

# Deliver Business Outcomes with Mobile Application Services



## Contextual Mobile Apps Enhance Patient Care and Doctor's Workflow

Imagine a hospital where a patient enters the lobby and instantly receives a welcome message on her mobile phone. She clicks it and is immediately presented a floor map with a path showing her how to get to her appointment. After the patient arrives at her destination, the doctor is automatically notified of her arrival on the patient management system. The care team greets her and is ready to assist. The patient feels well taken care of and less stressed. There is no waiting time, and the doctors and nurses work efficiently.

We can assist you to make this mobile app vision a reality with our Mobile Application Services. Mobile apps can help you reduce care cost by improving the workflow for doctors and nurses. Offer patient centered care with personalized mobile experiences. We help you define and deliver a mobile app strategy that backs your overall healthcare imperatives and business initiatives. To speed development and integration, we provide pre-built, customizable mobile app solutions for healthcare. These mobile apps use intelligent data from your network and your databases. Combine this data with contextual awareness, hosted on Cisco's cloud as an option, based on the user, location, and device type, to create personalized engaging mobile experiences for doctors, nurses, and patients. We can also develop new mobile apps, modify your existing ones, or integrate your existing apps into your overall mobile application solution. As part of our customization services, we can integrate the apps into multiple enterprise back-end

systems to create a consistent user experience. We create financial models and ROI calculations so you can justify your investment. Define metrics to track business impacts and an architecture roadmap to get ready for deployment. Our engineers provide you with mobile app solution support that frees up your IT department to focus on the essentials.

## Develop and Integrate Personalized Mobile Experiences

How do you deliver mobile apps that support patient-centered care models and keep costs down? How can you offer mobile access to doctors and nurses while maintaining regulatory compliance? How can you tap into the intelligence of your network and databases to create personalized services? Are you able to keep patient data safe with mobile policies based on the location of your doctors and nurses?

Mobile Application Services help you offer competitive care models, use business analytics for results, and provide an engaging mobile experience for doctors, nurses, and patients:

- **Build mobile app experiences** for new care models and improved workflows

- **Integrate real-time intelligent data** of healthcare systems and networks for contextual personalized mobile experiences
- **Connect and integrate with existing healthcare systems and applications** to optimize workflow and simplify processes
- **Use pre-built, customizable mobile apps for healthcare** for speed to value
- **Run healthcare business cases and financial models** to discover cost savings
- **Accelerate your implementation** of mobile use cases that engage doctors, nurses, and patients
- **Employ a cloud-based offer** with scalable, cost-efficient solutions





|                                 | Features                                    | Use Cases                                                                                                                              |
|---------------------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Patient Visit Engagement        | Welcome services                            | Identify patient on arrival and display “welcome” message on mobile device.                                                            |
|                                 | Wayfinding and navigation service           | Provides wayfinding and map navigation services.                                                                                       |
|                                 | Information push notifications              | Send hospital and health information to patient based on location.                                                                     |
|                                 | Care team notifications                     | Notify doctors and nurses of patient arrival.                                                                                          |
|                                 | Points of interest                          | Provide building maps and point of interest information relative to patient’s location.                                                |
|                                 | Pharmacy waiting time optimization          | Notifies pharmacy of patient arrival.                                                                                                  |
|                                 | Resource location awareness                 | Dynamically identifies location of care team members.                                                                                  |
|                                 | Device location awareness                   | Dynamically identifies location of specific devices.                                                                                   |
|                                 | Location-based resource assignment          | Optimizes job assignments through assigning closest resource to job location.                                                          |
|                                 | Event triggering                            | Triggers events by patient and care team location.                                                                                     |
| Workforce Optimization          | Location analytics                          | Understand primary patient, guest, and care team location analytics (waiting time, foot traffic patterns) to optimize resources.       |
|                                 | Location-aware application access           | Grants or blocks access to applications based on user location and role.                                                               |
|                                 | Device location awareness                   | Dynamically identifies location of specific devices.                                                                                   |
|                                 | Location-based resource assignment          | Optimizes job assignments through assigning closest resource to job location.                                                          |
|                                 | Event triggering                            | Triggers events by patient and care team location.                                                                                     |
| Application Access Optimization | Location analytics                          | Understand primary patient, guest, and care team location analytics (waiting time, foot traffic patterns) to optimize resources.       |
|                                 | Location-aware application access           | Grants or blocks access to applications based on user location and role.                                                               |
|                                 | Role- and location-based quality of service | Makes sure of an optimum, consistent mobile experience for high-bandwidth applications such as video, based on user role and location. |

## Extend IT Time and People

You want to accelerate your business; we work with you to determine the mobile app solution capabilities you need. Our experience and expertise guide you with decisions around cloud and in-house deployments. We help you plan, design, and deploy your mobile app solution and integrate it with existing enterprise systems. We offer ongoing support and optimization of mobile app solutions. Our mobile app solutions provide standardized healthcare-specific features that you can customize.

## Why Cisco?

Mobile app solutions are at the heart of our business. You can choose an in-house or cloud deployment; choose what fits your organization best. We offer a mobile app solution that gives you optimum security and performance based on our experience with healthcare customers. Together with our partners, we are ready to help you accelerate your business with mobile apps.

## Next Steps

To connect with our mobile app solution specialists, send an email to [mobile-app-sales@cisco.com](mailto:mobile-app-sales@cisco.com).