



HEALTHCARE SOLUTIONS BRIEF

New Healthcare Vision

Collaborative video solutions improving care and reducing cost



Collaboration face to face: the power of *being there, without going there.*

Collaboration across the healthcare team has always been important. What's different today? You can collaborate over video anywhere anytime to education, delivery care or get things done!

Education, It's a good thing, right? But education to prevent unnecessary re-hospitalizations is a great thing. Patients with chronic disease may find themselves in the hospital on Monday, released to go home a few days later, just to find themselves back in the Emergency room the following Monday creating an expensive cycle of declining health. Collaborative video education is breaking this cycle helping healthcare teams and patients better manage disease through community and home based education.

Thanks to your prevention and wellness programs, your community members know how to recognize the symptoms of a possible stroke, and that it is critical to get to the hospital as soon as possible. They know 'time is brain'. But when the patient arrives, there is no neurologist, what now?

Telemedicine. You know the term. You've heard the buzz, you've marveled at its potential, and now you marvel at how it brings you the stroke services of a neurologist that is 100 miles away. A unique confluence of events, timing and technologies are making the successful implementation of telemedicine solutions more of a reality than ever before. But telemedicine is just part of a much bigger picture—one that literally involves a bigger picture—collaborative healthcare solutions from Polycom.

Our high-performance collaborative infrastructure, the Polycom® RealPresence® Platform, helps enable healthcare professionals and patients to communicate virtually anywhere and at any time. Our standards-based design is one of the key differentiating factors that make Polycom an ideal choice for healthcare facilities and professionals looking to cost effectively migrate to integrated healthcare video conferencing systems.

Healthcare communication. It's all right there in front of you.

High-quality results. Connecting for care from Polycom.

Some pretty amazing things are happening in the world of collaborative healthcare today. The advent of high-performance video conferencing with true interactive HD-quality viewing and listening capability is bringing doctor and patient closer together in ways only previously imagined. In fact, the Polycom

collaborative video solutions are connecting patients in remote and rural areas to medical specialists in hospital centers throughout the country. Video care coordination has broken through the former distance boundaries, and enables the delivery of medical assessments and care in a more timely and cost effective manner.

Video collaboration is having a marked impact on patient care and the overall reduction of healthcare costs. And it will continue to play an increasingly important role when it comes to care of patients, the ease of medical administration and record-keeping, and the general education of all parties involved.

With Polycom collaborative video for healthcare solutions, specialists are able to visually interact with their patients no matter where they practice—from the hospital, from their office, even from their home when time is of the essence and immediate access is critical.

Practitioners now collaborate for health and wellness for their patients that have illnesses like diabetes, COPD, asthma, mental illness, or obesity where distance and location of the patient and doctor are no longer relevant.

Some key advantages of Polycom collaborative video solutions for healthcare.

- Extended reach for high-quality interaction between doctor and patients—no matter where either happens to be
- Decreased unnecessary re-hospitalizations through better consistent patient education, and healthcare team coordination
- Enhanced healthcare team meetings via "multipoint" collaboration to save time, travel and money
- Supports multidisciplinary teams with associated cost savings
- Increased productivity of healthcare professionals
- More effective education of hospital staff, clinicians and the patient community
- Increased referrals and a strengthened relationship with local hospital and related health facilities
- Reduced ER loads and decreased patient wait times
- Data collected to support accountable care organizations and pay for performance models
- Improved access to care

Patient-centered medical home, a team-based patient care model

In 2007, the primary care professional societies endorsed a set of joint principles around the idea of the Patient-Centered Medical Home or PCMH. It is now endorsed by 22 physician organizations. PCMH is a team-based model of care led by a personal physician in which a team of health professionals, coordinated by a personal physician, works collaboratively to provide high levels of care, access and communication, care coordination and integration. In this new model of care it is essential that the entire healthcare team be connected and able to coordinate care. Today it is possible to fully realize this model, and enable the needed collaboration and communication using Polycom's collaborative solutions for healthcare.

This emerging practice is relevant the world over as we look for ways to improve care, prevent illness, and reduce cost of care. We need to emphasize prevention, and more involvement of the primary care physician and local community health centers. The hospitals will play an important role in the PCMH through their adoption and role out of EHRs and by providing expert consults as well as collaborative infrastructure. At the end of the day, strengthened relationships between all those involved in care delivery will result in better patient care, and wellness.

Advantages of Polycom collaborative video solutions for PCMH

- Polycom's collaborative solutions help enable the patients and members of the extended healthcare team to reach out to each other over live video. They stay connected whether they are at home, at a community health center, a rural hospital or a Hospital Center of Excellence, using their tablet, smart phone, PC, a Polycom® Practitioner Cart® or a Polycom® RealPresence® system
- Enables the healthcare team to collaborate over video with recording and streaming options available for patient, practitioner and care team educational purposes
- Care can be interactively coordinated across all elements of the healthcare system, such as subspecialty care, hospitals, home health agencies and nursing homes
- Unnecessary rehospitalization can be avoided by using Polycom collaborative solutions to support case management and release from hospital
- Supports multidisciplinary teams (MDT) allowing specialists to confer on patient health plans, and optimize outcomes without the entire team traveling to be physically present for discussion
- Polycom® RealPresence® with Video Content Management allows you to not only participate in multipoint live video calls, but also record, archive, and capture data on attendance for certification programs



Healthcare patient education. The more people know, the better they can feel.

The concept and the implementation of Collaborative Video Healthcare has the potential to be life-changing for nearly everyone involved. But where it will perhaps have the most impact is when it enables communities to come together to help each other stay well, and use the power of the community to support healthy life choices.

It is now possible to connect community health centers, public health departments, educational organizations, and community based groups so that their members can be brought together over live video to discuss common medical challenges and successful lifestyle recommendations. Prevention sessions can be recorded, and archived for retrieval as needed to support programs like smoking cessation or drug rehab or programs targeting ways to help avoid unnecessary re-hospitalizations.

Patients can come together at community health centers, reach out over video to others who may be located in near by communities, or attending from home, as well as be joined on the video by healthcare experts that can help them work together to arrive at better life choices, and better outcomes. With collaborative video for healthcare the community is connected for better health.

Benefits of Polycom Collaborative Video Solutions for patient education

- In the area of mental health, gives clinicians the opportunity to “see” their patients at multiple community health centers, or participate in multi-site support groups, without the time and travel formerly required
- Diabetes education and management offered by community health centers over video can bring in experts at a distance or diabetic patients from other community health centers to promote diabetes awareness and wellness
- Rural health clinics can offer kidney disease education over video, with patients and expert presenters participating from anywhere
- Ideal for nutritional education for patients, as well as for information about childhood obesity and high-risk pregnancies
- Promote community wellness by providing live video educational sessions at the local community center on topics like high blood pressure, asthma, COPD, CHF, and stroke recognition
- Support recording and streaming options that provide data collection, questionnaires and on demand education through customizable Polycom® Video Content Management solutions
- Reduce unnecessary re-hospitalizations through video enabled patient education and wellness programs



Healthcare administration. A whole new approach for a new way to work.

Keeping in touch and current is easier than ever before using a high-quality Polycom collaborative video conferencing solution. It's actually a technological marvel that makes everything from general staff meetings to nurse-patient interactions to executive board reviews more productive and, better yet, more effective for all parties.

With a Polycom collaborative video conferencing solution in place, gathering people together for meetings, recruitment and reviews happens with a simple click. Polycom "virtual meetings" can also improve collaboration and knowledge-sharing among experienced healthcare professionals. It even makes an ideal option for working with medical suppliers and vendors, making it easier to review new products and place new orders, potentially eliminating errors in product selection and quantities as well.

These are the kinds of interactive improvements that can yield other benefits to the healthcare field and its professionals. Whether it's nurse or practitioner recruiting and interviewing, board meetings or project management for projects like EHR, Polycom video collaboration solutions help improve overall communications and gain workflow efficiencies, as well as drive down costs and enhance productivity. And by improving collaboration, benefits such as increased employee satisfaction, stronger patient relationships, and reduced financial costs follow.

Advantages of Polycom collaborative video solutions for healthcare administration

- Significantly enhance project management and workflow within healthcare organizations by offering easier collaboration opportunities
- Excellent compatibility with EHR (electronic health record) project management and allows participants to share desktops to aid in selection, implementation, training and support
- The smart choice for ongoing staff and general meetings, allowing more remote locations to be included cost-effectively
- Improves monthly and ad hoc operation budget reviews so attendees can collectively react to budget changes, revisions and additions
- Conduct executive management and board meetings more cost-effectively with the same level of open dialog and interaction as in-person meetings
- Innovative uses for ADA applications, including translation services or spoken and American Sign Language
- Facilitate collaboration across diverse health care organizations and support financial or grant associated consortium efforts
- Support certification programs through customizable video content management



Economic incentives. Or how to get what's coming to you.

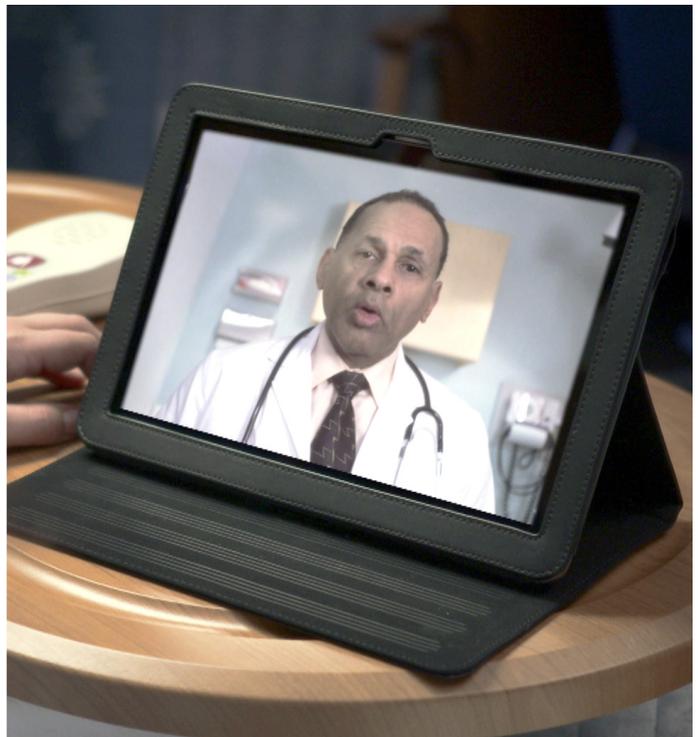
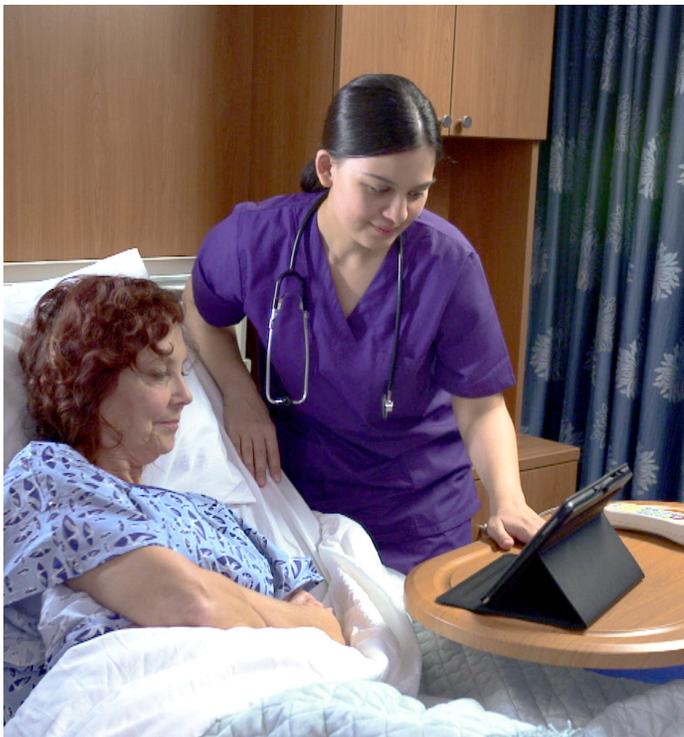
At a time when all of the technologies are aligning to support a collaborative model of healthcare, there are more funding opportunities than ever before. Today grants are available to support the implementation and roll out of new and innovative models of care. Polycom is tracking the many grants and funds that can connect patients and healthcare providers in powerful new ways.

We know that finding, applying for and receiving a grant can be a time-consuming and often overwhelming task. That's why Polycom provides assistance in every aspect of proposal preparation, funding selection, and submission of grant applications. Let us help you find the level of funding you need to implement a Polycom solution. Our team of grant and industry experts will help you devise a funding solution package to meet your specific and unique needs and achieve your project outcomes.

The Polycom Grant Assistance Program (PGAP)

- Provides assistance in every aspect of grant funding selection, proposal preparation and submission
- Team consists of grant experts with experience in grant writing, grant administration, procurement, and grant peer review
- Linked to a national network of grant writers

- PGAP will underwrite all or a portion of grant writing costs associated with a grant proposal that includes Polycom equipment supporting collaborative healthcare solution
- PGAP will assist you in understanding post-award grant requirements
- Grant ready assessment and navigational tool
- A self-assessment tool that provides organizations with an evaluation of their "grant-readiness" and can help increase likelihood of full funding
- Based on the most common evaluative criteria used in grant reviews
- Enroll in the program: www.polycom.com/grants
- Email your Polycom Area Grant Manager: grants@polycom.com



Collaborative technology. People work better when they work together.

Today, there is a wide range of Polycom collaborative video solutions available for doctors, hospitals, clinics, patients, and healthcare organizations to choose from. Everything from the Polycom HDX® series of high-performance conference room systems to the Polycom® Practitioner Cart® for patient side medical use to RealPresence mobile for tablets and iPhones. There is even a full suite of content management tools for recording, archiving, storage and retrieval.



Polycom® RealPresence® Platform

The Polycom® RealPresence® Platform is a high-performance collaborative infrastructure that enables healthcare professionals and patients to communicate virtually anywhere and at anytime. This standards-based approach is compatible with systems from Microsoft, HP, IBM, Juniper, Siemens and many others. The Polycom® RealPresence® Platform is an excellent choice for healthcare facilities and professionals looking for a cost effective solution to help them migrate to integrated video conferencing systems to facilitate enhanced patient interactions, while maintaining their current infrastructure investment.

Polycom® Practitioner Cart™ HDX® Unit

The Polycom Practitioner Cart brings high-definition video, audio and image-sharing to medical professionals and patients no matter where they are located. The patient sees the remote specialist on the monitor, and the remote expert can pan, tilt, zoom the camera on the top of the cart to “see” the patient.

Polycom® HDX® 6000-View Media Center

The HDX 6000-View Media Center product is a what Polycom calls a “huddle” system—a compact solution for a patient or small group of patients to collaborate with a far end practitioner or to participate in a video call with other groups of patients at a distance. It can function as a complete table-top system.

Polycom® CMA™ Desktop and HDX® 4500

CMA Desktop and the HDX 4500 are ideal selections for the practitioner side of a telemedicine video call. The practitioner can place a video call and control the far end camera to get a good look at their remote patient. Further with CMA desktop or the HDX 4500, the practitioner has access to browser-based applications.

Video Content Management

Software for secure video capture (recording and playback), as well as content management, administration, and delivery of video content.

RealPresence Mobile

Polycom® RealPresence® Mobile video client application delivers HD-quality, audio, and content sharing to tablet users. Powered by the RealPresence Platform, users connect to millions of video conferencing systems deployed throughout the world, the RealPresence Mobile is an efficient, secure, innovative and high-quality addition to any video-enabled network.

About Polycom

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence® Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, specialists, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security for video collaboration, whether on-premises, hosted, or cloud-delivered. Visit www.polycom.com or connect with Polycom on Twitter, Facebook, and LinkedIn.

Polycom, Inc.
1.800.POLYCOM
www.polycom.com

