



Take the Lead. BlackBerry for Healthcare

The Complete Wireless Solution for Healthcare Professionals

BlackBerry® is the leading wireless solution for keeping healthcare professionals connected to colleagues, patient details and medical information so they can provide higher quality patient care throughout the day. It provides healthcare personnel with wireless access to medical records, drug interactions, lab results, electronic prescriptions, email, phone, organizer applications and more.

BlackBerry offers a solution to meet different requirements. Individual healthcare professionals and small clinics can easily purchase BlackBerry handhelds to get wireless access to information and communications, including their existing work and personal email accounts. Healthcare organizations with IT resources can deploy BlackBerry as an end-to-end wireless enterprise solution consisting of innovative server software, advanced handhelds and wireless network service. The BlackBerry enterprise solution provides a robust, scalable wireless solution with advanced security features to protect the integrity and confidentiality of information. It offers a secure enterprise platform for wirelessly extending existing medical applications and databases to healthcare professionals while they're on the go.

BlackBerry provides wireless access to:

- Electronic Medical Records
- Drug Interaction Guides
- Electronic Prescriptions
- Email
- Clinical Trials
- Phone
- Lab Results
- Internet
- Appointments
- Contacts
- Task List
- Memo Pad

Empowering Healthcare Professionals

With BlackBerry, healthcare professionals can stay connected to colleagues, patient data and medical information so they can:

- **Improve quality of care and responsiveness** - BlackBerry allows healthcare professionals to properly assist patients at point of care by providing wireless access to the most recent information on prescriptions, drug interactions and medical histories. With immediate access to information, BlackBerry also allows users to stay on top of medical situations, whether they are at home, at the clinic or in the hospital.
- **Make better decisions** - BlackBerry provides wireless access to a range of applications and information, including decision support systems, lab results and medical research, allowing healthcare professionals to make better informed recommendations. For example, doctors and pharmacists can use BlackBerry to wirelessly access formulary information when making prescription decisions so that unnecessary call-backs and unfilled prescriptions can be avoided.
- **Increase efficiency** - BlackBerry allows healthcare professionals to wirelessly interact with healthcare information systems so users can accurately submit codified treatments and quickly process administrative details. By providing faster, more convenient information processing, BlackBerry enables healthcare professionals to spend more time with more patients.
- **Stay organized** - BlackBerry keeps busy professionals organized and connected to information and communications whether they're at the clinic, doing rounds at the hospital, lecturing at a university or visiting a patient. With access to email, calendar, contacts and memo pad applications, BlackBerry provides piece of mind by keeping users updated with the latest information when they need it the most.
- **Easily and effortlessly access information** - The BlackBerry Wireless Handheld™ features a familiar keyboard, thumb-operated trackwheel and intuitive interface, making it very easy-to-use. With BlackBerry, users don't have to find a phone jack to dial-up to get email, no longer need to logon to access Wi-Fi networks and don't have to synchronize to receive medical information updates. BlackBerry is designed to remain on and connected to the wireless network allowing information and communications to be delivered automatically. No effort required.

Empowering the Entire Health Care Industry

The benefits of BlackBerry apply to doctors, nurses and administrators as well as a broad range of professionals in the healthcare industry:

- Home-care nurses can receive schedules and submit reports wirelessly, helping to eliminate paperwork that is typically faxed back-and-forth manually.
- Pharmacists can resolve formulary concerns and drug interaction issues by using BlackBerry to collaborate with pharmaceutical representatives and doctors.
- Hospital administrators can address emergency preparedness and business continuity requirements.
- Ambulance attendants can receive wireless confirmation of standing orders from physicians during hospital transfers.
- Public health officials can use BlackBerry as an integral part of their epidemic management, coordination and communication efforts.
- Pharmaceutical companies can improve clinical trials by using BlackBerry to send alerts and receive candidate feedback wirelessly.

Advantages For Healthcare Organizations

BlackBerry enables healthcare organizations to improve overall performance so they can:

- **Increase productivity** - BlackBerry allows healthcare organizations to make better use of constrained resources. It provides support for automated data collection so healthcare professionals spend less time with paperwork, resulting in reduced service bottlenecks and improvements in the quality of patient care.
- **Increase ROI** - BlackBerry offers healthcare organizations the ability to drive further ROI from their existing technology investments by wirelessly extending existing medical applications and databases. It also puts time back in a user's day by turning downtime into productive time with wireless access to people and information.
- **Improve charge capture and order entry** - BlackBerry helps organizations dramatically improve charge capture and billing effectiveness. Using BlackBerry, doctors can wirelessly submit claims for services to help eliminate lost charges, rejected claims and payment delays.
- **Improve service** - With BlackBerry, healthcare organizations can offer faster and better care for patients. It wirelessly extends access to important information and allows users to collaborate while on the go so healthcare professionals can accurately support patients at point of care.
- **Lower costs** - BlackBerry allows healthcare organizations to wirelessly record and update patient encounter information, reducing filing, storage and administrative demands. By integrating with multiple back-end systems, BlackBerry also helps ensure compliance with insurance schedules so time consuming call-backs and costly treatment miscodings can be reduced.

The BlackBerry Solution For Healthcare Professionals

- Integrated, wireless access to:
 - Electronic Medical Records
 - Drug Interaction Guides
 - Electronic Prescriptions
 - Email
 - Clinical Trials
 - Phone
 - Lab Results
 - Internet
 - Appointments
 - Contacts
 - Task List
 - Memo Pad
- Automatic and effortless access to full-length emails and information
- New form factors and color screen options
- Easy-to-use technology
- Choice of wireless networks
- International access
- Global deployment capabilities

BlackBerry offers a solution to meet different requirements:

BlackBerry for Individual Buyers

- Ideal for individual healthcare professionals and smaller clinics.
- Personal solution consisting of a single wireless handheld with web account and wireless service.
- Wireless extension of up to 10 work and personal email accounts, including Microsoft Outlook®, Lotus Notes®, MSN®, Hotmail®, AOL® and POP3/ISP email accounts.
- Available for purchase from select retail outlets.

BlackBerry for the Enterprise

- Ideal solution for healthcare organizations with IT departments, as well as those looking for added security features and improved manageability and control over end-user hardware.
- Full, robust enterprise platform, consisting of server software, handhelds and wireless service, providing the core products necessary to extend information wirelessly and reliably.
- Works with existing IT systems to enable push-based, wireless access to important medical applications and databases.
- Provides advanced security features, including Triple DES encryption, handheld password protection and handheld lock-down policy rules, to protect the integrity and confidentiality of information.
- Organizations can leverage the extensive network of BlackBerry partners, including system integrators, solution providers and independent software vendors, to help build or extend applications to BlackBerry.
- Available for purchase from wireless carriers.

The Leading Wireless Solution for Healthcare Professionals

BlackBerry is the best wireless solution for the healthcare industry. Deployed by thousands of organizations around the world, BlackBerry is a proven solution for connecting mobile professionals to important resources, information and communications. It is an award-winning solution that receives glowing reviews and accolades from the healthcare professionals who use it to stay connected:

"The combination of email, cell phone, organizer and electronic prescription system in one secure BlackBerry handheld is an innovative and spectacular improvement in e-prescribing technology. This solution can increase safety, save patients time and money and make life easier for physicians."

Deborah Whitehead, Assistant Vice President for Pharmacy, Tufts Health Plan

"In today's health care environment, where resources are stretched, becoming as efficient as possible is goal number one. BlackBerry has become part of our staff's day-to-day toolkit. I don't think you could take it away from them."

David Kauffman, Corporate Director, Communication Technology and E-strategies, Baylor Health Care System

"If I need to respond to something that's very important, I can do that and it's not intrusive to my family or my life. BlackBerry has actually become a way of bridging the gap between Corporate America and the family."

Myron Miller, Director of IT for Southern California, HealthNet

To Purchase

Purchase the BlackBerry solution by contacting your wireless service provider.

For More Information

Obtain additional information on how the BlackBerry solution can empower your healthcare professionals and provide competitive advantage for your organization:

Web: www.blackberry.com/go/healthcare

Email: healthcare_industry@blackberry.net

* Check with service provider for availability, roaming arrangements and service plans. Certain features outlined in this document require a minimum version of BlackBerry Enterprise Server software, BlackBerry Desktop Software, and/or BlackBerry handheld software and may require additional development for access to corporate applications. Prior to subscribing to or implementing any third party products or services, it is your responsibility to ensure that the airtime service provider you are working with has agreed to support all of the features of the third party products and services. Installation and use of third party products and services with RIM's products and services may require one or more patent, trademark or copyright licenses in order to avoid infringement of the intellectual property rights of others. You are solely responsible for determining whether such third party licenses are required and are responsible for acquiring any such licenses. To the extent that such intellectual property licenses may be required, RIM expressly recommends that you do not install or use these products and services until all such applicable licenses have been acquired by you or on your behalf. Your use of third party software shall be governed by and subject to you agreeing to the terms of separate software licenses, if any, for those products or services. Any third party products or services that are provided with RIM's products and services are provided "as is". RIM makes no representation, warranty or guarantee whatsoever in relation to the third party products and services and RIM assumes no liability whatsoever in relation to the third party products and services even if RIM has been advised of the possibility of such damages or can anticipate such damages. The use of BlackBerry handhelds and other mobile devices may be prohibited in some working environments - obtain approval prior to using your BlackBerry handheld.

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