



Telecom and Health Care IT

PROGRAM OVERVIEW

For telecommunication service providers, health care is a very attractive market, one that is certainly expected to grow over the next few years. This growth is being driven not only by HIPAA requirements, but also by the need for advanced, data-intensive applications such as computerized x-ray and imaging systems, electronic medical record (EMR) systems, and other digital solutions, which demand exponentially higher bandwidth, speed, and capacity in the network. Centralized health care providers, individual practitioners, and patients will be bonded in an electronic network, sharing diagnoses with knowledge-based systems and providers across the globe to deliver the most effective treatment instantaneously.

Telecom and Health Care IT explores how telecommunication service providers can address the evolving electronic needs of the health care industry. What products and services will the industry need? Our program focuses on the trends and technologies that will enable radical changes in accessing and delivering information. Such changes will then likely occur in other industries too, so the changes in health care IT just might predict the future telecommunications needs in many industries.

This program has five primary objectives.

- Define what health care IT is
- Discuss the current and future trends of health care IT
- Explore the challenges that the trends present
- Encourage the participant to think outside the traditional telecom solution set to uncover new opportunities that will drive strategic and sustainable revenue streams
- Discuss the similarity between health care and other verticals so that participants can apply selling strategies to the other verticals

Hill Associates will customize the program to meet your goals. We will work with you to identify the specific solutions you wish to discuss, to understand your particular challenges regarding the competition, and develop case studies that focus on the specific issues facing your customer's business.

About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

PROGRAM OUTLINE

Lesson 1: Defining Health care IT

- EMR/EHR
- CPOE and E-prescribing
- Federal and local agendas (i.e., Dossia, HealthVault)

Lesson 2: Thinking Outside the Traditional Box

- More than HIPAA
- Tracking equipment and people
- Interrelationships

Lesson 3: HIT Trends

- HIMSS trends report
- Top challenges
- Where are we headed?

Lesson 4: Challenges

- Regulatory compliance
- E-health vulnerability reporting program
- Information Security, the CIA triad, and HIT standards panel
- Access by internal/external user communities
- How HIT is similar to other verticals/business

Lesson 4: Telecom Solutions Address HIT Challenges

- More than just bandwidth
- How MPLS solutions fit
- Wireless and mobility options
- Remote telemedicine

Lesson 6: Case Study

- Applying the concepts
- The Five Forces model
- A template for uncovering new opportunities