



For
Small
Business



Cisco Solutions for Small and Medium-Sized Healthcare Practices

How Can You Grow Your Business by Helping Medical and Dental Practitioners Take Advantage of Cisco's Small Business Solutions?

The delivery of affordable and effective healthcare is one of the most important and high-profile topics today. Facing increased government regulations, small and medium-sized medical practices are turning to information technology to reduce costs and improve the quality of patient care. They're doing this while facing a shortage of skilled staff and meeting the diverse needs of an expanding number of patients. By selling Cisco® solutions geared for the healthcare industry, you can help small and medium-sized medical practices achieve compliance, qualify for incentive reimbursement, elevate staff efficiency, and improve the patient experience.

What Problems Do Medical Practices Need Solved?

To survive in today's regulatory environment, small and medium-sized healthcare practices must:

- Adhere to the American Recovery and Reinvestment Act (ARRA) of 2009, which designates incentive payments for adoption of certified electronic health records (EHRs) and the ability to "exchange electronic health information with, and integrate such information from, other sources." The legislation also emphasizes the security of health information. Practices using EHRs are eligible to receive up to \$44,000 per physician. After 2014, those without certified EHRs in place receive no incentive, and they incur a reduction in Medicare reimbursement after 2015.
- Provide secure use, distribution, and storage of medical records at the point of patient care as well as to external healthcare providers.
- Use IT to streamline patient-staff communications and interactions, making them more productive and profitable.

Features and Capabilities

Cisco provides end-to-end healthcare IT infrastructure solutions that help enable security, reliability, and regulatory compliance built upon a Cisco Medical-Grade Network foundation.

Critical components of Cisco infrastructure solutions for healthcare include:

- Cisco Secure Wireless
- Cisco PCI (Payment Card Industry) for Healthcare
- Cisco Data Center for Healthcare
- Cisco Digital Media System for Healthcare
- Cisco WebEx™ for Healthcare
- Cisco Medical Data Exchange Solution (MDES)

Cisco Care-at-a-Distance and Cisco Clinical Workflow solutions are flexible additional components that can be integrated as needed. They provide enhanced communication and collaboration and can streamline workflows and improve communication among clinicians.

Cisco Care-at-a-Distance and Cisco Clinical Workflow solutions include:

- Cisco Mobile Collaboration
- Cisco Nurse Connect
- Cisco Expert on Demand
- Cisco Context-Aware Healthcare
- Horizon Medical Imaging (HMI) Collaboration
- Cisco Collaboration and Reporting
- Cisco Digital Physician Office
- Cisco TelePresence™ for Healthcare
- EXTENSION Solution Suite

The Elevator Pitch

Help make your medical practice EHR-compliant and qualify for incentive reimbursement while improving staff productivity and patient care. As a Cisco Certified Partner, we provide complete end-to-end solutions that help you meet new regulations with easy-to-use tools that streamline patient-staff interactions. You can access medical records, decrease callbacks, automate appointment reminders, and free up staff to focus on patients. Our highly secure and reliable solutions have a great track record in the healthcare industry.

Cisco Healthcare Solutions

Cisco and its certified partners can provide a complete, end-to-end Cisco Medical-Grade Network (MGN) designed specifically for your small or medium-sized medical practice. Cisco's Medical-Grade Network is the infrastructure that can help utilize Electronic Health Records to their fullest, keep patient records secure, and optimize communications with patients, staff and the medical community.

Benefits for Cisco Partners

With Cisco Healthcare Solutions, you can grow your service and support business by:

- Building a robust network foundation of regional small and medium-sized medical practices with opportunities to upsell advanced IP technologies, phones, management software, and service engagements.
- Solidifying your role as strategic advisers who can align technology strategies and solutions with the unique needs of medical providers.
- Meeting the needs of a vital industry facing government mandated, time-sensitive regulatory requirements.

Benefits for Healthcare Customers

Meet New Compliance Regulations

Physicians' offices are being forced to adopt information systems to comply with the Health Insurance Portability and Accountability Act (HIPAA) and even stricter state medical privacy laws. These laws mandate specific physical, procedural, and technical protections that healthcare practices must take to help ensure the confidentiality of their patients' medical information. The federal government is directing considerable funding to healthcare organizations to accelerate EHR. As a Cisco Certified Partner, you'll provide an IT foundation that will help medical practices meet regulations and qualify for reimbursement. In addition, you can help them reduce prescription and treatment errors, aid diagnosis, and elevate profitability.

Improve Practice Efficiency

To reduce costs, many practices are limiting the time doctors spend with each patient, and increasing the role of physician assistants (PAs) and nurses in routine procedures. A Cisco healthcare network can provide an IT foundation that automates administrative tasks, appointment scheduling, and record keeping. It eliminates paper-based processes and frees physicians and staff to focus on patients. It also empowers PAs and nurses with the information needed to provide a higher level of care. One result is that the time that patients spend in the office is more efficient, providing room in the schedule to accommodate new patients.

How Do I Qualify Customers for Cisco Healthcare Solutions?

Cisco Healthcare Solutions are best for small physician offices and dental practices that:

- Have between 10 and 100 employees.
- Have single and multiple-site locations as well as single and multiple-physician practices.
- Have a limited or outsourced IT staff.
- Need a technology foundation to help compliance with new EHR stimulus regulations.
- Are managed by business owners and/or office managers looking for a trusted technology partner.
- Want a highly secure, easy-to-manage way to access and store patient medical records and information.
- Want to be more efficient in terms of scheduling, communications with patients, and staff time management, the use and archiving of interoffice information, and external communications with partners and medical providers.
- Want to serve more patients through more efficient care and increase the profitability of their business.
- Want a flexible network solution that will grow with their practice and changing operations requirements.

What Questions Should I Ask to Initiate Sales?

Q: Do you have a solution in place to qualify for ARRA compliance and reimbursement?

A: As a Cisco Certified Partner, we implement and support custom healthcare solutions that store and deliver information with industry-leading security. We can help you meet new compliance regulations and qualify for incentive reimbursement while improving the security and efficiency of your practice.

Q: Do you want to improve the overall quality of care your staff provides while reducing the average amount of time they spend with patients?

A: Cisco Healthcare Solutions provide easy-to-use networking tools that improve office efficiency and staff-patient interactions. For example, physicians and staff will be able to quickly access test results and know what medications have been prescribed to prevent redundant lab work and negative drug interactions. Enhanced phone and web-based scheduling, automated reminders, and pre-registration reduce patient wait time and decrease staff workload. Mobile access to electronic medical records allows fast and easy location and safe storage of patient information. Paperless processes with security eliminate the need to mail statements and make filing claims faster and more accurate.

How Should I Address Common Objections?

Objection: We're dependent on accessing patient information at a moment's notice. I need to know I can depend on the technology and not fear the system will crash and valuable information will be lost.

Response: Cisco products are known for their reliability, superior features, and service and support. Cisco also carries a comparable limited lifetime warranty and free Cisco IOS® Software updates for the life of the product. For service requirements outside of product failure, the Cisco service organization is recognized for its industry-leading services, innovation, and excellence.

Objection: I need my staff to focus on patients. I don't want my practice to be "hostage" to technology that doesn't work or can't grow with my practice.

Response: A Cisco network works 24/7 and is designed to meet the needs of your unique practice. As a Cisco Certified Partner, we've provided end-to-end solutions for many healthcare providers and deliver seamless, around-the-clock support. In fact, as a Cisco partner, we offer a broad portfolio of effective support services to help you use, maintain, and evolve your network in a way that makes sense for your business. That's why we've chosen to implement Cisco solutions.

Objection: How will I know this technology will lead to reimbursement? I don't want to install a network and discover my practice doesn't qualify.

Response: As a partner of Cisco, a leading provider of healthcare technology solutions, we're very knowledgeable about ARRA and EHR compliance regulations. A vital part of our business is knowing what works and what doesn't when it comes to qualifying for reimbursement. We can assess your operation and provide recommendations that will help you qualify for ARRA reimbursement.

Objection: I don't have extra budget right now to spend on a network.

Response: Cisco provides a complete solution with flexible financing options designed and priced for small business. As a Cisco Certified Partner, we can help you take advantage of a wide range of financing services designed for the needs of small and medium-sized healthcare practices.

Objection: Why Cisco?

Response: As a worldwide leader in networking, Cisco is well positioned to improve the future of healthcare through technologies that transform how people connect, access information, and collaborate. With 65,000 employees in 170 countries worldwide, Cisco has been a trusted partner in Connected Health for over 20 years. We provide an end-to-end Medical-Grade Network solution—a customized network that provides real-time collaboration, security, responsiveness, and interactivity. More than 70 percent of Fortune 500 companies use Cisco.

Positioning Against PC Vendors

- Emphasize that Cisco offers a complete, end-to-end solution.
- Emphasize ease of purchase — Cisco CapitalSM provides flexible leasing and financing options designed for small and medium-sized medical practices.
- Discuss how the Cisco Smart Business Roadmap helps ensure the solution can grow to keep pace with a rapidly evolving medical practice environment.
- Focus on total cost of ownership and manageability.
- Sell capabilities (industry-leading security, accessibility, and availability).
- Emphasize Cisco's experience in network planning and design.
- Point out that Cisco is in complete control of products, features, roadmaps, and bug fixes.
- Point out that Cisco's focus is in technologies like unified communications, not PC hardware.

Positioning Against Network Equipment Vendors

- Emphasize the benefits of a comprehensive voice and data network solution over competitors that are limited to data-only solutions.
- Emphasize simplicity: The system is easy to purchase and deploy and requires minimal user training.
- Discuss how the Cisco Smart Business Roadmap helps ensure that the solution can grow to keep pace with a rapidly evolving healthcare practice environment.
- Emphasize simple, robust management tools.
- Emphasize that Cisco networking was designed with a focus on unified communications, not data only.
- Emphasize Cisco's financial strength.
- Emphasize the quality and completeness of Cisco's service and support options.

Positioning Against Telecommunications Vendors

- Emphasize the benefits of a comprehensive voice and data solution over competitors limited to voice-only solutions.
- Emphasize simplicity: The system is easy to purchase and deploy and requires minimal user training.

- Discuss how the Cisco Smart Business Roadmap helps ensure the solution can grow to keep pace with a rapidly evolving healthcare practice environment.
- Emphasize the simple, robust management tools that can be sold as products or as a service.
- Emphasize integration with current business applications and solutions.
- Emphasize Cisco's open, standards-based architecture.

Service and Support Offerings

Cisco understands that downtime is not an option for small medical practices and offers multiple levels of services and support. Providing support for warranties, including advanced hardware replacement (if required), Cisco helps you increase revenue by protecting your customer's investment in Cisco Small Business Solutions. Two subscription-based service plans provide affordable support to get your customers' networks up and running.

The Cisco Small Business Support Service provides three years of affordable coverage. This comprehensive service offers software updates, access to the Cisco Small Business Support Center, online chat support, and expedited hardware replacement.

For customers who need a higher level of support, the Cisco Small Business Partner Rapid Response Service offers four-hour advance hardware replacement where available. This subscription-based service helps you differentiate your organization by adding on or wrapping around services to better support your customers. It helps you foster long-term customer relationships for improved loyalty and satisfaction.

To learn more about Cisco Small Business Solutions for the healthcare industry, visit:

www.cisco.com/go/smallbusiness/healthcare

With Cisco Capital, small businesses can enjoy lease terms, competitive rates, and benefits similar to those available to larger enterprises. Please note: Cisco Capital is not available in all countries.

For more information, visit: www.cisco.com/go/ciscocapital



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