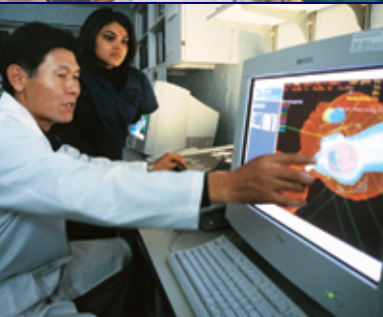


*Unified Communication: Conferencing
and Collaboration*



Gary Horn

*Director, Enterprise Architecture
and Network Security*



Advocate Health Care

■ Advocate

- ◆ Based in Oak Brook, Illinois
- ◆ Largest fully integrated not-for-profit health care delivery system in Chicago area - One of the top 10 systems in the USA
- ◆ 24,500 people employed at Advocate, including 4,600 physicians
- ◆ More than 200 sites offering acute care, outpatient services, home health care, counseling, day care, physician services, skilled nursing care and health care education
- ◆ Four Level I trauma centers handle 25 percent of Chicago-area trauma patients
- ◆ Inpatient market share leader in Chicago area



Implementation Facts

- Pilot implementation: August 2005
 - ◆ Ten users, no voice capability
- Production Phase I: February 2006
 - ◆ Added SIP support and gateway via lab switch
 - ◆ 200 new users (Information Systems)
- Production Phase II: April 2006
 - ◆ Demand deployment to 2250 users
 - ◆ Demand Continues to grow
 - ◆ Portal support added May, 2006
 - Remote access collaboration support
- Conference bridge features planned for release in November 2006



Business Value – Why Unified Communications?

■ Reduced costs

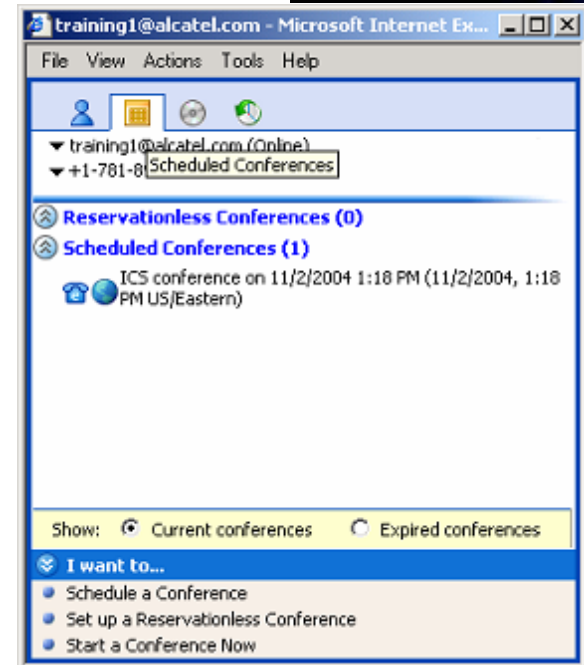
- ◆ No need to rely on a 3rd party service for conferencing, archiving and playback
- ◆ Reduces telecom costs
- ◆ Reduces travel expenses
- ◆ Pure software solution – leverages existing infrastructure

■ Increased team collaboration & knowledge sharing

- ◆ Conferences can be set up by any user with the click of a mouse
- ◆ Easy escalation from IM to conference to data sharing

■ Increased efficiency and productivity

- ◆ Ad-hoc conferencing – anytime, anywhere



My Teamwork's Easy-to-use Interface

Browser-based GUI for plug and play user experience

- No user downloads eliminates help desk calls
- Single-click action and response GUI requires minimal if any training

The screenshot shows the 'My Teamwork' web interface within a Microsoft Internet Explorer browser window. The browser title is 'My Teamwork - Microsoft Internet Explorer'. The menu bar includes 'File', 'View', 'Actions', 'Tools', and 'Help'. The interface features a toolbar with icons for a person, a calendar, a CD, a green checkmark, and a speaker. Below the toolbar, the user's profile is shown as 'pat.phillips@bigcity.com (Online)' with a phone number '+1-781-828-4567'. A section titled 'My Contacts (8)' lists several contacts with their status: Ben Apple (Away), bob.fitzgerald@bigcity.com, cyndi.hill@bigcity.com, and denis.lynch@bigcity.com (Offline). Each contact has a small icon representing their status (e.g., a person with a red dot for away, a person with a blue dot for online, and a person with a red dot for offline). Callout boxes with pink borders and lines pointing to specific elements are labeled as follows: 'Your Contacts/ Presence' points to the person icon; 'Schedule Conference' points to the calendar icon; 'Recordings' points to the CD icon; 'Call a Contact' points to the person icon; 'Initiate Video session' points to the green checkmark icon; 'IM a Contact' points to the person icon; and 'IM Logs' points to the speaker icon.



Unified Communication in action

- Implement a **borderless hospital**
 - ◆ **Full access** to your phone, mail and directory on a **remote device** – anywhere the Internet is available
 - Portal-based remote access
 - Common interface delivers applications and communications
- Develop “**networked**” **practices** to efficiently perform diagnosis, treat patients and avoid medical errors, taking profit of
 - ◆ **Virtual meeting room** for conferencing via audio, data and video or **instant messaging**
 - ◆ **Presence** features indicating which expert is ready to help, within or outside the hospital



Example Application: Medical Tele-Consultation

Second opinion



add voice



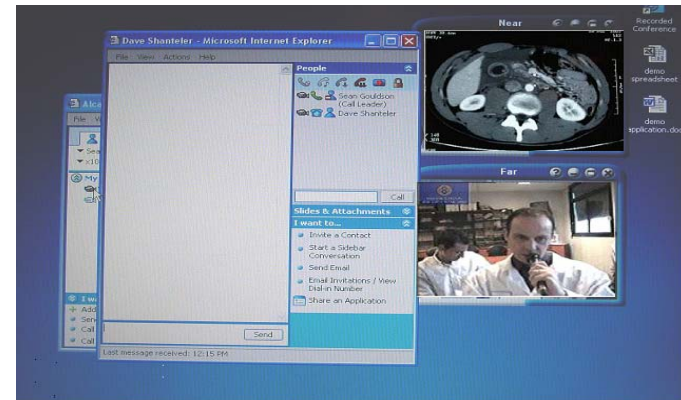
Sharing of medical Images, « Live » comments, access to notes and documentation

add data



IM

add video



Presence

