

# "Shaping the Future of Healthcare in Greece"



«How mobile technologies align with more efficient healthcare services»

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# Top Healthcare Industry Issues

## 1 Patient Safety

» Medical errors are the 5th leading cause of death

## 2 Staffing Issues

» Nursing shortage / pharmacist shortage

## 3 Demographics

» Baby boomers place more demand on the system

## 4 Skyrocketing Costs

» Medicare / Medicaid

» Increased drug prices and newest medical devices have substantial price tags

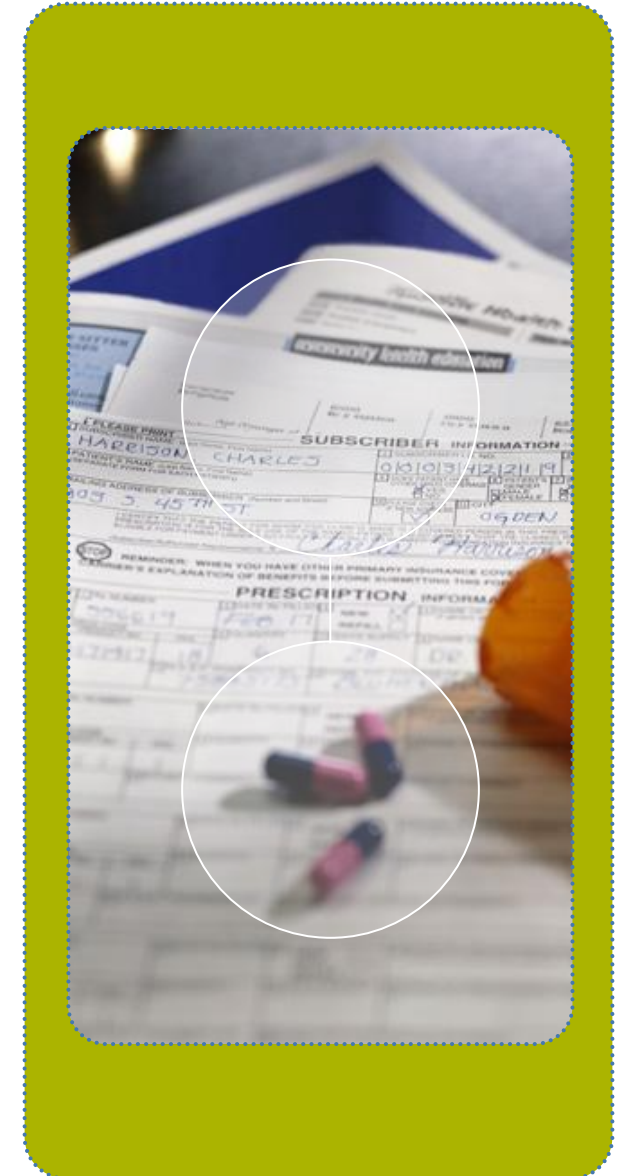
## 5 Compliance

» JCAHO, HIPAA, Legislation

## 6 Electronic Medical Records

» Realization that EMRs may be able to reduce costs by eliminating duplicate tests

» Only 15% of hospitals have full electronic medical records;



# Top Healthcare Technology Trends

- 1 Wireless more widely adapted in hospitals
- 2 Desktop clinical systems moving from nurse's station to bedside for point-of-care
- 3 IT systems more pervasive in patient monitoring
- 4 IT viewed as an area to help with cost containment
- 5 Health Information Exchange's continue to grow
- 6 Bar code scanning widely accepted means of reducing human error and improving records management
- 7 Acceptance of "Smart" infusion pumps improve safety and reduce human intervention
- 8 Technology managers included in decision support



# Top Healthcare Application Trends

## 1 Barcoded Medication Administration

Typical hospital spends \$5.6 Million annually to treat med mistakes  
Typical malpractice award: \$363,000 to \$668,000

## 2 Barcoded Specimen Collection

Hospitals with rushed or inexperienced staff performing specimen collection can have error rates >10%  
Barcoding can reduce and nearly eliminate errors

## 3 Remote Patient Monitoring

## 4 Mobile Physician Rounding

## 5 Hospital & Nurse Communications

## 6 Mobile Asset Management

Hospitals often carry twice the inventory they need because they cannot find what they are looking for.

## 7 Blood Transfusion Verification

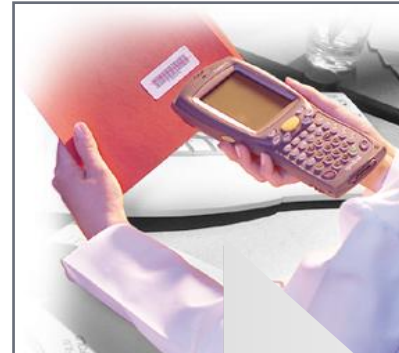
## 8 Sales force Automation for Pharmaceuticals

## 9 RFID Tracking



# Technology of Today

Capture, Move & Manage  
**Information**  
at



Point of  
**Action**

Increase  
**Productivity**

Decrease  
**Errors**



Reduce  
**Cost**



# The Fastest Growing Application: Bar-coded Medication Administration



## “The 5 RIGHTS”

- ✓ Identify the RIGHT Patient
- ✓ Confirm the RIGHT Patient Medication
- ✓ Confirm the RIGHT Dosage
- ✓ Confirm the RIGHT Route
- ✓ And the RIGHT Time



## *Benefits:*

- ✓ *Helps meet safety initiatives*
- ✓ *Reduced errors*
- ✓ *Reduced costs associated with errors*
- ✓ *More rapid and accurate documentation*



# Bar-Code Enabled Specimen Collection



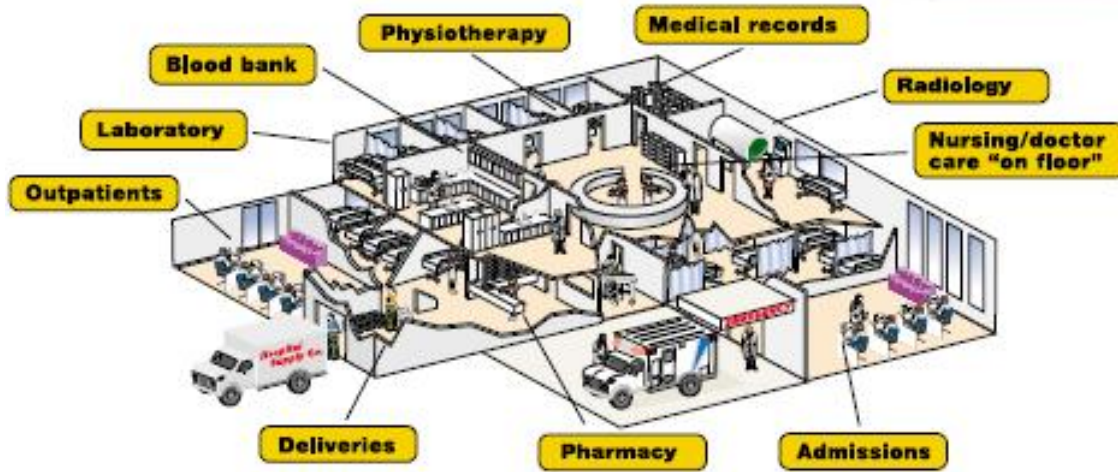
Specimen Container  
Bar-code printer (lab and portable)  
Bar-code scanner  
Application Software

=

- Right Specimen
- Right Container
- Right Quantity
- Right Time
- Right Patient
- Right Lab Tests
- Right Results
- Right Specimen



# Mobility helps hospitals



Workflow Optimization

**Reduces Costs**  
**Increases Productivity**  
**Eliminates Errors**





# Motorola Wireless Healthcare Solutions



Motorola Enterprise WLAN is the core platform for complete mobility solutions that improve patient care and increase productivity.

*Staff Communications and Nurse Call*

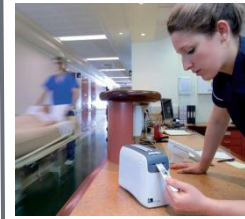
*Patients ID*

*Asset, Staff and Patient Tracking*

*Equipment and Patient Monitoring*

*Point-of-Care Applications*

*Guest Access*



**Secure, Reliable  
Enterprise Wireless LAN**



“There’s no doubt that standardizing on the Motorola MC70s and the upgraded Lawson system for par management has been successful in terms of improving efficiency and reducing costs. Supplies are delivered more quickly and fewer employees spend time handling and supporting that process.”

— *Terry Worsham, Project Leader, Supply Chain Informatics, Baylor Health Care System*

**Company :** Baylor Health Care System

**Location:** Dallas, Texas (USA)

**Applications :** EDAs used in an enterprise-wide wireless, bar code-driven inventory management solution with remote support, real-time updating, and seamless compatibility with the Lawson MSCM (mobile supply chain management) solution.

**Motorola Partner:** Emkat, Lawson and RR Donnelley

**Motorola products :**

Motorola MC70 Enterprise Digital Assistants (EDAs)

- Motorola Mobility Services Platform (MSP)
- Motorola Service from the Start coverage

**Benefits :**

- Replenishing supplies faster and more efficiently; reducing labor hours; eliminating on-site support; increasing inventory accuracy; and enhancing patient care by ensuring that supplies are ready when needed.



“Apart from reducing workload on doctors and nursing staff and leaving more time for patient care, the new ‘paperless’ approach is also far less prone to human errors that used to be caused by trying to read handwritten notes.”

— *Dr. Anthony Lee chief hospital manager and medical director, Union Hospital*

**Company :** Hangzhou First People’s Hospital

**Location :** Hangzhou, China

**Applications:** The nursing officer identify the right patient with the right infusion bag with MC50. Respond quickly to patient’s call for help. Information transferred through WLAN

**Motorola Partner:** Enjoyor Technology Group (Hangzhou)

**Motorola products :**

- MC50 EDA,
- WS5100 & AP300 wireless switch infrastructure

**Benefits :**

- Eliminate errors in infusion
- Improve environment and order in infusion centre
- Saves time
- Records information accurately
- Improves service quality

“The Motorola 802.11n wireless LAN is a cost-effective solution for throughput and security at Memorial Medical Center. The solution provides physicians, staff, and patients with secure, high-performance wireless and is a stable, scalable foundation as we address regulatory compliance and electronic health record requirements down the road.” — **Daryl Crowley, Director of Information Services**

**Company :** Memorial Medical Center (MMC) of West Michigan

**Location :** Ludington, Michigan (USA)

**Applications :** Secure 802.11n wireless LAN meeting the diverse needs of a regional medical center

**Motorola Partner :**  
Lowry Computer Products, Inc.

**Motorola products :**

- Motorola RFS6000 Wireless LAN Switches
- Motorola AP-7131 802.11n Wireless Access Points
- Motorola AirDefense Enterprise Wireless Intrusion Prevention System

**Benefits :**

- Reliable, secure high-performance wireless
- Mobility for clinical applications, guest access for patients, visitors, and vendors without comprising network security
- Scalable backbone for future applications and requirements

# Motorola customers in Health care



# Our Customers in Health care



**ΑΡΕΤΑΕΙΟ HOSPITAL**



# Our Partners



Business Partner



Reseller of



[www.albanis.gr](http://www.albanis.gr)

B. I. Albanis S.A. is a leading Greek company providing integrated mobile solutions focusing on mobile collection, transfer and management of business information.

It is particularly active in the health sector.





# Thank You - Ευχαριστούμε



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