

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 telephone¹

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.²

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...³



In research published by the NIH,

77%

of physicians could not name the nurse caring for their patient.⁴

Collaboration can help.

19%

Reduction in rates of **readmission** when facilities exercise care-coordination strategies⁵

67%

Reduction in number of **adverse drug events** when care teams include pharmacists in treatment planning⁶

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.

ZONES