Global

1.3 billion — number of people around the world who do not have sufficient access to healthcare services

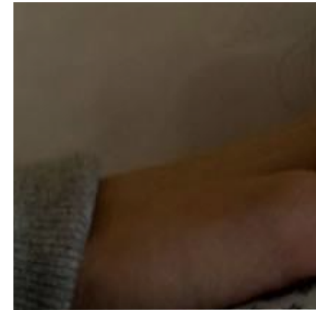1.13 — number of doctors per 1,000 people in countries with critical healthcare worker shortages

70% — percent of sentinel events caused by communication failures

4.3 million — estimated shortage of global healthcare workers

Extend the care experience

Improve team communication and performance

Lower costs and add new revenue

Extend the care experience

▶ Reach more patients across all geographies
▶ Manage healthcare provider shortages
▶ Improve population health with virtual care

Improve team communication and performance

▸ Reduce medical errors
▸ Increase patient throughput
▸ Improve care transitions

Lower costs and add new revenue

▸ Increase revenue by transferring out fewer patients
▸ Add new revenue from new lines of care
▸ Reduce travel, classroom costs associated with on-site training

Clinicians

Executives

UC Solutions for key Healthcare roles

Administrative Staff

Clinicians

Challenges:

- Reaching more patients across all geographies to improve population health

- Reducing medical errors

- Increasing patient throughput and care transitions

Telehealth services to reach more patients

Expand patient care to remote locations; hire specialists to deliver on-site healthcare from afar

Clinicians can...

- Extend healthcare throughout the region with virtual care.
- Increase productivity with more service offerings and reduced travel time.
- Reduce patient waiting lists and serve more patients.
- Help reduce the costs associated with in-store pharmacists.

A licensed pharmacist supports several small pharmacies from a central location in a major city.

He connects with a pharmaceutical technician at a rural pharmacy by video. The pharmacist uses IM to send his written approval for prescriptions being filled by the technician.

After the prescriptions are filled, the pharmacist gives instructions by video to the patients receiving the medications

Virtual care team huddle

Collaborate as a virtual team to deliver first-class patient care

Clinicians can…

- Accelerate decision-making with immediate access to colleagues and information.
- Improve patient care with increased access to best practices.
- Improve communications with access across platforms (Windows, iOS, Android).
- Engage with clinicians in highly visual and interactive ways.
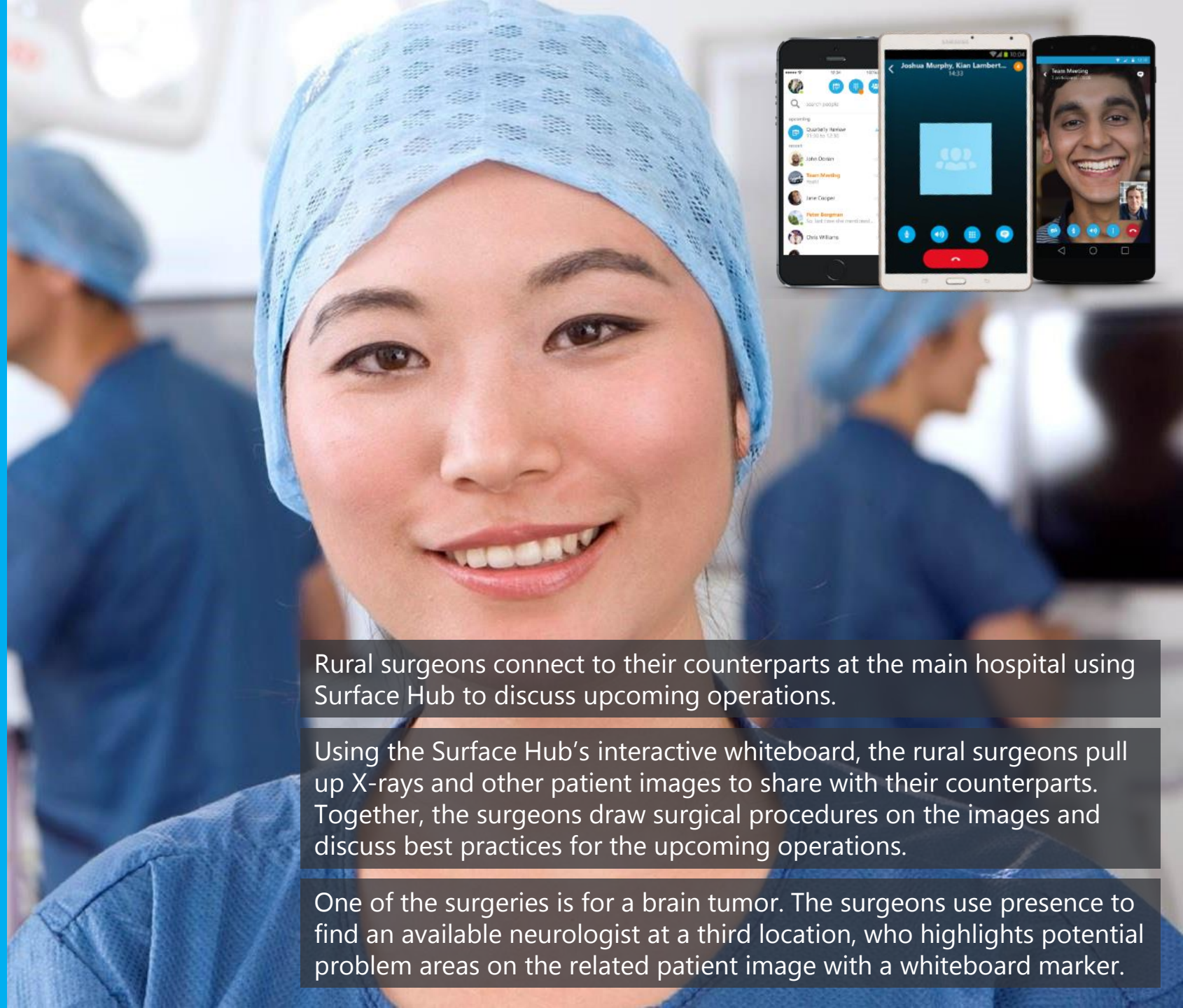
Rural surgeons connect to their counterparts at the main hospital using Surface Hub to discuss upcoming operations.

Using the Surface Hub's interactive whiteboard, the rural surgeons pull up X-rays and other patient images to share with their counterparts. Together, the surgeons draw surgical procedures on the images and discuss best practices for the upcoming operations.
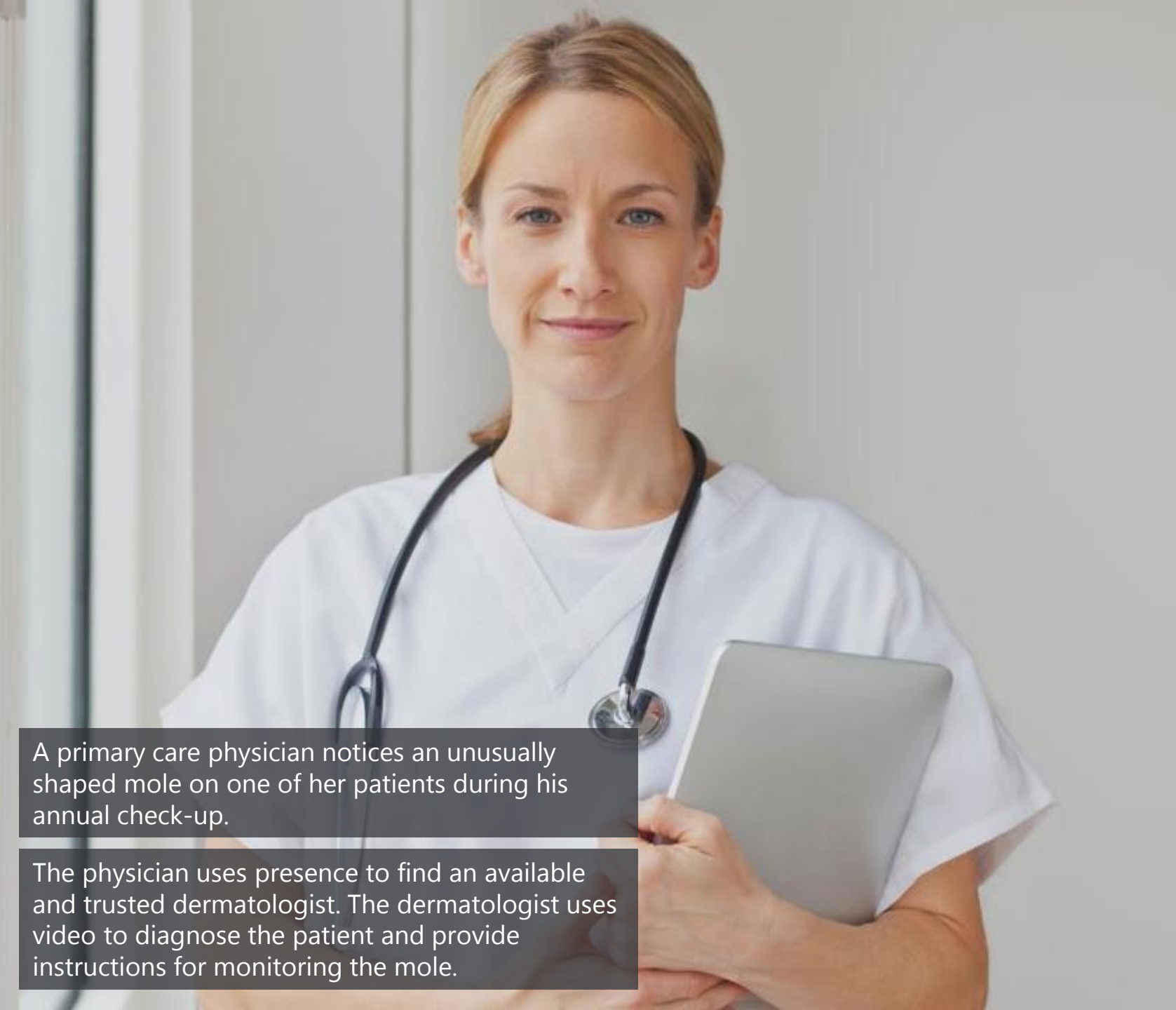
One of the surgeries is for a brain tumor. The surgeons use presence to find an available neurologist at a third location, who highlights potential problem areas on the related patient image with a whiteboard marker.

Curbside clinician-to-clinician consultations

Seek specialist advice to help determine the best treatment plans for patients

Clinicians can...

- Improve effectiveness of referrals for patients with easier just-in-time guidance.

- Improve professional relationships with specialists.

- Deliver better primary care to patients thanks to expert knowledge from specialists.

A primary care physician notices an unusually shaped mole on one of her patients during his annual check-up.

The physician uses presence to find an available and trusted dermatologist. The dermatologist uses video to diagnose the patient and provide instructions for monitoring the mole.

Flexible communications for clinicians

Leverage advanced call features, such as team calling and automatic routing, from almost any device

Clinicians can...

- Use team calling to reduce the time to dial individual numbers and resolve patient issues faster.

- Automatically route incoming calls to both work and personal devices.

- Delegate call handling to administrative staff, who can screen for priority.

A traveling clinician uses Enterprise Voice in Skype for Business to easily connect with colleagues from anywhere.

The clinician uses Enterprise Voice to call a designated team of specialists regarding a specific patient issue. Several specialists see the incoming call, but only one is available to take the call.
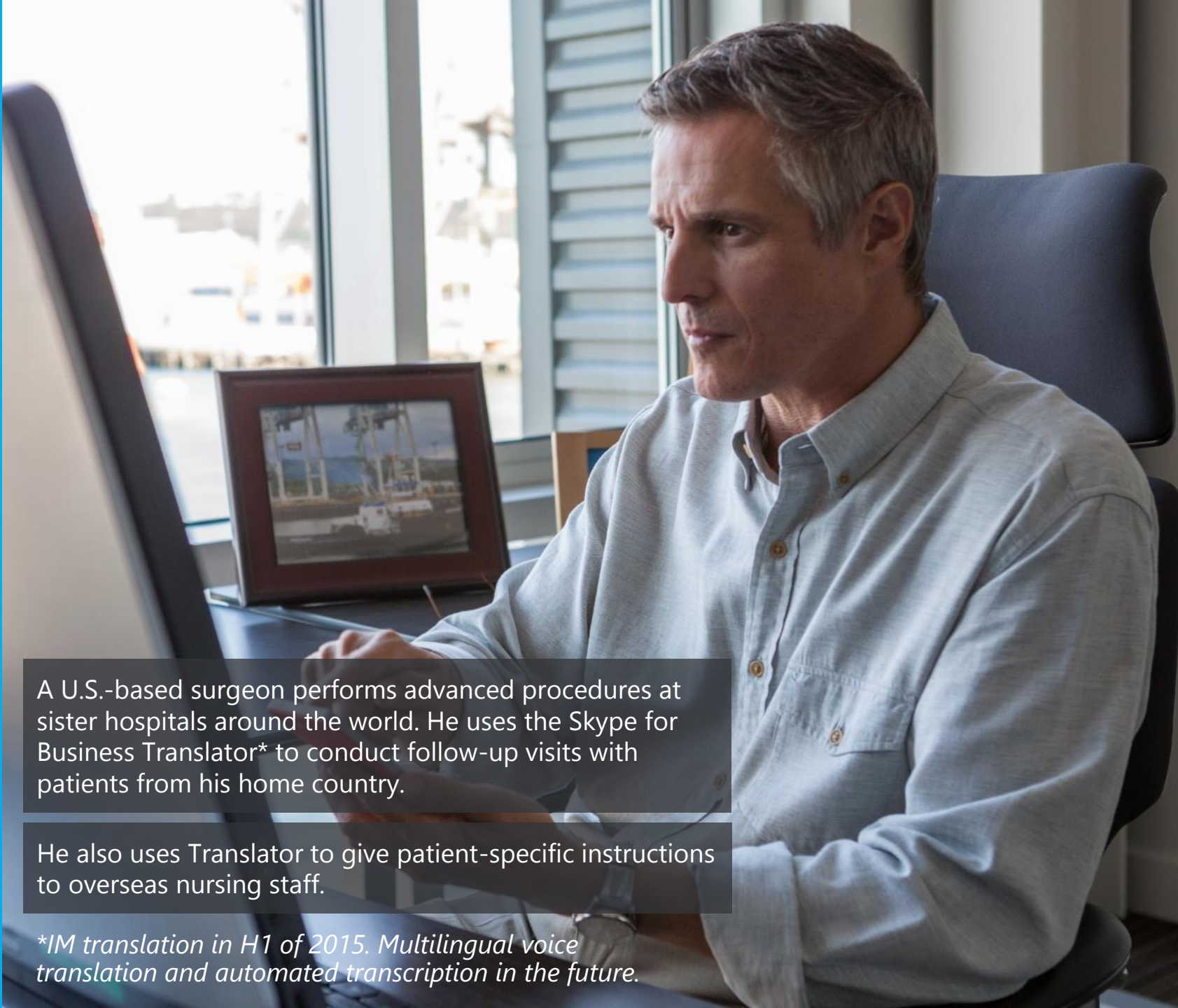
The clinician also uses Enterprise Voice to route calls to her personal devices when she's on-call at home. She can escalate these calls from voice to video when needed.

Real-time translation

Extend the care experience to patients around the world, regardless of language

Clinicians can…

- Serve more patients, regardless of their native language.

- Extend care services to regions that were once off limits.

- Reduce patient waiting lists.

- Reduce medical errors due to miscommunication from language barriers.

A U.S.-based surgeon performs advanced procedures at sister hospitals around the world. He uses the Skype for Business Translator* to conduct follow-up visits with patients from his home country.

He also uses Translator to give patient-specific instructions to overseas nursing staff.

IM translation in H1 of 2015. Multilingual voice translation and automated transcription in the future.

Clinical compliance

Connect with offsite clinicians to double-check patient treatments

Clinicians can…

- Reduce medical errors.

- Increase outpatient throughput with immediate access to overseeing physicians.

- Quickly complete compliance checklists and continue on with other to-dos.

A nurse is administering chemotherapy to several patients. All the on-site physicians who are responsible for double-checking the settings on the ambulatory infusion pumps (AIP) are busy.

The nurse uses Skype for Business to connect with an offsite physician by video. The physician verifies the AIP settings for all patients, and the nurse continues her other duties.

Clinical trials

Virtually monitor clinical trials and maintain a record of all participant communications

Clinicians can…

- Increase access to trial volunteers with always-on connectivity.

- Improve productivity and efficiency with reduced travel to on-site trial locations.

The lead investigator for a new clinical trial has only met the trial participants in person once; she has conducted all follow-up monitoring via Skype for Business.

By connecting with trial participants by IM and video, she can keep a record of her IM and video conversations for future reference.

Remote worker integration

Collaborate with off-site clinicians to resolve patient problems in real time
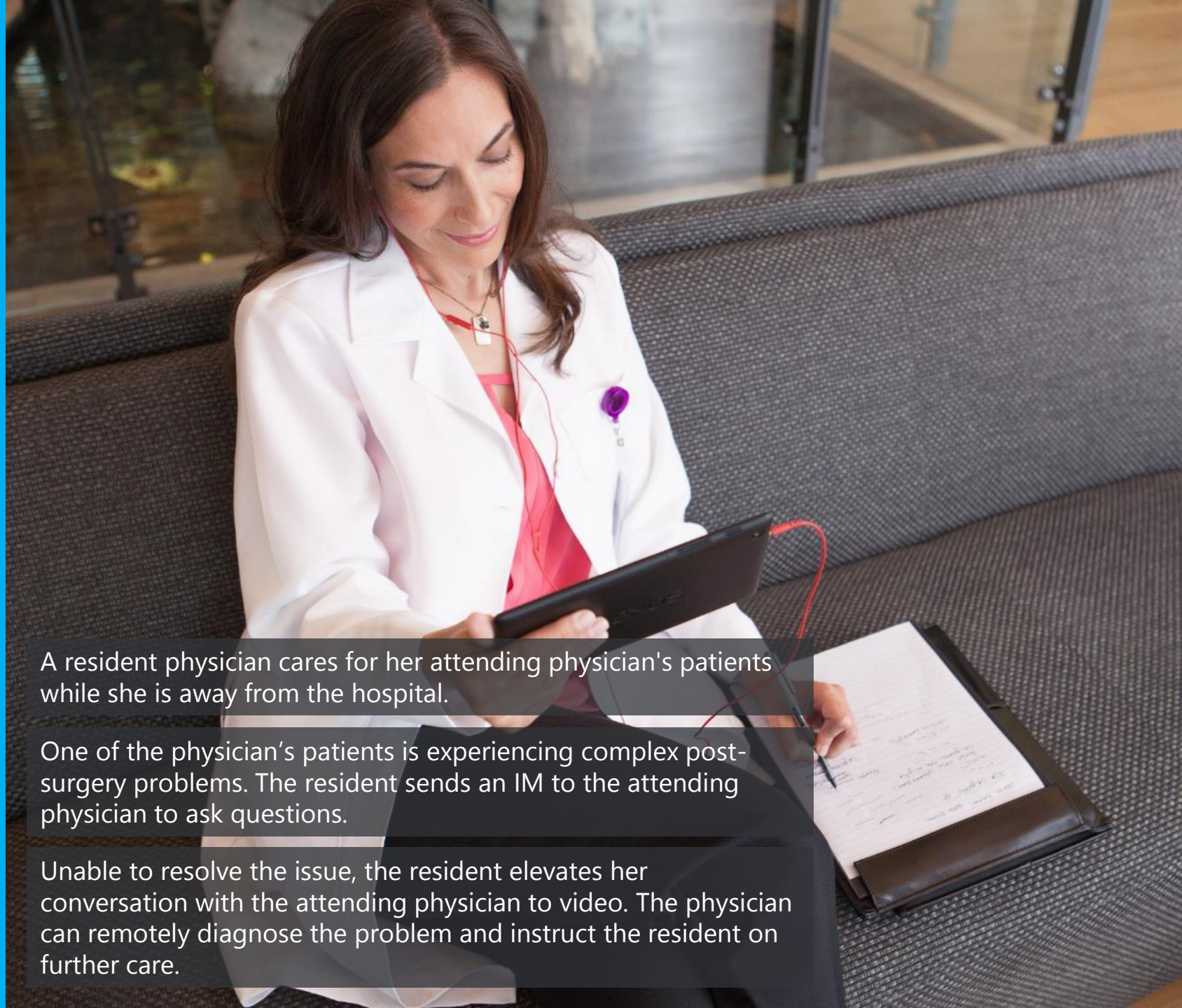
Clinicians can...

- Accelerate decision-making and improve patient care with immediate access to colleagues, regardless of their location.

- Improve communication between remote and on-site clinicians.

A resident physician cares for her attending physician's patients while she is away from the hospital.

One of the physician's patients is experiencing complex post-surgery problems. The resident sends an IM to the attending physician to ask questions.

Unable to resolve the issue, the resident elevates her conversation with the attending physician to video. The physician can remotely diagnose the problem and instruct the resident on further care.

Instant access to expertise

Connect with healthcare experts in real time from almost any device

Clinicians can…

- Improve productivity with immediate access to experts from any device.
- Accelerate decision-making and improve patient care with instant access to experts, regardless of their location.

A registered nurse supervises several patients who recently underwent heart surgery.

One of her patients is experiencing unusual cardiovascular problems. Unsure how to handle the situation, the nurses uses Skype for Business presence to find an available heart surgeon, who happens to be off-site.

The nurse elevates the conversation to a video conferences to show the surgeon live heart readings and to allow him to ask the patient questions.

Coaching

Enable real-time, face-to-face coaching between experts/ superiors and subordinate providers

Clinicians can...

- Improve patient care with immediate access to experts and superiors.

- Increase knowledge with better access to best practices, new techniques, etc.

- Increase efficiency due to reduced travel.
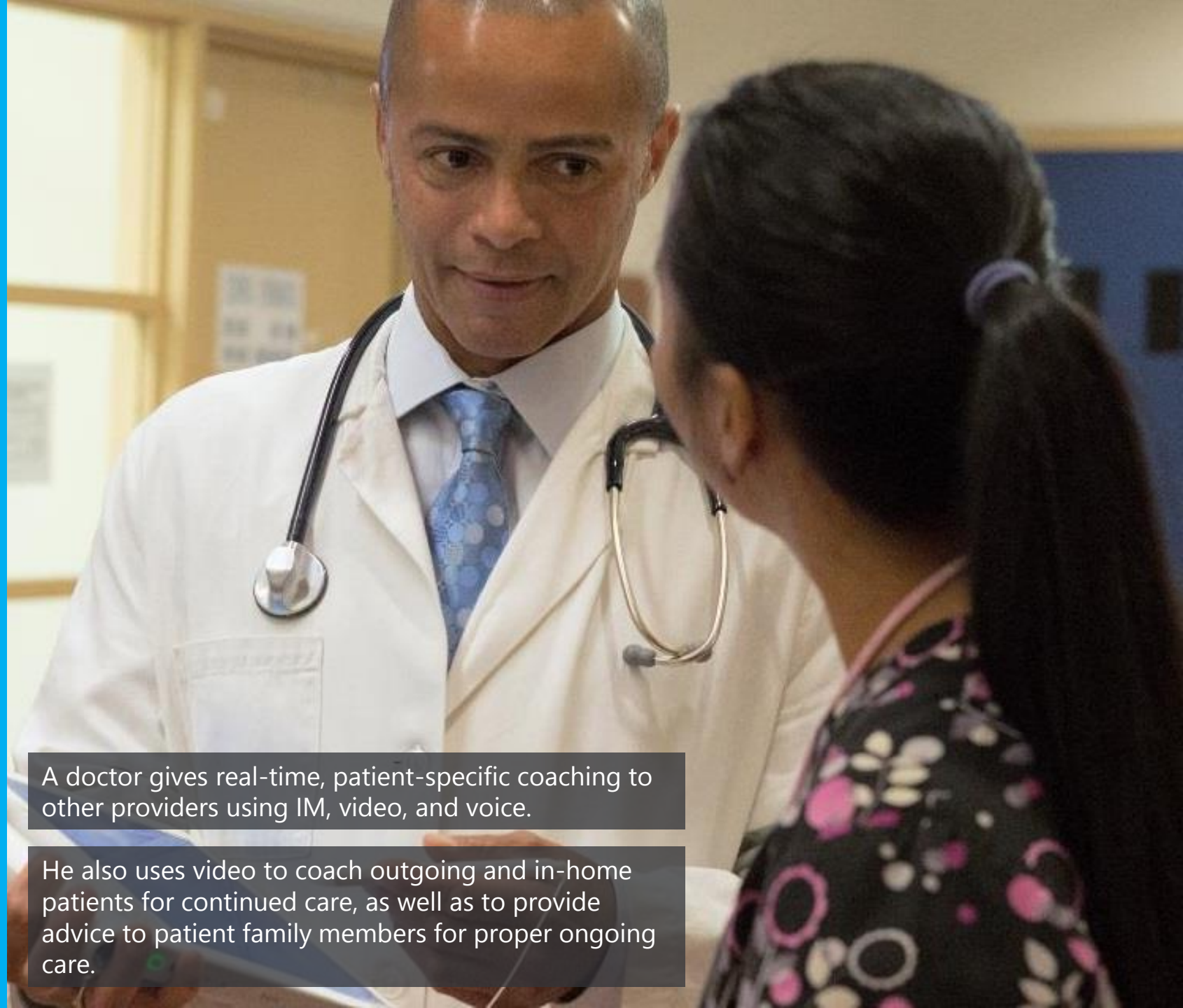
A doctor gives real-time, patient-specific coaching to other providers using IM, video, and voice.

He also uses video to coach outgoing and in-home patients for continued care, as well as to provide advice to patient family members for proper ongoing care.

Training and education

Extend on-site meetings to remote clinical staff, who can attend virtually from any device

Clinicians can…

- Improve their productivity and efficiency with reduced travel to faraway meetings.

- Improve patient care with increased access to the most current medical information.

Doctors receive an invite for an all-hands best-practices meeting at their hospital's primary location.

Some doctors are working from remote locations and cannot attend the meeting in person. These doctors attend the meeting virtually using any browser from any device without a required plug-in.

Discharge coordination

Expedite the discharge process with better coordination between nurses and physicians

Clinicians can...

- Reduce ER division with efficient bed turnover.

- Reduce patients' length of stay.

- Improve the patient care experience with more efficient discharge.
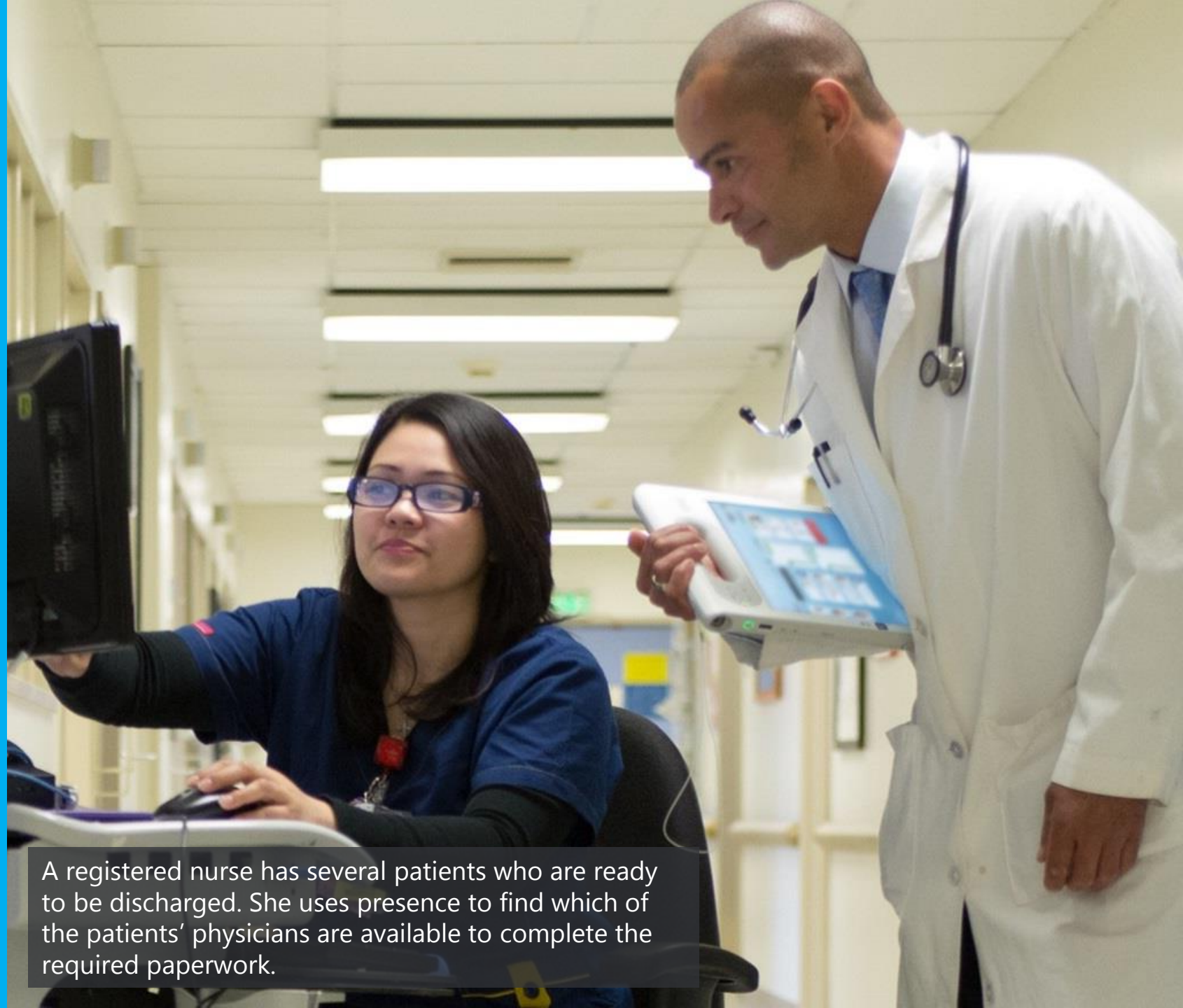
A registered nurse has several patients who are ready to be discharged. She uses presence to find which of the patients' physicians are available to complete the required paperwork.

Compliant text messaging and alerting

Engage the right clinician at the right time with highly secure and compliant communications

Clinicians can...

- Improve patient care with accelerated decision-making and clinician response.

- Provide faster patient throughput.

- Increase efficiency by engaging the right clinicians as soon as they are available.

- Leverage enhanced security and compliance features.
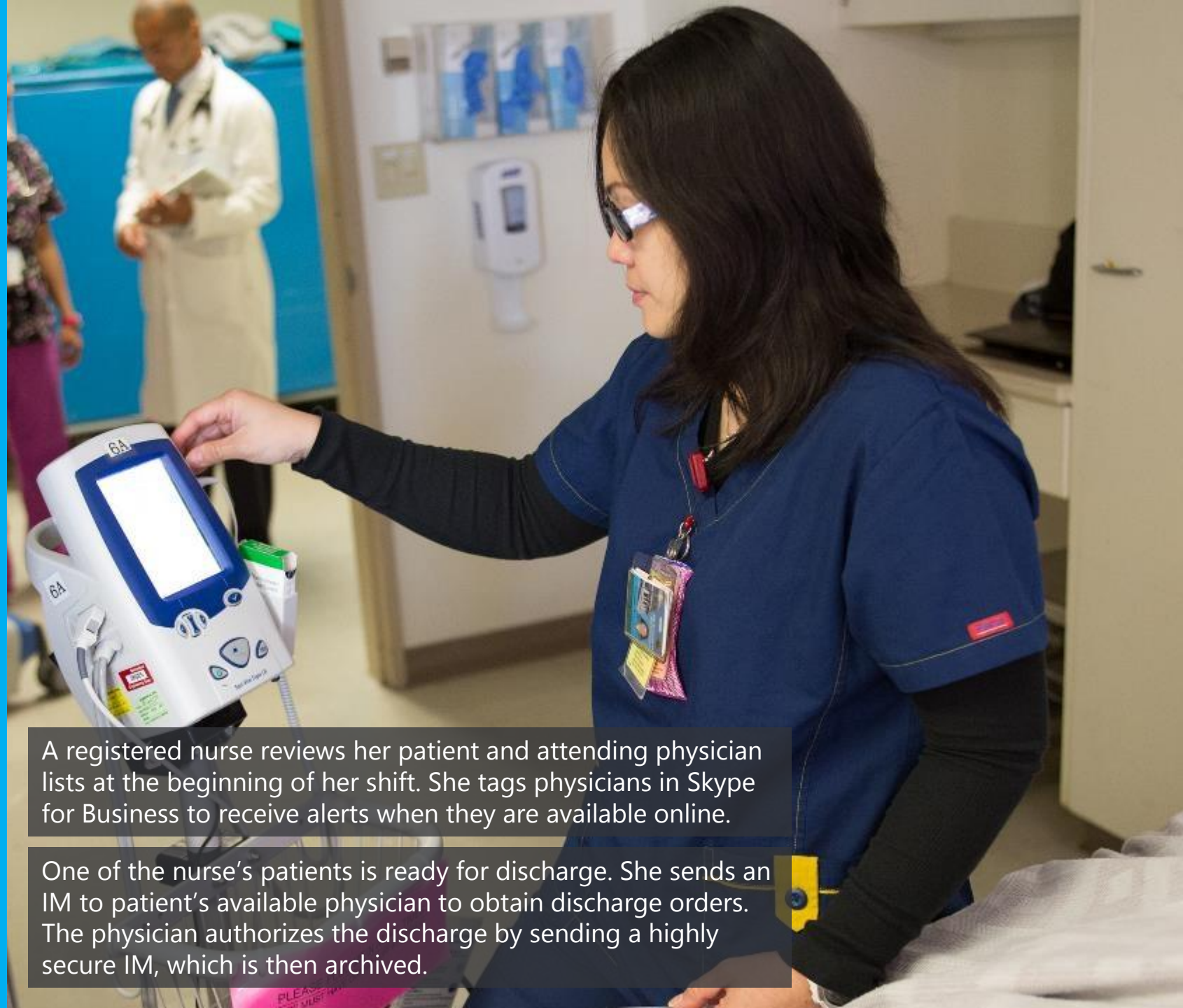
A registered nurse reviews her patient and attending physician lists at the beginning of her shift. She tags physicians in Skype for Business to receive alerts when they are available online.

One of the nurse's patients is ready for discharge. She sends an IM to patient's available physician to obtain discharge orders. The physician authorizes the discharge by sending a highly secure IM, which is then archived.

Clinicians

Benefits of a Skype for Business solution:

- Extend the care experience to more patients across all geographies
- Reduce medical errors and patient readmissions
- Increase patient satisfaction with better throughput and greater access to specialists

Network connects 10,000s of remote staff
Kindred Healthcare increases collaboration among 76,000 employees
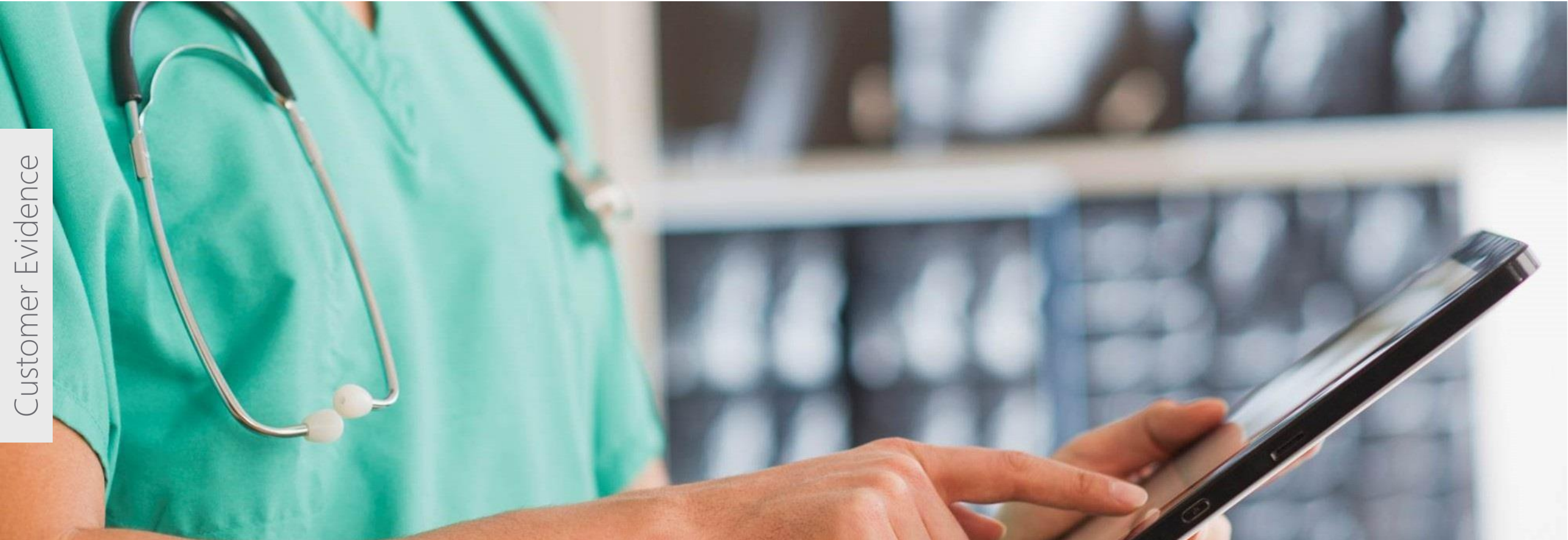
Kindred Healthcare

"Using Office 365 [and Lync] to improve communications and collaboration is strengthening our corporate culture and will help us to ultimately deliver better patient care at a better price."

— Charles Wardrip, VP of Information Technology and Infrastructure Services, Kindred Healthcare

Connected staff improve care for 5.3M people
Ambulance service increases connectivity among staff covering 5,000 square miles

Customer Evidence

"Lync's videoconferencing and presence features mean that staff will potentially travel less and therefore use their time more efficiently."

— Phil Collins, Head of IM&T, West Midlands Ambulance Service NHS Trust

E-clinic for mental health relies on Microsoft

Trust builds first-ever e-clinic for adult mental health in UK with Lync

NHS
Rotherham Doncaster and
South Humber Mental Health
NHS Foundation Trust

Customer Evidence

"The e-clinics service was not intended to replace face-to-face sessions with clinicians, but instead to extend patient choice and decrease the need for both patients and counsellors to travel for appointments."
— Niall Finn, Information Systems Development Manager, Rotherham Doncaster and South Humber NHS Foundation Trust

Lync enables telehealth for neurosurgeons
Dallas Neurosurgical uses Lync to quickly connect specialists to patients

Dallas Neurosurgical & Spine
Practice established in 1974

Customer Evidence

"Where traditionally a patient would need to be physically in the room to get benefits from these specialists, now with Lync Online, we've enabled them to share their knowledge regionally and even globally."

— Stephen Cracknell, Managing Partner, US Medical IT

Executives

Challenges:

- Adding new revenue from new lines of care

- Managing clinician shortages

- Increasing revenue by transferring out fewer patients

Clinician, executive engagement

Connect clinicians and healthcare executives to share information, develop culture, and build engagement

Executives can…

- Establish virtual meetings with doctors, nurses, etc., so that all attendees can join regardless of location.

- Strengthen the hospital's culture, increase physician engagement and identify issues within the care team community.

- Reduce on-site meeting costs (e.g., travel) and save time spent on in-person meetings.

46%

46% of 7,288 surveyed physicians have at least one symptom of burnout.

Mayo Clinic, "Burnout and Satisfaction…," 2012

Executives of a large hospital host a videoconference each week with head clinicians. Offsite clinicians attend using Skype for Business on various devices.

During these meetings, executives share hospital news, progress on future lines of care, and updates on strategic objectives.

Universal communications with voice

Reduce PBX costs and provide healthcare staff additional options for communications

Executives can…

- Help save costs by reducing PBX system maintenance, telephony charges and office movies (with on-premises solutions).

- Add additional communication methods and remote access to all healthcare workers.

The IT director led the effort to replace his hospital's aging PBX system with Skype for Business Voice to save costs. Now, the director can choose whether calls route to voice mail, a mobile phone, or another number so he can work from anywhere.

Mobile executives

Maintain contact with healthcare headquarters while traveling using mobile voice, video, and chat

Clinicians can…

- Connect with colleagues, clinicians, administrative staff, and so on, regardless of location.

- Reduce costs associated with in-person meetings.

- Resolve issues faster than with traditional email exchanges.

Executives of a large healthcare system travel around the region to visit the system's various hospitals and affiliate facilities.

They use Skype for Business Mobile to connect with headquarters and conduct administrative meetings while away.

Executives

Benefits of a Skype for Business solution:

- Boost revenue with new virtual lines of care

- Gain access to more clinicians without increasing overhead

- Increase revenue with greater access to specialists, resulting in fewer patient transfers

Trust saves $1 million+ on communication

Belfast Health and Social Care Trust replaces its outdated PBX with Lync

HSC Belfast Health and Social Care Trust

Customer Evidence

"We have improved how staff members communicate with one another by consolidating messaging streams and providing instant messaging, presence, and data communications. ...Now all staff can communicate quickly no matter where they are."

— Paul Duffy, Chief Information Officer, Belfast Health and Social Care Trust

Administrative Staff

Challenges:

- Enabling more personalized care for patients
- Helping clinicians see more patients, regardless of location
- Reducing patient wait times with more efficient scheduling

Care navigation

Match the best-fit provider to specific patients for virtual consultations

Administrative staff can…

- Increase access to patients in remote locations.
- Improve the productivity of clinicians, who can see more patients in less time.
- Improve patient care with accelerated response to patient needs.
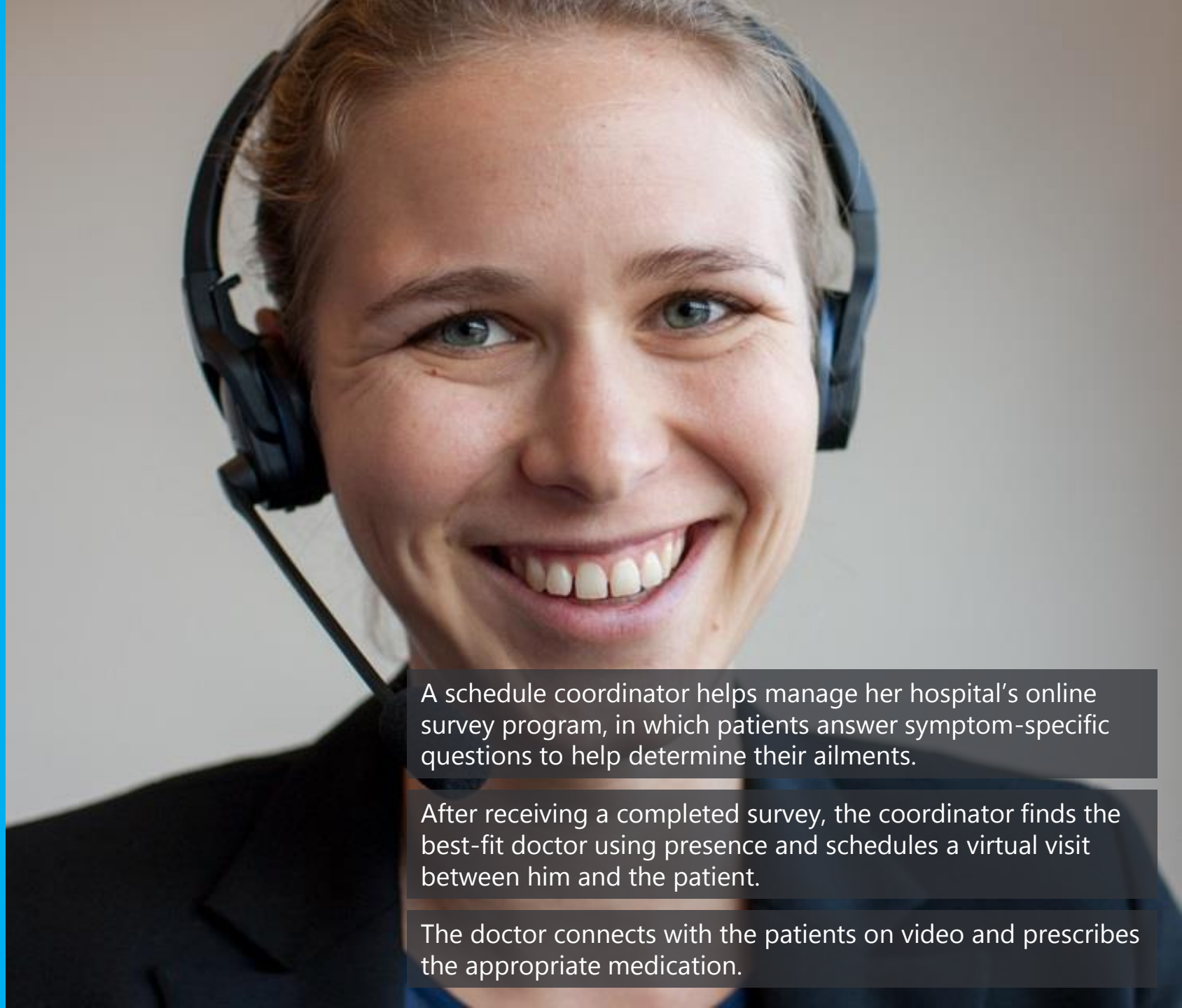
A schedule coordinator helps manage her hospital's online survey program, in which patients answer symptom-specific questions to help determine their ailments.

After receiving a completed survey, the coordinator finds the best-fit doctor using presence and schedules a virtual visit between him and the patient.

The doctor connects with the patients on video and prescribes the appropriate medication.

Patient-initiated communications

Enable patients to connect with administrative staff faster using out-of-the-box Skype buttons

Administrative staff can...

- Enable modern communication options for patients from the healthcare organization's website.

- Engage with patients with video or chat to schedule appointments, discuss billing questions, etc.

- Boost ratings and patient retention with personalized service.

CHAT 24/7

###-###-####

CONTACT VIA SKYPE

A patient wants to schedule her annual check-up. She navigates to her clinician's website and clicks the "Contact via Skype" button.

She is immediately connected face-to-face with the clinician's scheduling administrator, who works with the patient to schedule the check-up.

Administrative Staff
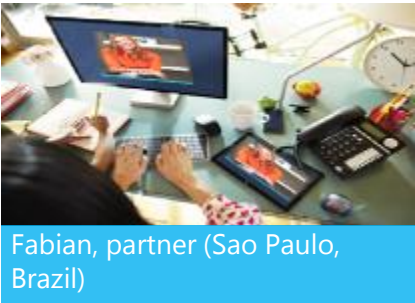
Benefits of a Skype for Business solution:

- Increase personalized care with greater patient access to administrative staff
- Increase patient satisfaction with more enhanced scheduling options

Extending Universal Communications reach

Connecting with others from anywhere
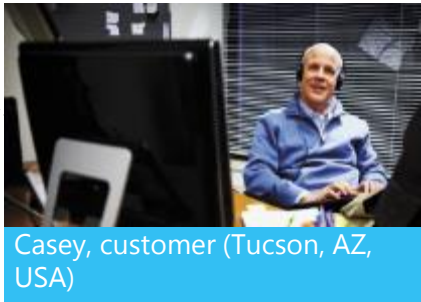
#1

Microsoft leads the UC market

Skype connectivity v2

Anne, small supplier (Singapore)

Lync federation

Fabian, partner (Sao Paulo, Brazil)

Sheryl in her home office at Contoso (Denver, CO, USA)

300M

Connected users

Casey, customer (Tucson, AZ, USA)

90

of the Fortune 100 companies have Lync or Skype for Business

John at his office at Contoso, (London, UK)

Contoso

Security with Skype for Business and Skype

	Authentication	Access Control	Authorization	Encryption and NAT Transversal	Compliance
Skype for Business Enterprise design, interoperability and controls	Accounts and licenses belong to business	Allow federation per user, group	Control communication modes and domains by user, group	Supports industry-standard encryption and NAT Traversal: TLS Signaling, sRTP Media (AES128), STUN, TURN, ICE	Data-retention policies set per user, group
Consumer application	Users own accounts and settings	User-controlled privacy settings	Communication modes are controlled by the user	AE256 for signaling, Chat and media	Personal archiving only

Skype connectivity v2
Extending your Business-to-Consumer
scenarios more securely