



Completing the picture for healthcare

Your innovative healthcare partner

power to you

Without our health, what do we have?
That very premise makes healthcare one of our most important public services. It's vital that government strives to create a lean and super-efficient healthcare system so healthcare providers can find new ways of working to navigate the big challenges ahead.

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The **big** challenge

Balancing savings with patient-centric care

As the age of austerity continues, healthcare organisations are under persistent pressure to cut costs and drive efficiency. That's no mean feat when put in context with the increasing demands of an ageing population, an increase in chronic conditions which puts more pressure on the system and the government's desire to deliver high-quality services in a patient-centric way.

The government requires the NHS to make cost savings of some £20 billion over the next four years. Healthcare providers must evaluate current models and processes of service provision, moving away from hospital-based care, to home and community-based care.

Are you ready to meet the challenges that lie ahead?

Supporting quality, innovation, productivity and prevention (QIPP)

Driving quality, innovation, productivity and prevention, or QIPP, is a key improvement strategy for the NHS. Every pound invested must maximise the quality of care patients receive via innovative service delivery.

Innovations in mobile technology and a unified approach to communications will play a pivotal role in supporting this change. Multi-disciplinary teams will also be empowered to make decisions and update treatment plans remotely at the point of care.



Vodafone, your expert partner

In order to do more with less and deliver an ever-increasing quality of care, healthcare professionals must be given the tools to work flexibly both at base and remotely. This requires a joined-up, holistic approach to communications – delivered by a trusted communications partner. A partner like Vodafone.

We have been serving the healthcare industry for over 20 years and currently work with nearly 75% of the NHS. Today our capabilities go well beyond mobile services. We've been active in many areas from advising the Government's Health Select Committee, to piloting life-saving condition management projects in rural Greece, and developing award-winning technologies that keep remote healthcare workers connected and productive wherever they are.

This intimate relationship means we have a profound understanding of the unique nature of the NHS. We also understand that patients' needs should stand at the heart of everything you do, from condition prevention, to keeping personal information secure. That depth of understanding has driven the development of our health solutions, working in partnership with best-in-class partners, which supports collaboration, efficiency and patient delivery.

Our healthcare promise

We support QIPP with innovative mobile technologies that improve care and clinical outcomes

We work in partnership with best-in-class technology partners to deliver robust health solutions

We facilitate community-based care and reduce costs by providing reliable remote access to patient data and NHS systems

We increase productivity and efficiency with a Unified Communications infrastructure

We ensure data and people are always secure and protected

We are developing new ways to help care for patients at home

We play an active role in think tanks and policy development and are involved in health research and solutions development globally

We support you with a dedicated healthcare team of sales and customer service specialists focused on helping you maximise the value of your investments



Why Vodafone?

The challenges and opportunities facing the NHS require innovative thinking. We have been technology pioneers since our inception. Here's just a snapshot of those innovations.

- We're one of the only service providers to offer a complete end-to-end range of mobility and productivity services.
- We were first to win the UK government's CESG Claims Tested Mark for remote worker security.
- Our award-winning innovation SureSignal gives deskbound NHS personnel stronger connections.
- We have partnerships with key healthcare stakeholders including RCGPs and 2020 Health.

Networking for success

We continually invest in our network – around £1 million per day. That future-proofing strategy has made our network the best for business for the past 25 years. It's also why government departments, police, fire and ambulance services also rely on it for their emergency communications year after year.

To ensure you stay connected to colleagues and patients, we continuously monitor our network's performance. We're obsessive about its reliability, manually checking over 250,000 miles each year. That mindset made us the first operator to achieve Business Continuity Standard BS25999 – which means your people and patients have a network they can always rely on.

Security

Workers need fast access to a range of applications and information that is stored on the corporate network, but there is a duty of care – and compliance – to ensure that confidential patient information is protected.

It is vital you protect your network and data from unauthorised use and malware attacks without undermining the productivity of your mobile and community-based employees. We can provide extensive security advice and solutions to help you do just that. Our solutions keep you compliant with NHS regulations for patient data privacy, securing access to data and encrypting it before transmission to prevent breaches and data loss.

Our involvement in health research and solutions throughout the world

03/04

Intelligent dispensing of antiretrovirals in South Africa

Mobile software is helping public healthcare centres dispense antiretrovirals (ARV) accurately and manage stock effectively.

04/05

Diabetic Type 1 patient self-monitoring in the UK

Using Bluetooth-connected glucose meter and nurse helpdesk support enabled patients to record details of their condition. The result was an improvement in blood sugars and patient adherence to self-monitoring.

05/06

Individualised health prevention with mobile devices in Germany

Inprimo enables the transfer of information between body sensors (Wireless Body Area Networks), health measurement equipment and mobile devices, supporting healthy lifestyles.

06/07

Chemotherapy side effect tracking in the UK

Using a mobile phone with a secure survey application and a supporting nurse helpdesk enabled patients to track side effects to the Avastin™ drug. The study helped patients feel more secure and empowered to participate effectively in their own care.

07/08

Remote monitoring of paediatric epilepsy in Portugal

Software allows doctors to view video electroencephalogram (EEG) examinations remotely on a computer or PDA, enabling them to analyse seizures and make decisions quickly.

08/09

Global partnership with T+Medical to capture critical data in the UK

Technology that allows patients with chronic diseases (e.g. diabetes), or those participating in medical trials, record details about their condition via their mobile phone for remote monitoring by medical staff and expanding healthcare services.

09/10

SMS for Life in Tanzania

A mobile stock ordering system ensures supplies of vital malaria drugs are maintained at rural healthcare centres.

10/11

Inception of Vodafone mHealth Professional

A Smartphone-based suite of applications enabling healthcare professionals to perform their job efficiently and effectively, wherever they are.

We look ahead to the next decade, and more, pioneering further transformational healthcare delivery.

Transforming healthcare operations

Delivering improved patient care and reducing costs can be achieved through a new way of working. Understanding how your staff need to work, and equipping them with the right tools in the right place at the right time, can bring significant efficiency savings. But importantly, it can improve the quality of patient care.

Whether it's a consultant using a smartphone to access his calendar on the move, or office staff sending appointment reminders to patients via SMS, mobile technology is spawning a whole new way of working that liberates healthcare workers from traditional working practices and radically boosts productivity.

By creating healthcare-specific communications solutions we can automate many processes that were previously paper or telephone based. That means your staff will be less reliant on a fixed office location to do planning, consultations or simple admin. So there's less time and money wasted travelling between patients and healthcare sites. In turn that frees healthcare workers to be wherever their patients and colleagues need them – and not where their work resources are.

At Vodafone we have developed a solution that allows enhanced working for community based healthcare professionals – Vodafone mHealth Professional. Our solution is a suite of applications that can be tailored to any healthcare specialism so that regardless of function, every healthcare worker can have the perfect blend of tools to perform their job anywhere.

Vodafone mHealth professional delivers transformational benefits by reducing costs but also improving the patient experience. This is achieved by providing access to the patient administration system remotely and securely, making better informed decisions at the point of care. Providing this flexibility of working not only provides increased job satisfaction for your staff and an enhanced service for the patient, it also improves work-life balance for your staff. Having the flexibility to plan their day around their work and home life increases morale, increasingly important during times of austerity.





Doncaster and Bassetlaw
Hospitals NHS
Foundation Trust

“The new digital pens mean quick and easy recording of feedback with no disruption to patients and huge time and cost savings for staff. The pens are simple to use, require no training and are familiar to everyone who has ever used pen and paper.”

**Heather Keane, Assistant Director –
Quality, Doncaster and Bassetlaw
Hospitals NHS Foundation Trust**

Boosting collaboration and patient care

Another successful route to boosting productivity is through integration technologies like Unified Communications (UC) which combines fixed, mobile and desktop communications into a single, seamless system. So you can access any communication channel from any device which switch instantly without losing contact.

UC eliminates much of the wasted time involved in tracking down colleagues and checking multiple message banks. Plus it gives more time to focus on important patient activities – and allows real-time collaboration for multi-discipline teams. Most importantly for the patient, UC streamlines the flow of communication between healthcare professionals. This helps decision-making and accelerates patient access to the services they need.

Additionally, we've developed a patient reminder system that is fully integrated with your Contact Centre. This powerful solution enables you to reduce appointment cancellations by communicating with patients in the way that's right for them. Missed hospital appointments can be reduced by 34% using text messages or phone reminders, delivering real bottom line benefits to the NHS.

The transformational power of Unified Communications

Reduced costs

- Reduces travel time and costs through use of video conferencing.
- Reduces management time.
- Consolidates fixed and mobile costs.
- Simplifies telecoms administration.

More intelligent communication

- More effective call routing, maximising customer service.

Flexible and future proof

- One infrastructure fits all – no separate systems required at local sites.
- No maintenance and no re-investment.
- Fewer landlines required.

Reduce do-not-attends

- Improves patient attendance rates.
- Simplifies administration while increasing measurability.
- Increases clinical productivity.
- Incorporates into trust infrastructure.

“We wanted to give staff the tools and the autonomy to work anywhere, without limitations. But, to make the vision a reality, we needed a partner with first-hand experience of flexible working.”

Rajnish Singh

IT Project Manager, NSS Information Management and Technology (IM&T)



Innovating for the future

We are wholly committed to helping transform the healthcare system and the way healthcare professionals can work, fostering innovative working practices for maximum efficiency. Our wish is to continue working in collaboration with healthcare providers to ensure that:

- All patients enjoy a better health outcome.
- Services continue to be designed and delivered in line with your individual needs.
- Technology becomes a true enabler in the transformation of healthcare provision, while also delivering cost savings and clinical compliance.

We can help you overcome current challenges and together we can create a more sustainable NHS. Key to building the future is remote patient monitoring or telehealth which is why we have been investing in these areas. Our experience shows that telehealth delivers the benefits that will transform healthcare provision for the better for both patients and practitioners.

As a strategic partner, we can support your goals, removing your concerns about how to deliver high-quality services on diminishing budgets, and giving you back the time to care, the way you want.

Find out more about healthcare solutions from Vodafone.

Call our dedicated health team on **0845 894 2461** or visit **vodafone.co.uk/health**

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