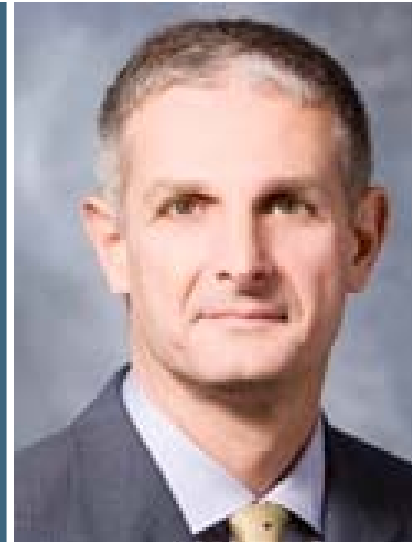# Nicholas Augustinos

Senior Director, Global Healthcare Solutions

Cisco Internet Business Solutions Group

In the Cisco® Internet Business Solutions Group™ (IBSG), Nick Augustinos is known as "the father of Cisco HealthPresence™." As senior director of Global Healthcare Solutions for IBSG, he has guided the care-at-a-distance program through every stage of development. In 2005, it was no more than a concept in a PowerPoint presentation. In 2006, Augustinos, supported by a team of two engineers, oversaw the initial prototype, a humble assemblage of two desktop computers, a camcorder, and a printer. Today, combining Cisco TelePresence™ and Cisco Unified Communications along with medical devices, Cisco HealthPresence has blossomed into a state-of-the-art patient-care delivery system that allows caregivers and patients to interact face-to-face, even though they may be thousands of miles apart.

Augustinos, a native of Athens, describes himself as the kind of child who would play with a new toy for 20 minutes, then spend four hours taking it apart and putting it back together to see how it worked. Fittingly, he earned degrees in industrial engineering and mechanical engineering from Athens, Greece, and King's College, University of London, respectively, but his interest in the potential of computing led him to the healthcare field after he earned his MBA from the University of Michigan. Over the past 25 years, he has worked with healthcare delivery systems, insurers, and government/public organizations, including California Healthcare Foundation, Kaiser Permanente, Blue Cross/Blue Shield, and Sutter Health.

Augustinos made his mark with Pacific Health Resources Management in Los Angeles when he was asked—at the age of 28—to take over operations management of CliniShare, a division of UniHealth, in a turnaround situation. He then went into healthcare industry consulting with APM, a leading healthcare management consulting firm at the time, then Deloitte, where he was instrumental in building the firm's San Francisco healthcare consulting practice and the firm's analyst program.

His first Silicon Valley experience in healthcare information technology was with

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Healtheon/*Web*MD, which he joined when it was still small—yet notable—startup. He was drawn to the firm's IP-based platform that facilitated healthcare transactions and information exchange over the Internet. "The Healtheon platform connected patients, physicians, insurers, and healthcare institutions," Augustinos says. "I needed to make this move because this is where the future of healthcare was going."

Later, as an executive of CareScience, Augustinos led the Care Data Exchange division of the company. His work there brought him to the attention of the head of the Cisco IBSG Healthcare Practice of Cisco IBSG, and in 2005, Augustinos joined the practice.

At Cisco IBSG, Augustinos used his ability to recognize market transitions to develop Cisco HealthPresence. He created the concept, found the funding within Cisco, persuaded a business unit to prototype a solution, and developed several successful pilot projects to test the concept. Among the advantages to patients and providers:

· HealthPresence optimizes the use of scarce clinical resources irrespective of location and time commitment full time, part time, or on demand, based on their specific specialization and business needs.
· Healthcare providers can expand their opportunities by reaching new markets and providing services that previously would have been outside their service area.
· Healthcare organizations can offer a multitude of services, such as primary, specialty, or mental health services.
· Cisco HealthPresence is a scalable and adaptive solution that accommodates a variety of cost-efficient staffing options, depending on the services offered and the regulatory environment.
· HealthPresence is cost effective beyond insured patients to include the uninsured, pay-as-you-go retail customers, and onsite clinics for corporate and/or educational campuses.
· In the not-so-distant future, the Cisco HealthPresence platform can extend to the home, using home-based appliances and home networks to connect diagnostic devices, thus facilitating aging independently, and chronic or even episodic access to care from home.

As Cisco HealthPresence enters the market, Augustinos is fielding calls from interested parties all over the world. "It's rewarding to see how from these humble beginnings, something relatively simple has allowed us to create a momentum around telemedicine in a way we've never seen before," he says.

Augustinos continues to monitor trends in healthcare and to promote his vision of the network as the platform for the healthcare industry. He helped to found the Continua Alliance, a global alliance of about 220 member companies and organizations, dedicated to establishing a system of interoperable, personal telehealth solutions to better manage health and wellness. He has been a Continua board member since its inception. Augustinos also serves on the Board of Directors of DexCom, Inc. (NASDAQ:DXCM), a medical-device manufacturer of continuous glucose monitors.

"Just as the creation of the IP protocol allowed anybody with a computer to get on the Internet, we need just such a protocol for monitoring and medical devices," Augustinos comments. "Access to good healthcare is something that anybody, anywhere in the world, should be able to achieve."

More Information

Cisco Internet Business Solutions Group (IBSG), the company's global consultancy, helps CXOs from the world's largest public and private organizations solve critical business challenges. By connecting strategy, process, and technology, Cisco IBSG industry experts enable customers to turn visionary ideas into value.

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