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PLAYBOOK: HEALTHCARE

Discover How to Successfully Position & Sell Apple Solutions





Apple in Healthcare



The healthcare industry is undergoing tremendous change with some of the major driving factors being regulatory reforms, technological advances and the exponential growth of data. Today's healthcare market is requiring new levels of accountability and higher standards of care from its providers.

Apple believes the future of healthcare is in the hands of providers and patients and is helping providers meet these ongoing challenges by boosting their operational efficiency, improving their quality of care and delivering an exceptional patient experience. Apple's technology helps them work effectively within hospitals, connect remotely with patients and conduct groundbreaking medical research, ultimately delivering care that becomes more efficient, more personalized and more human.

Key Decision Makers

- Chief Medical Officer
- Chief Clinical Officer
- Chief Experience Officer
- Board Member
- Director and Department Head

Key Decision Makers

- **Security.** With the increasing use of digital technology to capture, store and share information, more sophisticated safeguards are imperative to better identify and manage malicious activity to secure patient data at rest and in motion.
- **Big Data and Analytics.** As more connected devices come online and new data sources—such as wearables and social media—gain acceptance, the use of big data analytics for population health management, personalized and precision medicine, disease detection and prevention, and other healthcare initiatives becomes urgent.
- **Customer Mindset.** Today's patients demand more involvement in their health and well-being, requiring healthcare organizations as a whole to adopt a more customer-driven mindset. This new focus requires healthcare IT teams to integrate customers' devices, apps and wearables into the process to ensure they have ample visibility into their healthcare.

Key Decision Makers

- From 2020-2027, national health expenditure growth is projected to average 5.7%, a faster rate than projected for 2019, in part due to faster growth in personal healthcare prices.¹
- Medicare hospital spending is projected to have an average growth of 7.5% per year from 2020-2027.¹
- Hospital price growth is projected to accelerate during 2020-27, related to continued wage increases that are expected following the low rates of growth observed since the Great Recession.¹

¹"Health Affairs: Health Spending Projections Through 2027," Health Affairs Blog, Feb. 22, 2019.DOI: 10.1377/hblog20190221.997607



Integrated Solutions for Apple in Healthcare

CLINICAL CARE

Epocrates

Look up drug prescription and safety information, check for potentially harmful drug interactions, and access timely medical news and research information on iPhone and iPad devices.

Epic Haiku

Authorized clinicians can securely access clinic schedules, hospital patient lists and test results on iPhones, and real-time updates and notifications can be displayed on Apple Watches and iPhones.

NURSING CARE

PatientTouch

Nurses can follow medication administration requirements, send and receive secure text messages, place voice calls, manage alerts, and access real-time patient information from their iPhones and iPads.

Voalte One VP

Combines VoIP calling, alert notification and text messaging into one app. It can also be integrated with existing nurse call systems to let nurses accept, escalate or call the patient back directly from their iPhone and iPad.

PATIENT EXPERIENCE

Epic MyChart Bedside

Patients in the hospital can track their progress, view their daily schedules, access educational materials, and see the names, faces, and roles of their care team from their iPhones and iPads.

CARE AT HOME

Mayo Clinic

Patients can get daily health and wellness insights, securely sync and view their Mayo Clinic health data, and book doctor appointments from their iPhones, iPads and Apple Watches.

The Diary Health App

Provides modules like Care Card to help patients view their personalized plans, set up reminders and monitor their progress by syncing all their Apple Health data into one place – all available on their iPhones, iPads and Apple Watches.

MEDICAL RESEARCH

Autism & Beyond

The Autism & Beyond study aims to test video technology to analyze a child's emotion and behavior. This technology may one day be used to screen young children in their homes, from an iPhone and iPad, for autism and mental health challenges, such as anxiety or tantrums.

Concussion Tracker

Patients can record symptoms, as well as physical and cognitive function after the diagnosis of a concussion on their iPhones and iPads.

CUSTOMER PROFILES

Ottawa Hospital

Bedside care is a vital part of healthcare professionals' relationships with their patients. But the staff at Ottawa Hospital found modern technology sometimes made those interactions more difficult. When Apple introduced iPad, physicians at the hospital knew they'd found a solution.

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Wakuda Dental Clinic

Dentists and dental hygienists at Wakuda Dental Clinic in Hamamatsu City, Japan, have improved patient communication and education with iPad. The entire staff can schedule appointments, update medical records and present patients with information about their oral health in new and engaging ways.

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St. John Ambulance

St. John Ambulance provides pre-hospital ambulance and first aid services across Western Australia. A custom iOS app enables paramedics, ambulance operators, and ER nurses and doctors to access and share life-saving information during before, during and after an emergency.

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