



# information

is the best medicine.

BETTER MANAGE INFORMATION WITH IBM PORTALS  
FOR HEALTHCARE AND LIFE SCIENCES.



# share

## information anytime, anywhere.

With all of the advances that have been made in all facets of healthcare, there are still many issues to overcome. Costs are too high, accessibility to affordable healthcare is too low and quality is too unpredictable. These negatives have the ability to negate all the positive changes that have been made. One possible solution is to simplify the way integrated information is presented through a portal. This single interface will allow a complete view of information with a secure sign-on.

At IBM, we don't treat patients, work to discover the next superdrug or make insurance coverage available to more people—but we can help those who do. Portal solutions from IBM can meet the unique needs of all segments of healthcare and life sciences. We can tailor solutions that ease access to information for any group of users, including clinicians, physicians, researchers, and health plan underwriters and members. Portals can help everyone provide the right information to the right people at the right time. So users will be empowered to use information in a way that makes them more efficient.

IBM Portals are based on IBM Service Oriented Architecture (SOA). This allows everyone to benefit. The built-in flexibility of IBM Portals that comes from SOA can help healthcare providers access all of their patient information when they need it. Pharmaceutical companies will benefit from more accurate data and more productivity from researchers. While health plans will be able to better serve both members and healthcare providers.

# IBM PORTALS: improving healthcare in three ways

## 1. IMPROVED PATIENT CARE.

With multiple healthcare providers and integrated healthcare networks, accurate information exchange is crucial. With an IBM portal, the latest patient data and up-to-date medical information is available, enabling better medical decisions.

Providers will also be able to access information on treatments that have been administered elsewhere. Incorporating information into processes and workflows can help ensure that patients don't receive conflicting treatments or prescriptions – giving providers the opportunity to improve patient care and safety, as well as keeping patient information private.

Timely information exchange won't just benefit providers. It can also greatly benefit clinical trials for new drugs and treatments.



### CASE STUDY: DUKE HEALTH TECHNOLOGY SOLUTIONS

**THE CHALLENGE:** With a flagship medical center, 2 hospitals and 80 clinics, vital patient information existed in disparate systems throughout Duke University's hospital network. This made important information unavailable to some at what could be critical times, reducing the level of service Duke was able to provide across its vast network.

**THE IBM SOLUTION:** IBM worked directly with Duke to create a unified portal, Duke HealthView. This allowed physicians and patients to securely access information at their own convenience, via the Internet. Patients are now able to book appointments, check their health profiles, manage their insurance and much more. While physicians and clinicians are able to access important data like medical histories, test results, reference materials, just to name a few.

**THE RESULTS:** The integrated access to data allows for greater collaboration among locations and departments. And with the information they need readily available, healthcare providers at Duke now have the time to better connect with their patients and provide more personal care.

## 2. MORE PRODUCTIVITY. LESS COSTS.

Over the years, technology has been used to help people who work in healthcare-related fields store and use information more quickly and accurately. An unintended consequence is that this vital information can become siloed – making retrieving and using the information a complex process. A portal from IBM can simplify the process by eliminating the need for multiple sign-ons and for scrolling through numerous applications just to find the one you need. And having only one sign-on can reduce the risk that a written list of passwords can be compromised.

Having the right portal will help improve staff productivity, while reducing operational costs. When a patient or health plan member calls, they will be able to access all of their relevant data at once – including lab results, upcoming appointments, insurance information and much more. With everything at their fingertips, everyone will get their questions answered faster and more completely than ever. And with every procedure logged into the system, medical practices will also be able to better track their supplies, equipment and other resources.



### **CASE STUDY:** BLUE CROSS BLUE SHIELD TENNESSEE

**THE CHALLENGE:** *Blue Cross Blue Shield of Tennessee needed to find a way to consolidate the way it viewed claims, and to make all of its other data and information accessible to all relevant employees.*

**THE IBM SOLUTION:** *IBM worked with BCBS to create a single data warehouse solution to replace the hundreds of existing databases. It included IBM Information Management and IBM WebSphere® software, an IBM eServer pSeries® 570 server, an IBM TotalStorage® DS8000 device and many other IBM WebSphere Tools.*

**THE RESULTS:** *Once all the data was stored in a single data warehouse, BCBS users were able to access all the relevant information they needed at once, including provider information, e-mails and much more. This has given them a clearer view of the big picture. And with timely information that is relevant to both providers and members, they have also gained a competitive edge.*



#### **CASE STUDY: SCHERING AG**

**THE CHALLENGE:** *Schering AG researchers work hard to make pharmaceutical breakthroughs. But the need to master 5 to 20 programs, each with its own sign-on and password, took valuable time and energy away from this goal-driving efficiencies down and costs up.*

**THE IBM SOLUTION:** *IBM and IBM Business Partner entimo AG created the entimICE® PORTAL. This gave researchers an integrated dashboard to all of the applications they needed. Users sign on once and are logged on to all programs.*

**THE RESULTS:** *The portal greatly decreased the training time for clinical researchers. With less complexity, they were able to boost productivity. And most important to the task of creating new and effective drug treatments, we were able to help Schering attain greater clinical testing accuracy.*

### 3. A HEALTHY DOSE OF SATISFACTION.

When information is readily available, everyone benefits. Physicians and nurses are able to spend more time with their patients and treat them more personally. Patients will feel more a part of the process. And physicians and patients will have more time to build the personal relationships that will be essential over the long term.

Patients will have the ability to take more control of their own healthcare decisions online. This will allow hospitals, clinics, private practices and insurers to focus their energy on more productive areas.

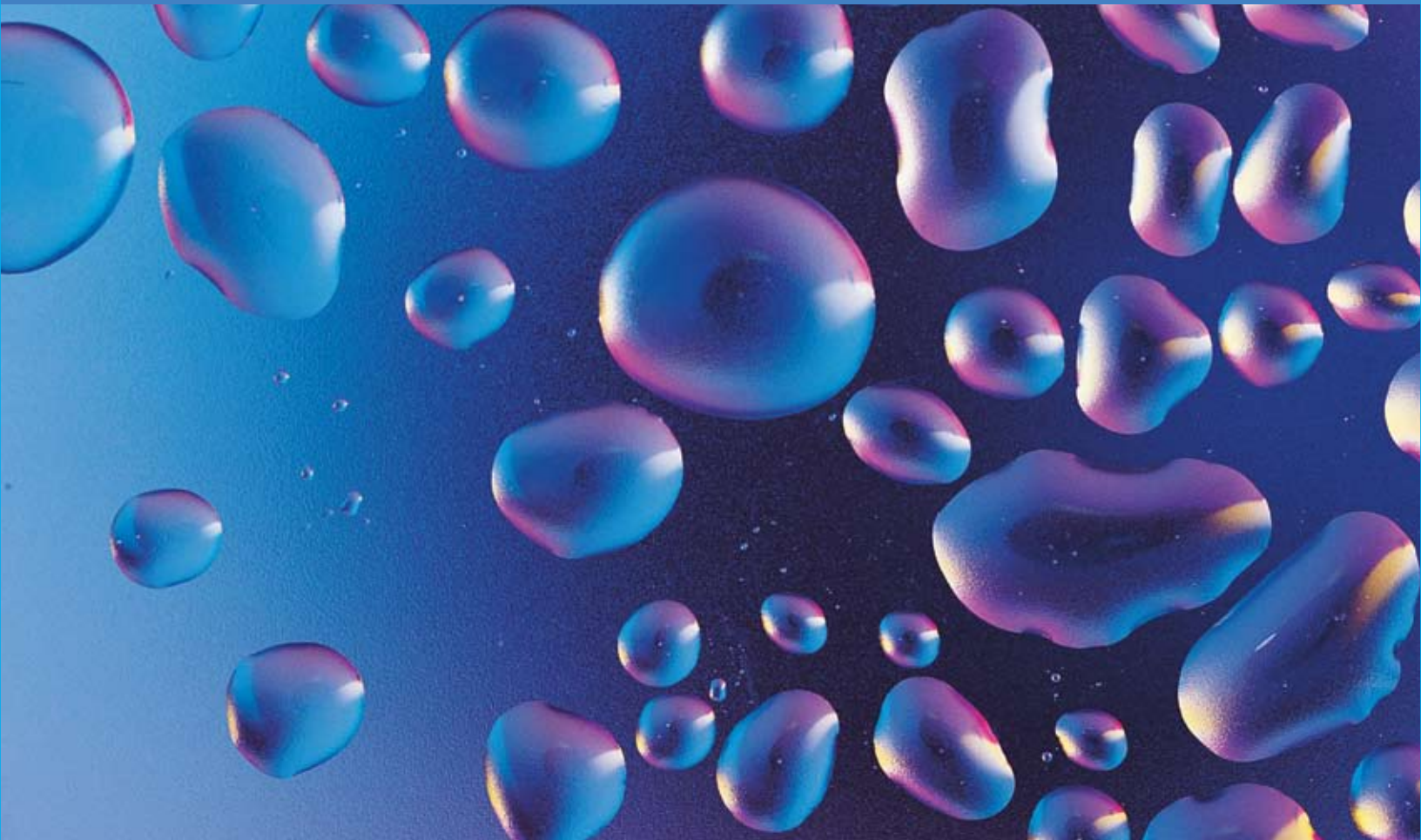


#### **CASE STUDY: MEMORIAL HEALTH SYSTEM**

**THE CHALLENGE:** *Memorial Health System was growing along with the community it serves, Colorado Springs. To be able to treat the public effectively, Memorial had to increase efficiency. Physicians and other care workers needed to access information on demand, no matter where the information originally resided within the system.*

**THE IBM SOLUTION:** *IBM teamed up with Memorial to create a portal that allowed hospital staff to use stored patient information in the most efficient manner.*

**THE RESULTS:** *With vital information readily available, the time between diagnosis and treatment has been drastically reduced. Hospital staff can now retrieve information in seconds instead of hours. Redundant paperwork is a thing of the past. Now the experience has improved for everyone—providers, administrative staff and especially patients.*



every portal we create is  
**unique.**

# examples of IBM portal features.

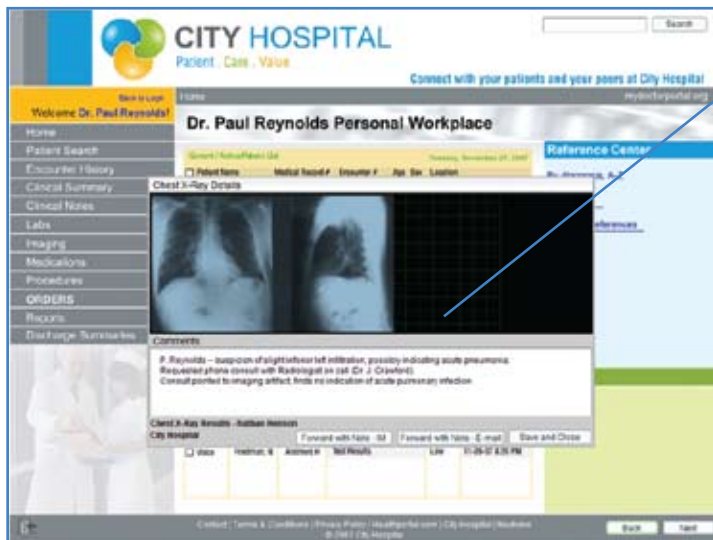
IBM will work with you to create a portal with the perfect combination of features and functionality. The finished solution will be a customized interface that will increase productivity and improve satisfaction.

**1 INFORMATION LIST**  
Offer physicians all the relevant information they need in one place.

**2 WORKFLOW**  
Make results available immediately. Abnormal results are flagged for urgent review.

**3 ALERTS**  
Utilize secure messaging between physicians, and between physicians and patients.

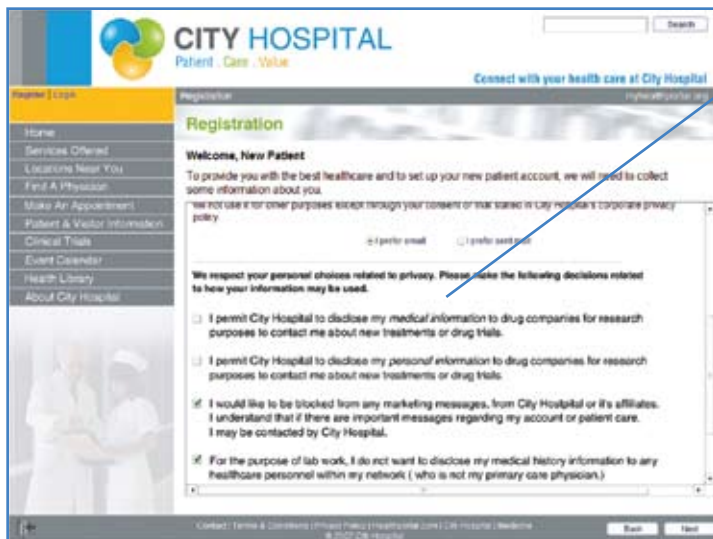
Note: This is just an example. Neither the specific portal nor client exists.



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#### INTERACTIVE HEALTH TOOLS

Simultaneously view lab test results, X-rays, medications and patient history – for better collaboration.



5

#### SECURE ACCESS

Allow specific security and privacy selections that align with specific policies and procedures.

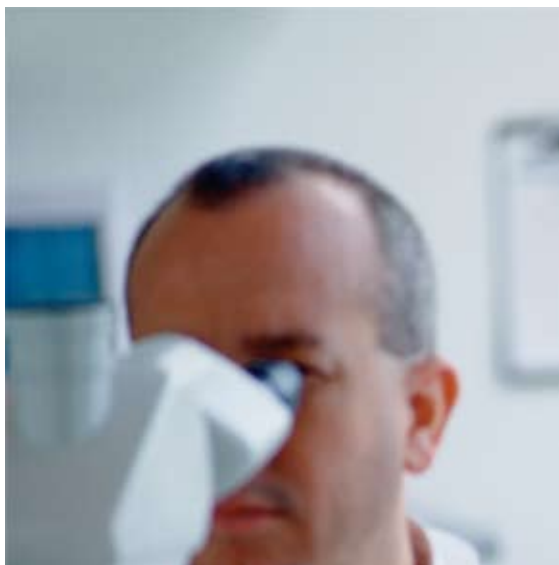
# the IBM advantage.

To create the right portal, you need the perfect combination of technological, business and industry experience. That's exactly what we bring. Together, we can make sure that the right information is in the right place, at the right time—helping everyone, including physicians, insurance providers and researchers.

After your portal is ready, IBM can provide the training and support you need to take full advantage right away. We can also prepare you to manage your portal's expansion across your entire organization.

IBM also makes payment simple with a multitude of flexible financing options, including a variety of lease structures and below-market rates. IBM Global Finance will work with you to help you realize your financial objectives.

**TO LEARN MORE** *about how IBM portals can make your healthcare business more innovative and efficient, visit [ibm.com/healthcare](http://ibm.com/healthcare)*



an outside  
**opinion** from a trusted source.

*“Patient response has been outstanding. In the first eight weeks alone, we had 2,500 patients register and 500 appointments were made online. We also received more than \$100,000 in payments online.”*

*– Rafael Rodriguez, Associate CIO,  
Academic and Infrastructure Services,  
Duke Health Technology Solutions,  
Duke Medicine*



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