Orange Business Services Helps France Benefit from Fast-Track Roadmap to the Hospital of the Future

Orange Business Services is helping hospitals like the University Hospital Center in Nancy, France, to deliver healthcare services that are built around the needs of patients and medical staff. A future blueprint for the sector, this connected environment puts huge benefits— such as ubiquitous access to records, improved comfort for patients, and optimized efficiency of operations—within reach of all hospitals.

Executive Summary

CUSTOMER NAMES
Orange Business Services

INDUSTRY
Telecommunications

BUSINESS CHALLENGES
- Develop strong value proposition for the healthcare sector
- Provide end-to-end solution— acquiring systems integration expertise to extend managed service offering
- Create new revenue streams

SOLUTION
Connected healthcare environment— based on a Cisco Medical-Grade Network design and a converged, wireless, intelligent IP infrastructure— with comprehensive managed service support

BUSINESS RESULTS
- The University Hospital Center is the first hospital to set up this kind of infrastructure in France
- Improved access to critical patient data—anytime, anywhere
- Created new standards in healthcare operational effectiveness and reduced communication costs
- Defined future best practice for both private- and public-sector healthcare

BUSINESS CHALLENGES

Orange Business Services, a truly unique global operator, delivers the benefits of the convergence of voice, data, and video applications and manages and integrates this complexity nationally and internationally, delivering customized but consistent solutions. The organization provides businesses, consumers, and telecom carriers with a complete portfolio of solutions that span local, long-distance and international telephony, wireless, Internet, multimedia, data, and broadcast and cable TV services. It is the second largest wireless operator and Internet access provider in Europe, and a world leader in telecommunications solutions for multinational corporations.

Most service providers have seen a gradual revenue decline in their traditional enterprise customer markets for voice, legacy WAN, and leased line services. Orange Business Services is responding to this challenge by building a systems integration arm to develop new IP-based value propositions for strategic vertical markets.

CISCO SYSTEMS

Prepared by Cisco
Internet Business Solutions Group

And the healthcare sector features high on this list. Thierry Bonhomme, senior vice président of small and medium enterprise for Orange Business Services, explains: "We have set up dedicated sales teams and some 20 R&D specialists to help hospitals and institutions to develop innovative solutions for improving healthcare services delivered to their patients. Also, we are constantly looking for ways to improve our solutions by seeking out the expertise of major industry players. That's why we are teaming with Cisco."

SOLUTIONS

Working closely with the Cisco® Internet Business Solutions Group (IBSG), with support from Cisco business development and account teams, Orange Business Services has developed its vision for the hospital of the future—a connected healthcare environment where networking technology brings all stakeholders together with the information and resources they need to both improve the quality of healthcare and reduce cost through optimized processes and resource sharing.

The foundation for this is a Cisco Medical-Grade Network design and a converged, wireless, intelligent IP infrastructure.

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>
> **Thierry Bonhomme, senior vice président small and medium enterprise, France Orange Business Services**

The University Hospital in Nancy is turning this vision into reality. Having identified the need to replace its legacy telephony system, the hospital—rated among the top 10 in France—is implementing the solution to transform patient care, improve operational effectiveness, and provide the flexibility to comply with French healthcare reforms. This highly resilient platform integrates IP telephony, data, and video—over a fixed and wireless network—to deliver unified communications to a single terminal or mobile device.

Within the new environment, multimedia bedside workstations—developed jointly with technology partner, M-gate—will put television, Internet, telephone, and video at the fingertips of patients to provide patient entertainment centers, complete with Internet access and e-mail facilities that allow patients to stay connected to their families or workplace. There are plans to extend these services to include the use of low-cost IP Webcams.

Medical staff will be able to use the same terminals or wireless personal digital assistants (PDAs) to instantly access the patient's file, medical information, examination results, and medical images such as X-rays. Released of the burden of collating information from multiple sources, caregivers can concentrate on patient care and doctors can also use the system to write on-the-spot prescriptions.

In addition to optimizing healthcare quality, the hospital can make sure resources are being used to the best of their ability—which include an annual budget of 540 million euros and around 2,000 beds—through more streamlined and efficient operations. For example, staff

productivity will be increased by digital records that can be stored in the patient's file and viewed in real time, thereby eliminating the need for repeat examinations or to move patients around several departments.

Operational efficiency is further enhanced with a new call system for nurses, which keeps patients and nurses connected via IP phones or PDAs, thereby helping to improve patient monitoring and facilitate patient mobility. Through the use of personal-tracking technology, the system shortens response time by immediately locating and alerting the closest healthcare worker.

IP telephony will also provide productivity gains across the hospital as a result of improved call reception, reduced waiting time, and the efficient rerouting of calls. Other bottom-line benefits include a lower total cost of ownership, as the costs to add, modify, or change an IP phone are drastically reduced compared to traditional telephony systems.

"We are currently working with Cisco on geolocalization projects that could, for example, signiflcantly improve the treatment of patients in emergency situations or help to locate and maintain critical equipment and hospital resources."

**Thierry Bonhomme, senior vice président small and medium enterprise, France
Orange Business Services**

BUSINESS RESULTS

The University Hospital is the first example in France of an end-to-end connected healthcare environment. It has created a pioneering blueprint and set new standards for planning and operating hospitals.

Migration to the new environment will transform the hospital. Multimedia bedside workstations will help to ensure that unified communications combined with greater mobility—provided by PDAs and IP phones—will mean that doctors and nurses will have access to critical patient data, anytime, anywhere. Easier communications, at reduced costs, will enable medical staff to respond to patient needs faster, as well as create a much safer and well-informed workplace.

Orange Business Services has developed a compelling value proposition for the healthcare sector—a practical roadmap to the hospital of the future—that expands its own expertise and strengthens its focus on the needs of end users. The solution is even offered to hospitals with a fully managed service wrap that is designed to make the move as painless as possible.

"All our collective resources are made available to the customer," says Bonhomme. "This includes defining the best solution, in terms of functional and technical quality, through to service delivery and assistance in making the transition."

NEXT STEPS

Plans to build on this success through further collaboration and innovation are already in the works. Looking ahead, Bonhomme says: "We are currently working with Cisco on geolocalization projects that could, for example, significantly improve the treatment of patients in emergency situations or help to locate and maintain critical equipment and hospital resources." Based on this foresight, the hospital of the future would appear to be within reach.

MORE INFORMATION

The Cisco Internet Business Solutions Group (IBSG), the global strategic consulting arm of Cisco Systems, helps Global Fortune 500 companies and public organizations transform the way they do business—first designing innovative business processes and then by integrating advanced technologies into visionary roadmaps that improve customer experience and revenue growth.

For further information about IBSG, visit **http://www.cisco.com/go/ibsg**

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