



TRANSFORM HEALTHCARE

Healthcare IT isn't easy. You face a complex maze of information generated from many different applications.

EMC is #1 in Storage For Healthcare Providers.

— HIMSS Analytics,
U.S. Market Penetration,
March 2012

Northern Hospital of Surry County

- Reached 75 percent server virtualization in 12 months.
- Moved 100+ virtual machines to a new data center without any downtime.
- Slashed backup windows from 24 hours to 30 to 40 minutes.
- Sped up recovery from hours to minutes.

Nearly 80 percent of the IT budget is spent “keeping the lights on” and maintaining current infrastructure. Ultimately, there are limited funds to invest in new technology and innovation.

As a Provider, you collect more data than ever before, from EMRs, patient surveys, home monitoring, to imaging. Collaborating on patient care is difficult at best—there's so much data, it can't easily be shared and it's often incomplete. And new insights can only be derived from relevant information.

IT executives can close the gap between maintenance and innovation budgets and deliver clinically relevant, operationally efficient, and fiscally sound solutions for the business. How? With a proven IT infrastructure that allows you to securely take advantage of newly digitized data.

WHAT IF YOU COULD...

- Securely access clinically-relevant information anytime, anywhere?
- Get a 360 degree view of the patient—including all images from all departments—from a single viewer?
- Simplify your IT infrastructure to drive business agility and innovation?

If you are concerned that your IT healthcare initiatives aren't driving the results that they could be, then you need EMC® to help transform your provider's IT operations.

EMC²

WHY EMC?

1. EMC serves more than 5,000 providers worldwide.
2. EMC technology is used in more than 92 percent of large-scale hospitals (500+ beds per facility).
3. Healthcare Informatics ranks EMC as one of the top 20 healthcare IT providers in the nation.

EMC—PROVEN SOLUTIONS, TRUSTED PARTNER

EMC's formula for success has helped hundreds of healthcare providers transform their IT operations to drive more clinically relevant, operationally efficient, and financially attractive solutions. While we started as a data storage company, we, too, have transformed. We've added partnerships with leading healthcare application vendors to complement our application and infrastructure expertise. Our solutions are built on a foundation of trust with RSA® security woven throughout, and through industry-leading supply chain security. We use field-tested tools, proven methodologies, and best practices to minimize risk and accelerate time to value for our customers across a broad range of healthcare organizations.

CONTACT US

To learn more about how EMC products, services, and solutions can help solve your business and IT challenges, contact your local representative or authorized reseller—or visit us at www.emc.com, or by clicking here.

TRANSFORM HEALTH IT INFRASTRUCTURE

Strategy: Use Cloud computing to build agility and reliability into your IT infrastructure so you can continue to support the needs of clinical staff.

Solution: With EMC and Cloud computing, you can store and organize all types of healthcare data on a single information infrastructure while improving data recovery. This means IT can simplify overall management while being responsive to changes in the business.

TRANSFORM OUTCOMES

Strategy: Use Big Data analytics to gain new insights from your diverse data sources to make informed business and healthcare decisions.

Solution: With EMC Partner-enabled solutions and Greenplum®, you can transform disparate data into clinically relevant information. This means you can view clinical, financial, EMR, and unstructured data such as physician notes—and apply data from outside sources such as other providers or payers.

TRANSFORM IMAGING

Strategy: Use Vendor Neutral Imaging (VNI) to create a 360 degree view of patient information and eliminate future migrations.

Solution: With EMC's vendor neutral imaging solutions you can, safely store and access information from multiple applications and PACS. This means clinicians can see all relevant images from a single, unified viewer.

TRANSFORM MOBILE HEALTH

Strategy: Build end user mobility into your information delivery strategy.

Solution: With EMC and VMware Always On Point of Care solutions, you can securely access the EMR regardless of device or location to make more informed, quicker decisions. This means streamlined patient care and increased staff efficiency allowing medical practitioners to perform at the top of their license.

TRANSFORM CLINICAL RESEARCH

Strategy: Incorporate genotypic information into the EMR and take advantage of opportunities to deliver personalized medicine. Increase Clinical Trial enrollment.

Solution: EMC has solutions for Next Generation Sequencing, predictive analytics, healthcare data models, and translational medicine. This means medical practitioners and clinical researchers leverage existing data to better predict patient outcomes, recommend effective treatment plans, and identify cohorts of patients eligible for Clinical Trials without jeopardizing PHI.

EMC², EMC, the EMC logo, RSA, and Greenplum are registered trademarks or trademarks of EMC Corporation in the United States and other countries. All other trademarks used herein are the property of their respective owners. © Copyright 2012 EMC Corporation. All rights reserved. Published in the USA. 09/12 Handout H11055