

# Create a brighter future with collaboration in healthcare

Digital technology can empower patients and care teams to reach beyond traditional boundaries for better outcomes.

Imagine having the tools to:

- Personalize care experiences for patients
- Streamline clinical and business workflows
- Improve knowledge sharing for faster innovation

A **key barrier to better care** is poor collaboration and communication:

- Missing critical information
- Misinterpreted information
- Unclear orders via telephone<sup>1</sup>

**200,000** Deaths annually from medical errors in the U.S. alone

Often, medical errors can be avoided by improved collaboration between patients and care teams.<sup>2</sup>

## A variety of factors can cause communication breakdowns:

- Multiple clinicians interacting with each patient
- Care teams working in silos
- Geographic distance separating patients and specialists

During a four-day hospital stay, a patient can interact with **50** different employees – physicians, nurses, technicians...<sup>3</sup>

In research published by the NIH,

**77%**

of physicians could not name the nurse caring for their patient.<sup>4</sup>

## Collaboration can help.

**19%**

Reduction in rates of **readmission** when facilities exercise care-coordination strategies<sup>5</sup>

**67%**

Reduction in number of **adverse drug events** when care teams include pharmacists in treatment planning<sup>6</sup>

### Users demand

#### Instant connectivity

Empower patients, providers, and researchers to collaborate—anytime, anywhere

#### Constant mobility

Streamline communications within care teams and with specialists around the world

#### Interoperability

Work with third-party devices and applications

### IT demands

#### Comprehensive solution sets

Fit any learning style, budget, or IT environment

#### Ease of integration

Deploy software, hardware, and the network—all designed to work better together

#### Flexibility and scalability

Deploy solutions from the cloud, on premise, or through a hybrid combination

## Cisco Collaboration breaks down barriers to better care.

### Improve patient engagement with Cisco Contact Center:

Improve the patient experience by efficiently scheduling appointments across your organization. Provide language interpretation services. Streamline outreach and follow-up.

[See the contact center in action](#)

### Drive down costs with video-enhanced virtual care:

Connect patients and providers anywhere, anytime with our market-leading collaboration solutions.

[See virtual care at work](#)

### Boost operational effectiveness with Cisco Unified Communications:

Empower clinicians, patients, and researchers to meet instantly, share screens, and hold virtual whiteboarding sessions to speed decision making.

[See the business outcomes](#)

**“Using video has improved the quality of remote consultations and makes our support more appropriate to each individual. It also appeals to younger and tech-savvy patients.”**

[Get the whole story](#)

– Debbie Bodhanya, CEO, Stellar Healthcare

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Sources

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