



Do more for less with converged communication solutions from CDW Healthcare

In the face of growing pressure to cut costs while serving more patients, physician offices are increasingly seeking ways to streamline administrative processes, bolster communications and integrate systems. With converged communication solutions — which combine phones, voice, data, video, security, wired and wireless — clinics can optimize performance, improve patient safety and save money by taking advantage of a single integrated platform for phone service, DSL/cable, state-of-the-art call center/voicemail systems and a full range of healthcare applications.



Boost your responsiveness, accessibility and productivity

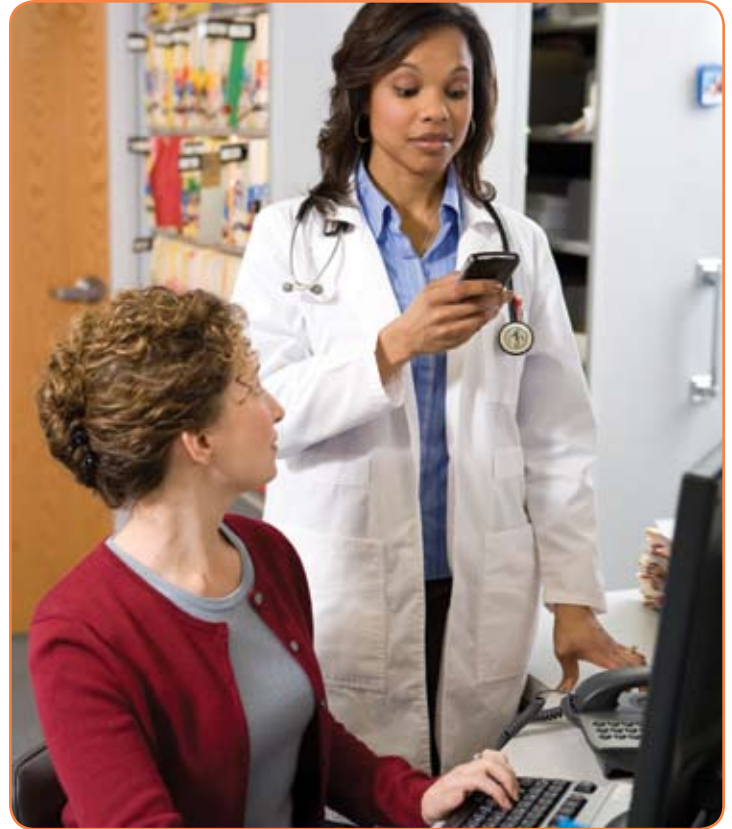
CDW Healthcare converged communication solutions can help physician practices deliver better patient care by improving clinician accessibility, administrative efficiency and staff and patient communication. Unified communications options make it easy to consolidate phone messaging, faxes and e-mail into a single desktop inbox, expand and manage your phone network, and securely and seamlessly access and share patient data. With a single integrated platform, all of your digital applications are compatible and as close as your keyboard, helping you make the most of your valuable time and available resources.

Nemertes Research reports that most organizations who utilize converged communications typically cut their overall telecommunications costs 25% to 60% and realize a return on investment within 4 to 12 months.

A critical foundation for better patient care

The promise of digital technology is tremendous, but the road to automation can sometimes be challenging. New systems may lack compatibility with existing ones or user familiarity with numerous different systems may be required, while I.T. investment and maintenance costs can appear daunting. Converged communication solutions eliminate these potential pitfalls, providing a host of benefits from initial implementation and beyond. These include:

- » **Ease of manageability.** Converged communications are cost-effective, relatively simple systems that are easily deployed, requiring minimal I.T. support and investment. Administrative and clinical staff can focus on patients, not technology, leading to higher-quality care.
- » **Healthcare application support.** Converged technology provides a secure, easy-to-use and flexible foundation for leveraging a broad spectrum of clinical and administrative applications, such as EMR, Practice Management Systems (PMS), e-prescribing and VoIP.
- » **Reduced cost, increased revenue.** The unified, streamlined platform helps accelerate and support an automated environment. It raises administrative productivity and enables physicians to see more patients per day — and improve the quality of care delivered.



CDW Healthcare — improving performance with the right solutions

CDW Healthcare can help you capitalize on converged communication solutions to streamline your operations and improve patient care. We have the expertise, experience and resources to identify and provide tailored solutions that can cost-effectively maximize efficiency and productivity in your practice.

With more than 20 years of experience serving 10,000+ healthcare customers, we understand the unique requirements and challenges of practices like yours. Your dedicated CDW Healthcare manager is your single point of contact, directly linking you to a team of highly trained specialists industry-certified in the latest voice, data and networking technologies. These experts are committed to partnering with you to develop converged communication solutions that augment and integrate seamlessly with your existing network.

CDW Healthcare provides one-stop access to a broad spectrum of technology options. We can help you select the right hardware and software from more than 100,000 products and 1000+ manufacturers, ensuring that you meet your converged communications goals — and your budget.

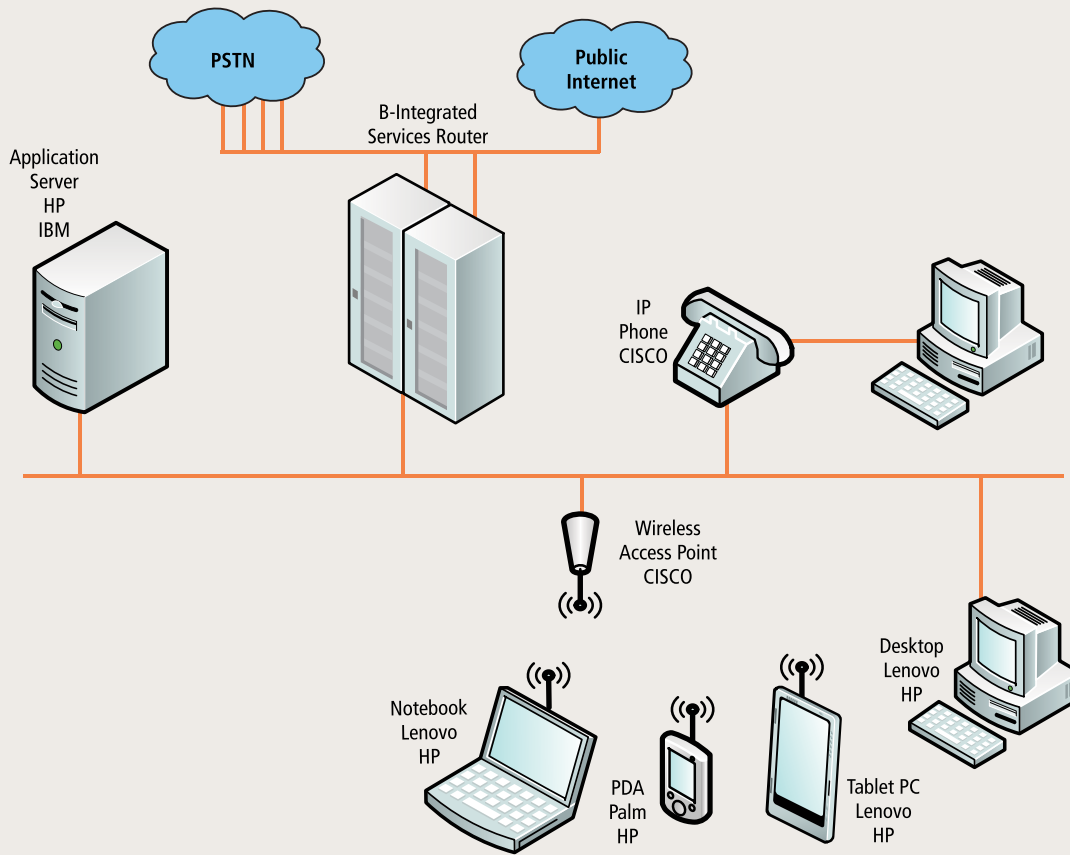
Simple, scalable and secure

With CDW Healthcare, you can count on an easy-to-use, easily expandable and secure converged communication solution with all the functionality you need — including an automated attendant for directing calls; one-touch, voice-activated dialing and voicemail access; incoming call notification on a PC; voicemail to e-mail forwarding; and more. At the same time, the single platform provides a flexible foundation for a broad range of current and future applications to promote automation of administrative operations and improve patient safety.

On average, companies saved 32 minutes per employee per day using unified communications, and the average employee using unified messaging saved 43 minutes per day by managing all e-mails, voicemails and faxes from a single inbox.

Source: *Unified Communications: Uses and Benefits*, Sage Research, 2006

CONVERGED COMMUNICATIONS A SMART BUSINESS COMMUNICATION SYSTEM



Extra value, extra support

CDW Healthcare offers valuable added support throughout the lifecycle of your technology so that you can keep your focus where it matters — on your patients. We enhance the value of your investment with these benefits:

- » **One-stop resource.** Your CDW Healthcare account manager offers a single point of access to help create converged communication solutions tailored to your specific needs
- » **Technology specialists.** Certified technology specialists with deep expertise in networking, mobile/wireless, voice, data, telephony, security, storage, software licensing, servers, document imaging and more team with your CDW Healthcare account manager to help you make the right technology decisions
- » **Comprehensive support services.** CDW Healthcare provides comprehensive assistance — before, during and after your purchase. We offer 24x7 online support, as well as the convenient *My Account* portal on CDW.com, which provides 24x7x365 access to your latest order and purchase information, helpful online guides and real-time status of your account team
- » **CDW Configuration Center.** CDW's onsite configuration services preassemble your solution for fast, simple deployment
- » **Asset tagging.** Tagging helps you easily manage the tracking of your converged communication hardware by serial number, order number, date of purchase, invoice number or other criteria
- » **Leasing.** CDW Healthcare offers flexible ways to help you finance your technology investment in a way that fits your budget

Cisco — an industry leader

Cisco is a leader in networking solutions and a catalyst in unifying and transforming healthcare. Cisco is committed to making the Connected Health vision a reality and is actively involved in international healthcare initiatives focused on accelerating the adoption, interoperability and connectivity of disparate systems to improve access to vital healthcare information and services.

Cisco works with healthcare industry leaders, including application, system and service providers, device manufacturers, and medical technology vendors to help drive this transformation. The Cisco Medical-Grade Network is an intelligent network that connects all of the stakeholders in the healthcare environment to a single information and communications infrastructure and delivers vital healthcare resources — anywhere, anytime, to any device.



D-Link serves healthcare industry

When it comes to healthcare, D-Link plays a major role, both behind the scenes and for the direct benefit of providers, patients and administrators. As a leader in networking for business, with solutions perfectly suited for healthcare, D-Link ensures that the wired and wireless infrastructure for hospitals, medical centers and smaller health clinics throughout the world is reliable, state-of-the-art and cost-effective.

Providing complete end-to-end solutions from powerful gigabit switches to IP surveillance, data storage and wireless access points, D-Link continues to take the lead to ensure the healthcare industry is at the forefront of network technology and practical applications.



Contact CDW Healthcare today

Find out more about how CDW Healthcare's converged communication solutions can optimize productivity, responsiveness and quality of patient care in your practice. Contact your CDW Healthcare account manager, visit CDWHealthcare.com or call 800.532.4239.

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