions are specifically tailored to provide doctors, nurses and support staff with access to communications, workflow enhancements and clinical applications, wherever they are. They combine fundamental tools such as voice, messaging, scheduling and alerts along with complementary healthcare applications such as nurse call, decision support, charge capture, e-prescriptions and access to clinical patient data. So whether practicing in a clinic, hospital or out in the community, resources can be accessed from anywhere. In turn, it means your teams can be more productive while also finding a better work-life balance.



They offer a choice of enterprise WLAN 802.11 and cellular BlackBerry smartphones to fit the wide range of requirements of campus-based and mobile employees. Wireless push updates eliminate the need to sync data and the advanced security features maintain strict privacy standards. BlackBerry Business Solutions for Healthcare have everything necessary to stay securely connected to colleagues and patient information at all times. Plus you can add Bluetooth®-enabled accessories such as barcode or RFID scanners to manage inventory and reduce medication errors.

As never before, clinicians can practice medicine virtually anywhere, at anytime, with secure access to the information and systems they need – right at their fingertips.

"The combination of email, cell phone, organizer and electronic prescription system in one secure BlackBerry smartphone is an innovative and spectacular improvement in e-prescribing technology. This solution can increase safety, save patient's time and money and make life easier for physicians."

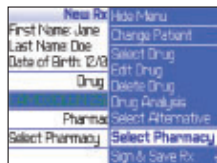
Deborah Whitehead, Assistant Vice President for Pharmacy, Tufts Health Plan, USA



Communication and Workflow



Decision Support



e-Prescribing



Patient Data Management



Data Entry



Location-Based Services

When you change the way you communicate you enhance the way you work.

It goes without saying that many aspects of the healthcare system are changing at lightning speed. Yet, care teams are still connected by outdated paging systems and paper still drives many processes. And while change is always a challenge, it's more important than ever for communications to evolve to meet healthcare workers' changing demands.

BlackBerry Business Solutions keep people at the heart of the system by making it easier for healthcare professionals to prioritize activities and effectively communicate with colleagues – whether responding to a nurse call page, making a VoIP call, short dialing, completing a form or writing an email to confirm a prescription dosage change. And wouldn't it be ideal if lab results and DI (diagnostic image) report notifications, or even a critical 'code blue' alert, discretely notified users in real time, wherever they were? That way healthcare professionals could make better and faster decisions – and improve the quality of care they deliver.

BlackBerry Business Solutions consolidate existing processes and enhance the value of existing systems by becoming the single information hub for communication and workflow. Inherently flexible, adaptable and cost-effective, they allow healthcare organizations to unify and streamline patient care by truly connecting teams. Isn't it time you had 21st century processes to deliver 21st century care?

Virtual real-time access to information means better patient care. From almost anywhere.

Medicine is many things, but one thing it's not is a desk job. In fact, medical professionals are constantly roaming the corridors of the hospital or out in the community. And when they're on the move, it's a challenge to receive updates or immediately access the information they need to treat patients.

BlackBerry Business Solutions puts a full range of industry-leading clinical applications at your professionals' fingertips wherever they are and whenever they need it, using proven BlackBerry push delivery technology. Industry-leading Independent Software Vendors (ISV's) provide award-winning patient data management, charge capture, data entry, eRx (e-prescriptions) and decision support solutions (such as calculators, medical reference and drug interaction guides), for use on BlackBerry smartphones. That means clinicians can retrieve and update patient data at the point of care – improving patient care delivery, preventing errors and reducing response time without compromising the safety of patients or the privacy of their information.

"The BlackBerry solution was a stunning success right from the start. It significantly defragmented the care process and improved the response time to messages. The nurse sent me a message suggesting that a certain patient needed more anti-hypertension medicine. That seemed reasonable, so I touched the Reply button and typed 'Yes, go ahead.' then hit the Send button and it was done. Done in less time that it would usually take me to even find a phone to answer a page. It took my breath away."

Dr. Chris O'Connor, Director of Medical Informatics & Critical Care Medicine Trillium Health Centre, ON, Canada



The right tools deliver the right staff.

With the current shortage of medical professionals, the organizations that improve communication processes, optimize workflow and streamline access to information will attract, retain and maximize the productivity of their staff – resulting in a significant impact on the care delivered and the bottom line.

"Previously anything the consultants couldn't physically carry wasn't available outside the hospital. Now, if they need a file they simply read it on their BlackBerry smartphone. This means clinicians can make the right decisions about patient care immediately, from wherever they are, at any time of the day or night. The result has been more effective treatment for patients and greater efficiency for the unit."

Paul Jones, Clinical System Architect, Addenbrooke's Hospital, Cambridge, UK



Private and secure. Two words every patient wants to hear.

When it comes to healthcare, privacy and security of patient information is paramount. It's not just a courtesy – it's required by the Health Insurance Portability and Accountability Act (HIPAA) of 1996. That's why it's absolutely vital to extend your high standards of security to the mobile systems that provide healthcare professionals with access to patient information they require.

BlackBerry Business Solutions that include the BlackBerry® Enterprise Server provide security features including passwords, wireless IT policy enforcement and AES or Triple-DES encryption of all transmitted data. Unlike tablet PCs or PDAs, these enhanced security features allow BlackBerry smartphones to operate fully and effortlessly within a HIPAA-compliant environment, giving healthcare providers what they need while ensuring their patients are protected. Isn't that ideal?

"It's such an advantage to have everything included in one package like the BlackBerry solution. My advice is to go with something proven that has been well-reviewed and recognized as robust by the security and hacker communities."

*Dr. John D. Halamka, MD; MS; Chief Information Officer
Harvard Medical School and Beth Israel Deaconess
Medical Center; Chairman of Health and Information
Standards Panel*

Everything you need, right at your thumbs.

A full range of industry-leading healthcare applications are available from third party ISV providers that can be mobilized with BlackBerry Business Solutions, including:

- Communication and workflow solutions, such as nurse call integration, critical alerts, job tickets, unified messaging, short dialling, and vital sign monitoring (telemetry)
- Decision support tools, such as calculators, medical reference and drug interaction guides
- Patient data management tools for mobile access to clinical EMR data
- Productivity tools, such as eRx, scheduling and charge capture
- Data entry tools, such as e-forms, digital writing and barcode scanning
- Location-based services, for turn-by-turn directions and mileage tracking
- Telemetry and Digital Health solutions to enable remote patient monitoring and help manage chronic diseases

The following USB and Bluetooth peripherals can also be included with BlackBerry Business Solutions:

- Barcode and RFID readers
- Global Positioning System (GPS)
- Digital writing
- External keyboards
- Mobile printing
- Telemetry devices

The world of healthcare is indeed changing. It's now time to change how your organization works to better serve your patients no matter where you are.

After all, in an ideal world the best solution for your organization would be based on your organization.

Welcome to an ideal world.

"In today's health care environment, where resources are stretched, becoming as efficient as possible is goal number one. BlackBerry smartphones have become part of our staff's day-to-day toolkit. I don't think you could take it away from them."

*David Kaufman, Corporate Director,
Communication Technology and E-strategies,
Baylor Health Care System, USA*

To find out more about BlackBerry Business Solutions for Healthcare, go to www.blackberry.com/go/healthcare

