# Macro Trends in NA Healthcare

- Need to treat the lifecycle of a patient
  - Shift from acute to chronic care
  - Shift from acute facilities to ambulatory and home
- Need for data – no big data without little data
- Staffing issues
  - Aging populations
  - Less clinicians to health
  - More clinicians are doing non-clinician activities
- Consolidation
  - More standardization in the IDNs

Three things that drive HC

- Money
  - Currently with the hospitals but shifting
- Mandates
  - As noted by the panel – know your regulations including but not only the ACA
- Volume – 35 million admissions in acute care but ambulatory will treat 2-3x more
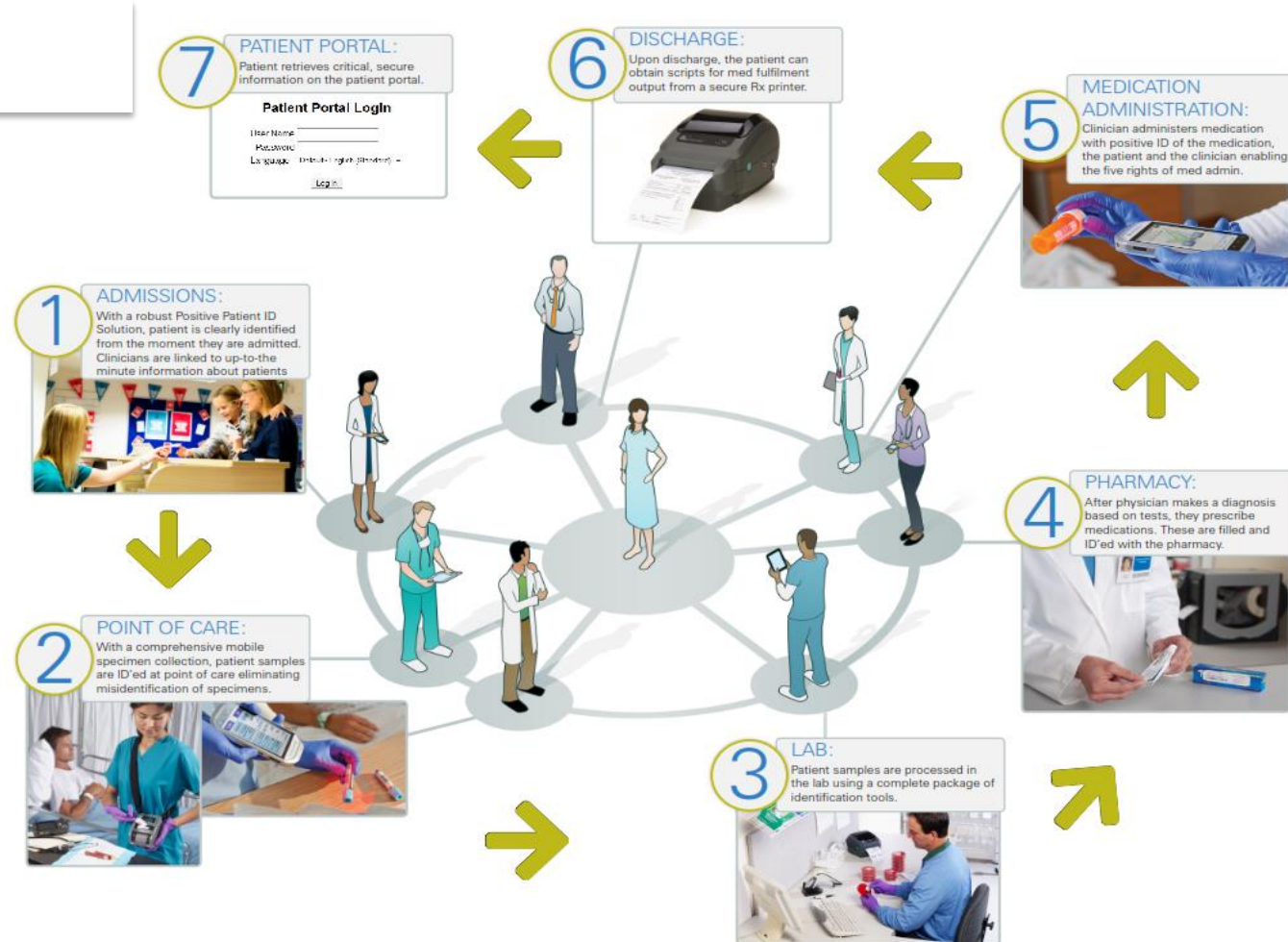
How we fit today:
the Bridge to the EHR and Patient Safety

Patient, Assets, Operations, & Staff Information

↓

Solutions

Visibility

↓

Health Systems and EHR

Where do our products fit?

Remote Patient Monitoring

Laboratory Processing

Medication administration

WLAN

Materials Management

Surgery Center

Asset Management

Access Control

Positive Patient Identification

Specimen Collection
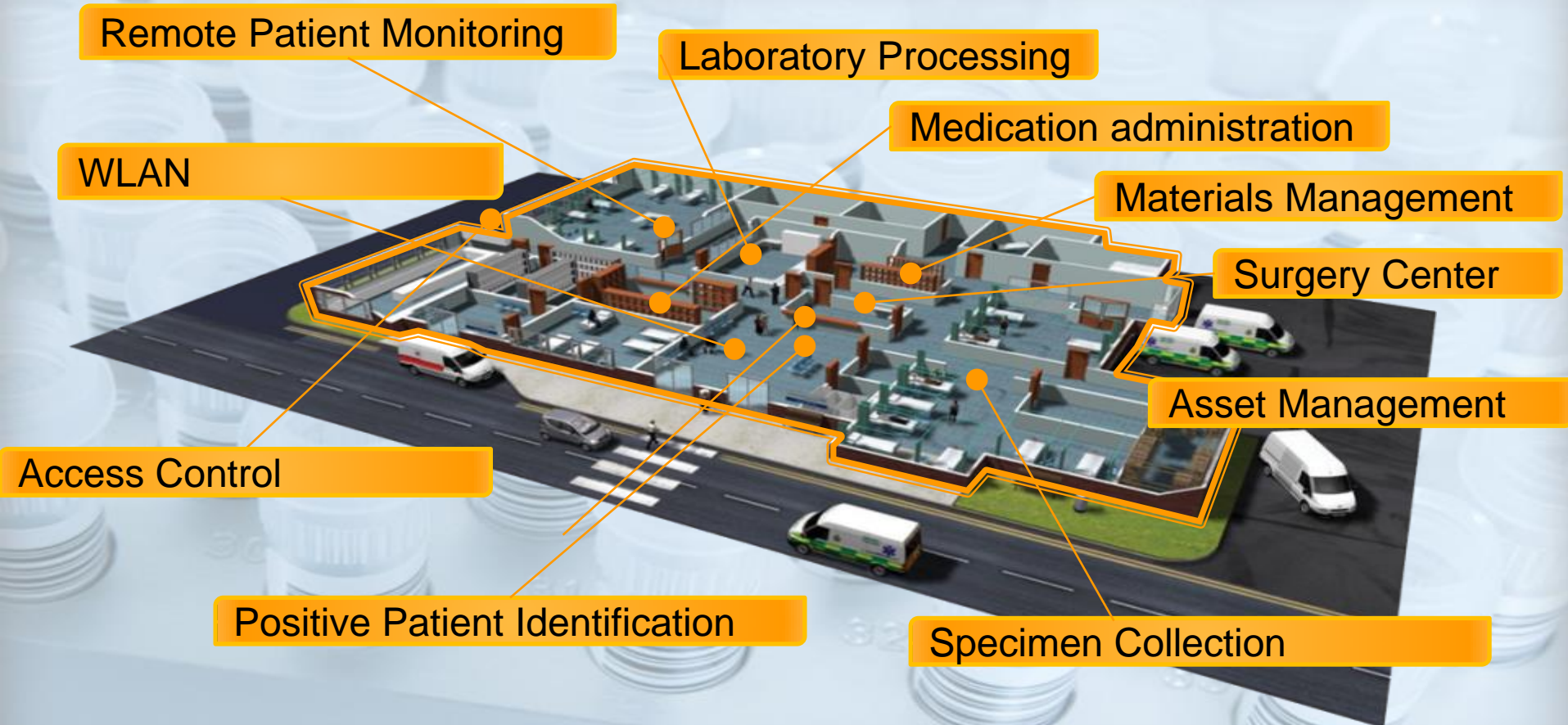
Enhancing Patient Care

Safeguard Patient Safety in all areas of the facility

Positive Patient ID
Increase patient safety through all healthcare processes by easily identifying your patients from point of admission.

Specimen Collection
Ensure the right specimen is collected from the right patient at the right time and placed in the right container, ensuring the right results — and the right course of treatment .

Remote Patient Monitoring
Eliminating the time spent constantly traveling to either the central nursing station or the patient's room to perform critical tasks.

Medication Administrations
Enable nurses to administer medication more quickly and accurately, helping to avoid costly errors.

Pharmacy Management
Medications are scanned to immediately verify and record medication dispensing,

Increasing Operational Efficiency

Connect Caregivers and Track Patient Progress, Equipment, Facilities and Costs Effectively

Facilities and Asset Management
Providing complete automation of asset management while improving the quality and efficiency of the asset maintenance by locating equipment and scheduling maintenance quickly and easily.

Internet of Things Solutions (Zatar)
See all of your smart devices and easily connect them to the Internet using a cloud-based infrastructure.

Lab Adminstratration
ID and Location patient specimens before, during and after processing

Improve Staff Productivity

Do more with the same number of staff by enabling workflow and communications enhancements

Staff Communications
Improve medical staff dialogue, ensure accurate records, and streamline diagnosis and treatment to prioritize time with patients instead of errands.

Location Solutions
Utilize RTLS to track the movements of your staff and provide helpful workflow enhancements.

Optimizing IT Operations

Focus on secure, simpler tools to make it easier to deploy applications and manage devices

WLAN Connectivity and Network Assurance Solutions
Delivering high-speed, reliable and secure connectivity and communications between healthcare systems with the simplified management, monitoring and protecting of wireless LAN network.

Guest/Patient Wi-Fi Hotspot and Bring-Your-Own Device (BYOD) Solutions
Facilitating the on-boarding and management of guest devices to provide easy and secure access to the wireless network for visitors and patients on the premises.
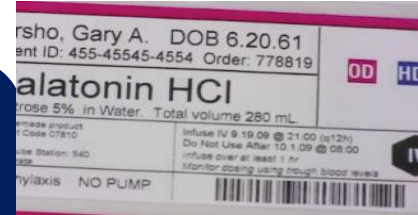
SOLUTION SET

Hardware

Scanners, Mobile Computers, Network Components

Label, Wristband and RFID Printers

Supplies & Services

HC100 Cartridge (Infant, child, adult) Alert Labels

Integration Services

Workflow Assessments

Software

Training

EMR Admit Discharge Transfer

Mobile Specimen Collection

WLAN
MC40
QLn220 HC
QLn320 HC

Supplies

Hardware

Mobile Specimen Collection

Services

Software

Link-OS™

USE CASE: Mobile Specimen Collection

Current State

```
Gather draw orders → Generate labels → Organize orders → WARNING: Labels lost/misplaced → Prepare cart
                                                                                              ↓
Apply label to vial ← WARNING: Mismatch of sample to patient ← Remove label from draw order ← Draw blood ← Locate patients
  ↓
Mark as stat → WARNING: Stat samples inaccurately identified → Deliver samples to lab
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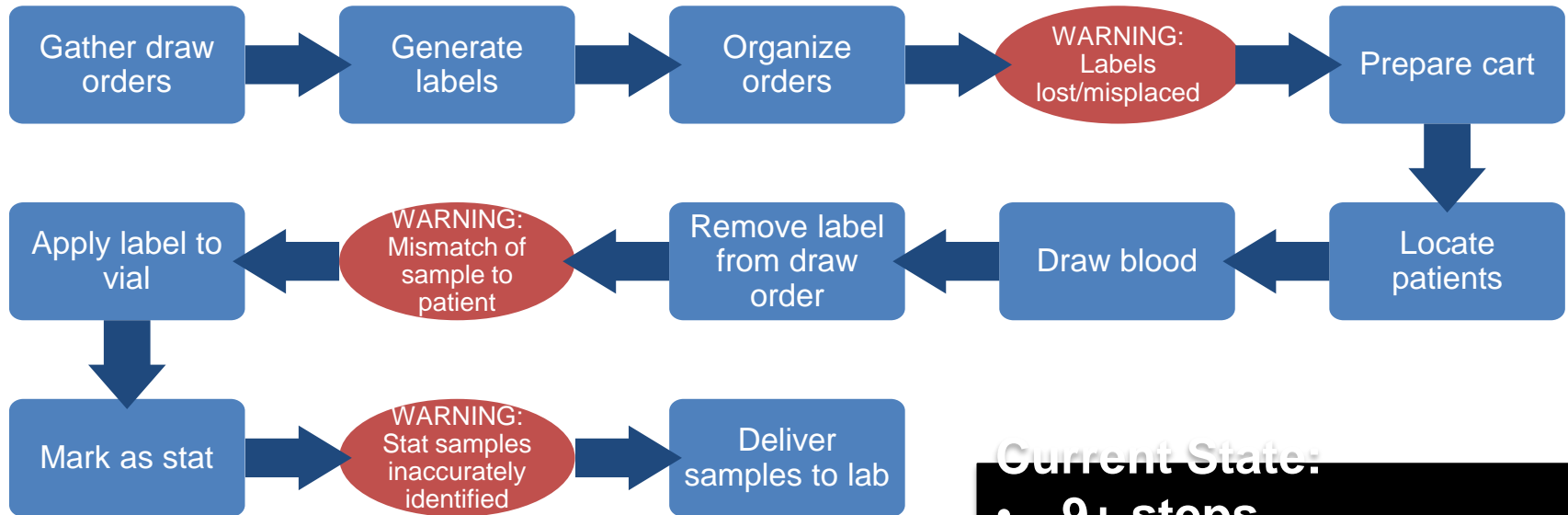
Current State:
- **9+ steps**
- **Time consuming**
- **Vulnerable to human error**

USE CASE: Mobile Specimen Collection

Future State

Clinician arrives at bedside and immediately scans patient wristband verifying patient ID

Blood or other specimen is drawn/collected

Label is generated using a mobile device and immediately applied to vial or sample encasement

Specimen label is scanned

Clinician badge is scanned

Future State:
- **5 steps**
- **Streamlined**
- **Accurate**

How are we going to fit tomorrow?

- IoT Platforms
- Location in addition to identification
- Analytics
- Asset Intelligence

Decision Makers & Influencers

- Chief Information Officer – See profile
- Chief Technology Officer
- IT Directors (seamless integration, budgets, business value)
- Chief Nursing Officer (employee morale, enhance patient experience and reduce cost) – See Profile
- Clinical Informatics Director / Chief Nursing Information Officer
- Chief Medical Information Officer – See Profile
- Laboratory Director: Influencer (Performance) – See Profile
- Pharmacy Director: Influencer (Performance)
- Registration/Admitting Director: Influencer (Performance) and User (Efficiency)

Patient Safety Committee Members

- Focused sales team
  - This does not work by sending the retail rep to a hospitals
- Focused Subject Matter Expert
  - Not a sales rep, a workflow and HC consultant
- Software expertise – both Zebra's but really knowledge of the hospital operating systems and EHRs
  - Focusing on different areas of the hospital, with different ISVs
- Patience
  - Healthcare sales take a LONG time to come to fruition