Transforming team collaboration in healthcare

In a rapidly changing healthcare sector, better communications mean improved outcomes and better cost control.

AT&T Business

The healthcare sector and the communities it serves are changing rapidly. Emerging technologies such as artificial intelligence (AI), data analytics, and the Internet of Things (IoT) all promise to revolutionize clinical care and vastly improve patient outcomes. At the same time, most states now have aging populations, requiring greater and more specialized provisions than ever before.

By 2022, the global market for data-driven healthcare is expected to be worth $34 billion.[1]

Already, AI has shown the potential to revolutionize care and clinical outcomes. For instance, Google's DeepMind team announced that its AI could now diagnose 50 different types of eye disease at least as accurately as a doctor.[2]

Results from a Futurescan national survey state that 71% of respondents predict that, over the next five years, their organization will increase collaboration with other providers (e.g., doctors, hospitals, post-acute care organizations) as a strategy to improve clinical outcomes.[3]

The trend doesn't stop there; collaboration technology is now being deployed to better serve patients. Increasing access to specialists, accelerated diagnosis, and treatment all rank highly as drivers for adoption.

64% of consumers point to convenience and access as important benefits of virtual health.[4]

AT&T is an expert in business communications with over ten years' experience working with the healthcare sector. Our healthcare division delivers solutions such as enterprise core-networking, mobility, and cybersecurity services to providers throughout the U.S. We expanded our focus to include pharma, payer, and medical device manufacturers, allowing us to provide solutions that traverse the entire healthcare ecosystem.

In this market brief, we look at how Cisco Webex with AT&T can help healthcare providers and insurers deliver a better patient experience as well as accelerate the secure and compliant sharing of information internally. Whether as a stand-alone platform or as part of an organization-wide approach to collaboration, Webex with AT&T can accelerate your business and give you a head-start on the competition.

The benefits of Webex with AT&T

Streamline communication and help workers improve inter-departmental collaboration.

Simplify all your communications needs under one subscription.

Modernize your communications infrastructure without upfront CAPEX.

Integrate with third-party solutions, cloud, and on-premises.

Help ensure compliance, transparency, and ease of auditing.

Consolidate vendor management with one company and one key contact.

1. Ltd., W. (2019). Global Big Data in Healthcare Market to Witness Substantial Growth by 2026, Says WiseGuyReports. [online] GlobeNewswire Newsroom.
Available at: https://www.globenewswire.com/news-release/2019/06/10/1866382/0/en/Global-Big-Data-in-Healthcare-Market-to-Witness-Substantial-Growth-by-2026-Says-WiseGuyReports.html [Accessed 30 Jun. 2019].
2. Vincent, J. (2019). DeepMind's AI can detect over 50 eye diseases as accurately as a doctor. [online] The Verge.
Available at: https://www.theverge.com/2018/8/13/17670156/deepmind-ai-eye-disease-doctor-moorfields [Accessed 30 Jun. 2019].
3. https://www.aha.org/infographics/2018-08-08-future-collaboration-health-care
4. https://www2.deloitte.com/content/dam/Deloitte/global/Images/infographics/lifesciences-healthcare/gx-lshc-hc-outlook-2019-infographic.pdf

The right communication solution for healthcare

Designed to meet the needs of today's connected healthcare organization, Webex with AT&T is a comprehensive and industry-leading communication and collaboration platform. It gives healthcare providers the range of tools and depth of functionality they need to communicate in a highly secure manner across the whole supply chain, as well as facilitating patient to doctor consultations, inter-organization collaboration, and all touch points along the patients care pathway.

Webex with AT&T consists of three separate but interlocking solutions:

- **Webex Calling with AT&T:** includes voice calling, instant messaging, chat, email, voicemail, video conferencing, and much more.

- **Webex Meetings with AT&T:** a collaboration suite that includes desktop sharing, webinar and presentation functions, and integrates well with leading third-party software.

- **Webex Teams with AT&T:** this workflow-management solution connects all team members in a highly secure, shared workspace for teamworking, co-creation, and content sharing.

A recent study found that 72% of American healthcare users said it was important to them that their doctors and other care providers used modern communications methods — including mobile technology, apps and web technology — to keep them up to date with their treatment [5].

A separate piece of research predicted that the telehealth market — healthcare delivered remotely using digital communications — will be worth $19.5 billion by 2025.[6]

To benefit from these new technologies while also meeting rising patient expectations and coping with the demands of an aging population, healthcare providers must develop intelligent and adaptive collaborative cultures that anticipate patients' needs. The providers that achieve this will be the ones that have the greatest success in both improving patient outcomes and controlling costs.

Why Webex with AT&T

AT&T is a leader in the field of enterprise collaboration. Our experts have worked with major hospitals, healthcare insurers, specialist clinicians, surgical centers, and specialist service providers to implement Webex with AT&T as part of a seamless collaboration infrastructure.

Benefits of implementing Webex with AT&T include:

- Unifying your calls, meetings, document sharing and collaboration functions in a single platform accessible to all colleagues, remote or on-premises.

- Delivering a consistent Unified Communications (UC) and collaboration experience, regardless of location or device.

- Accelerating diagnosis and treatment by providing patients faster access to doctors and consultants.

- Consolidating your UC infrastructure around one set of interoperable and feature-rich solutions.

Webex with AT&T also integrates with leading healthcare electronic medical records (EHR) solutions. This makes it easy to share data in a highly secure and traceable manner with authorized internal and external colleagues and to do so quickly, straight from the CRM.

5. Team, T. (2019). mHealth Trends Report: Patient Expectations for Healthcare Communication. [online] Blog.caresync.com.
Available at: http://blog.caresync.com/ccm/mhealth-trends-report-patient-expectations-for-healthcare-communication [Accessed 30 Jun. 2019].
6. Landi, H. (2019). Report: Telehealth Market Estimated to Reach $19.5B by 2025. [online] Healthcare Innovation.
Available at: https://www.hcinnovationgroup.com/clinical-it/news/13030029/report-telehealth-market-estimated-to-reach-195b-by-2025 [Accessed 30 Jun. 2019].

Is Webex with AT&T right for you?

If your organization meets any of these criteria, then Webex with AT&T could be right for you:

- Looking for ways to cut costs and improve outcomes through knowledge sharing.

- Requires many clinicians, consultants, and experts to work remotely.

- Needs to protect legacy investments.

- Consolidating a multi-vendor communications, messaging, and collaboration suite.

- Migrating more IT infrastructure to the cloud.

"AT&T has provided the solution we needed and worked closely with our internal technology teams to ensure a seamless transition. The capability of providing a uniform voice/video solution to our locations in North America, EU, and Asia was critical for our success."

Director of IT Infrastructure - *Global Services Organization*

Building a better customer experience

Use case: *Complex patient diagnosis*

Clinicians from several remote facilities use Webex with AT&T to quickly diagnose a patient suffering from a rare form of cancer.

> Using Webex with AT&T to share medical notes, billing details, and other relevant administrative records, the treatment teams quickly on-board the patient.

> By collaborating with specialists from other treatment centers, the clinical team can draw up an agreed, multi-disciplinary treatment plan faster.

> After the treatment is completed and the patient discharged, clinicians keep in touch and manage their aftercare via remote calling, which can happen more frequently than face to face - and all integrated within EMR.

> Finally, with a transparent record and simple, multi-agency communications, billing the insurer is easier and can be done sooner, improving cash flow.

Use case: *Patients require complex after care*

An after-care organization needs access to patient records. But the hospital has obligations to ensure that any sharing is highly secure and auditable.

> Using an open-API, the team integrates Webex with AT&T and its medical EMR application, allowing for easy sharing of patient records.

> Having shared records, regular, highly secure calls with clinicians allows the after-care organization to quickly draw up an effective treatment plan.

> With Webex with AT&T and an extra layer of VPN security, clinicians use the voice-call and document feature to share the records and pass on patient insights.

> Thanks to regular collaboration and information sharing, with distance, patient recovery times are significantly improved.

Patients may have quicker access to specialists, regardless of location. And those specialists have access to all the relevant patient records.

Clinicians can centralize and share patient records in a highly secure manner via team rooms with 3rd-party providers throughout the patients treatment.

Administrators have improved visibility of patient treatment and billing status, helping to create transparency and accountability between providers, patients and insurers.

How Webex with AT&T can help transform your organization

Operations staff benefit from improved collaboration among medical staff, administrators, and external vendors, helping to accelerate business and clinical processes.

Compliance teams have a communications system that is auditable, highly secure, and transparent, helping to ensure that ethical and regulatory standards are met.

Administators are easily able to deliver immersive and inclusive training and procedural updates throughout the institution with consistency and a high level of interactivity.

Choose AT&T as your collaboration specialist

AT&T is a leader in communications technology and infrastructure, with a global network that helps secure more connections than any other communications company in North America.

AT&T IP Flexible Reach

can reduce your monthly spending through on-net calling.

The world's largest Cisco Webex deployment; Webex with AT&T deployed to over

400,000 employees worldwide.

The AT&T network connects businesses in countries and territories, representing

99% of the global economy

Our experts will help you envision and strategize a UC transformation roadmap. With a track record in delivering

world-class solutions,

AT&T has the capabilities and expertise required to integrate and automate your siloed voice, UC, and collaboration technologies.

AT&T Dynamic Traffic Management

improves employee productivity by prioritizing your business applications including Webex with AT&T and QoS for mobile devices.

AT&T VPN

provides outstanding network performance, reliability, and consistency to ensure highly secure data networks. It provides improved application performance including Webex with AT&T whilst maintaining network control.

Webex with AT&T is your gateway to new standards in team collaboration and innovation.

AT&T Business

Contact AT&T or visit www.att.com/collaboration to discover how Webex with AT&T can help your company.