

***Optimizing the Value of PrimeSUITE  
with HP Solutions***



**GREENWAY**®

# Agenda

- Greenway and HP: A Strategic Partnership
- HP in Healthcare
- Converged Infrastructure Solutions for Greenway
- Personal Systems and Mobility Solutions for Greenway
- Q&A



# Greenway HP Partnership

- Why did Greenway partner with HP?
  - World's largest IT company
  - \$10+ billion healthcare footprint
  - Healthcare specific sales, support, R&D and innovation
  - We share common values:
    - Service
    - Innovation
    - Leadership
    - Partnership





- ***Hugh Rivers** is senior director of Solution & Partner Sales for the Health & Life Sciences (HLS) industries business in the Americas at Hewlett-Packard. He sets strategy and sales for the Americas Commercial HLS. Rivers manages HP's relationships with the largest HLS application partners, developing new solutions in the HLS industry.*



# HP IN HEALTHCARE

1. HP HLS Footprint: \$10B  
IT Revenue: \$8.7B\*  
#1 Technology Provider globally
2. Global thought leader and industry transformation advocate

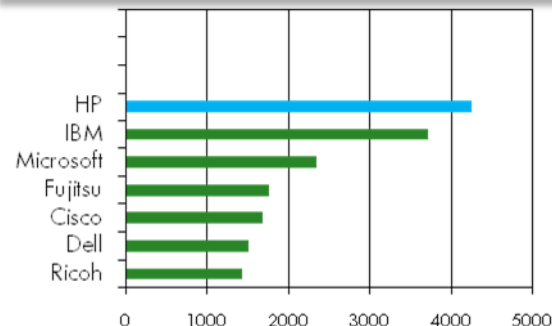


3. Thousands of Healthcare Clients Globally
4. Extensive partner ecosystem and delivery capabilities

**HLS IS HP'S FASTEST GROWING INDUSTRY**

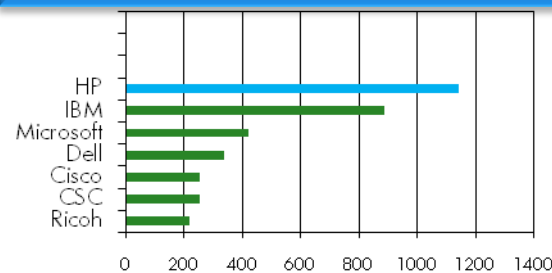
HP + EDS Revenue \$4,254 Mn

PROVIDERS



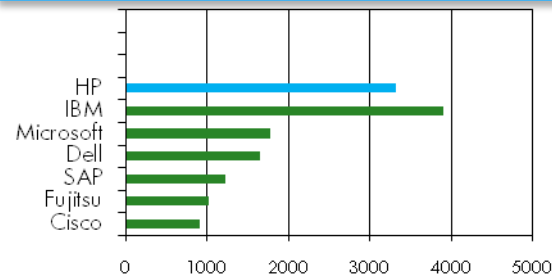
HP + EDS Revenue \$1,145 Mn

HEALTH MGMT/PAYERS



HP + EDS Revenue \$3,309 Mn

LIFE SCIENCES



Source: IDC Health Insights' "Worldwide Life Sciences, Healthcare Payer and Healthcare Provider Revenues for the Top 25 IT Vendors, 2010 (Document #HI222329)



# HP HEALTHCARE SOLUTIONS PORTFOLIO

## IMPROVING PATIENT OUTCOMES

- Meaningful Use Assessment and Compliance Services
- Clinical Transformation Data Strategy Services
- Data Governance, Security and Availability Solutions and Services
- Data Warehousing and Aggregation
- Healthcare Kiosk Solutions

## ENABLING CARE COORDINATION

- EHReady Electronic Health Records Program
- Clinical Workflow and Print Optimization Solutions
- Health Information Exchange/Integration Solutions
- HP Digital Hospital Solutions
- EMR Virtual Desktop Cloud (VDI) Solutions
- Telemedicine/Mobile Device Solutions

## INCREASING OPERATIONS EFFICIENCY

- Enterprise Security/IT Assurance Solutions
- DC Transformation/Virtualization Services Solutions
- Networking/Converged Communications Solutions
- IT Service Management and Automation Solutions
- Converged Medical Infrastructure Solutions
- Information Optimization and Compliance Solutions



# Why HP and Greenway are Strategic Partners

- *Same passion for and proven execution of:*
  - **Superior customer service** and customer satisfaction as evidenced by highest KLAS rankings
  - **Innovation in technology** by improving patient care and the way physicians deliver that care
  - **Industry leadership** by building and supporting outstanding products that meet the demands of the rapidly changing healthcare field
  - **Commitment to quality**



# HP – Greenway Solutions

- **Turn Key On Site Solutions:**
  - Delivered Pre-Tested and Pre-Loaded
  - Configured and Up and Running a Matter of Weeks
  - Greenway delivers 94% productivity gains, HP delivers 60 day ROI, an 97% power savings
  - Quality first from both companies – lowest total cost of ownership
- **Planned Software as a Service Solutions:**
  - Delivery Via the Cloud, Fully Secured
  - No On Site Hassle Fully Managed Service
  - Flexible Per Use Payment Plans
- **Full Implementation and Training Services**
- **Integrated HP and Greenway Support**
  - Greenway is Level 1 Support
  - Fully integrated into HP's Support Process
  - Healthcare specific support Care-Packs
- **MU Readiness Assessments**



## ENABLING CARE COORDINATION



Clients

## IMPROVING PATIENT OUTCOMES



Storage



Servers

## Unleash the potential

- Any application, anywhere
- Flex resources on demand
- Unlock productivity
- Predictable continuity of service
- Faster time to business value

Building on what you have today



Power & cooling



Network

## INCREASING OPERATIONS EFFICIENCY

Management software



# THE HP Servers Maintain #1 Position for 15 Quarters in a Row

## HP SERVERS

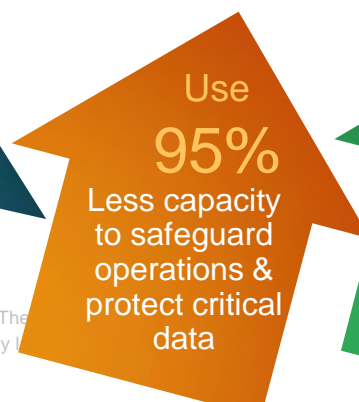
20yrs as the industry leader,  
over 20M servers sold

MARKET	SHARE <sup>1</sup>	POSITION <sup>1</sup>
Total servers	32.5%	#1
Blade servers	55.8%	#1
x86 based servers	39.2%	#1

Manage



Protect



Grow



# WHAT THIS MEANS FOR YOU

- **PEACE OF MIND: PRE-TESTED/PRE-CONFIGURED SOLUTIONS THAT WORK!**
- **IMPROVED SERVICE LEVELS**
- **INTEGRATED SUPPORT IN CASE OF ANY UNFORESEEN ISSUES**
- **FASTER RETURN ON INVESTMENT AND REAL SAVINGS**
- **SEAMLESS IMPLEMENTATIONS**
- **CONTINUOUS INNOVATION THAT ALLOWS YOU TO SERVICE YOUR PATIENTS BETTER!**



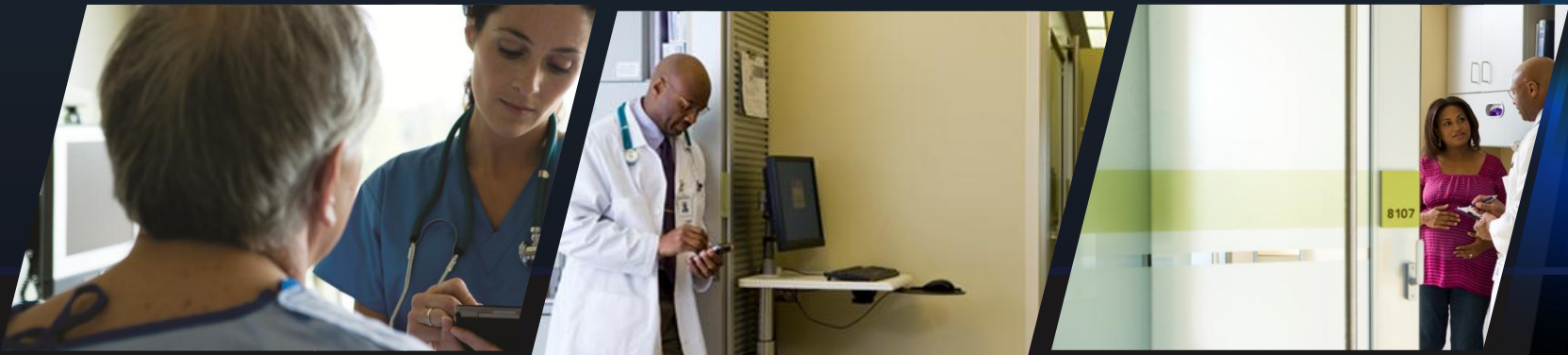


- ***Michelle Harper*** is the healthcare business development manager for personal systems group - America's Healthcare at Hewlett-Packard. She is responsible for sales and business development as well as delivering client-based solutions across HP's healthcare segments.



# TRENDS IN HEALTHCARE

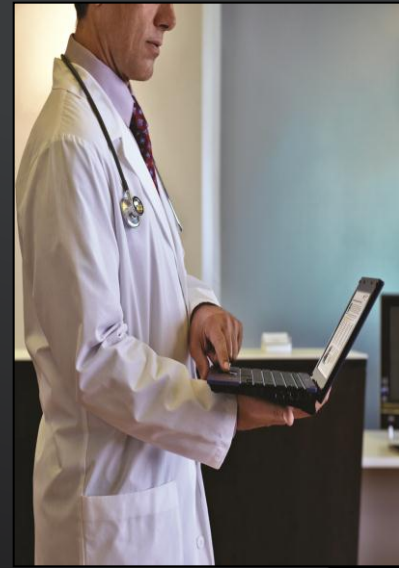
- Acquisition of Physician practices and clinics
- Wireless and Mobility so clinicians can move easily between patients
- Patients driving technology adoption
- Doctors and Radiologists performing remote diagnostics
- Remote consults between Clinician & Hospital



# PHYSICIAN FEEDBACK

**“Practicing medicine is easy....IT is hard!”**

- Easy to use EMR software
- Data input patient side challenging
- Training is crucial
- Help with correct coding
- Financial management (Leasing)
  - Cost per seat
- Utilize local resellers for your onsite service



# CLINICIAN WORK FLOW

- How does the clinician interface with patients?
- Do they work at home?
- Consult on the road?
- Pen based?
- One device or multiple?

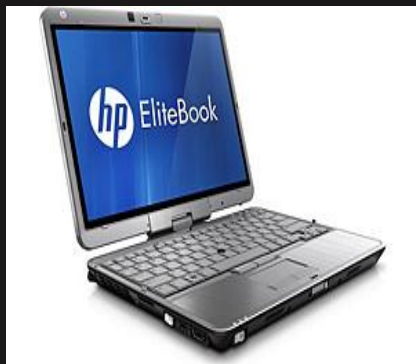


# CLIENT HARDWARE CONSIDERATIONS

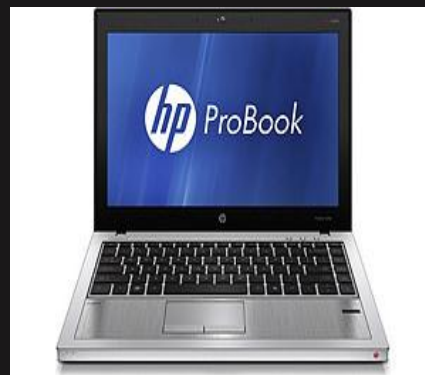
- Processor i3 or faster
- Weight 3lbs – 6lbs
- Hard drive sizes of 320GB or higher
- 2GB minimum/4GB is better
- Screen size depends on usage needs
- Convertible notebooks great multi function
- Warranty (Onsite & Accidental Damage)
- Consider local reseller in your area



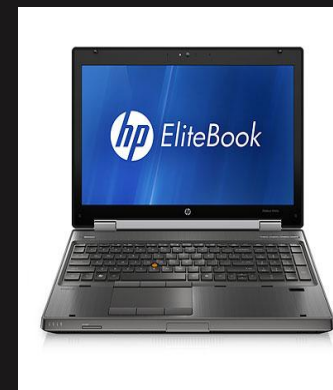
EliteBook 2760



ProBook 4530s



EliteBook 8560w



company, L.P.



# SLATE CONSIDERATIONS

- Security & Manageability
- Windows 7 Professional
- 30% better performance
- 6.5 hours of battery life
- Touch or Pen Based
- Weighs 1.5lbs
- Docking Base
- USB Ports for large keyboard & mouse
- Connects to large monitor
- Perfect for Patient Rooms



# TECHNOLOGY FUTURES

## Multi Touch Requirements

- Pen
- Multi-touch finger

## New Designs

Ultra Thin & Light Designs

New Composite Frames

Extended Battery Life

New processor power

LED Screens



Thank You



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To learn more about HP healthcare solutions, visit:

[www.hp.com/go/healthcare](http://www.hp.com/go/healthcare)

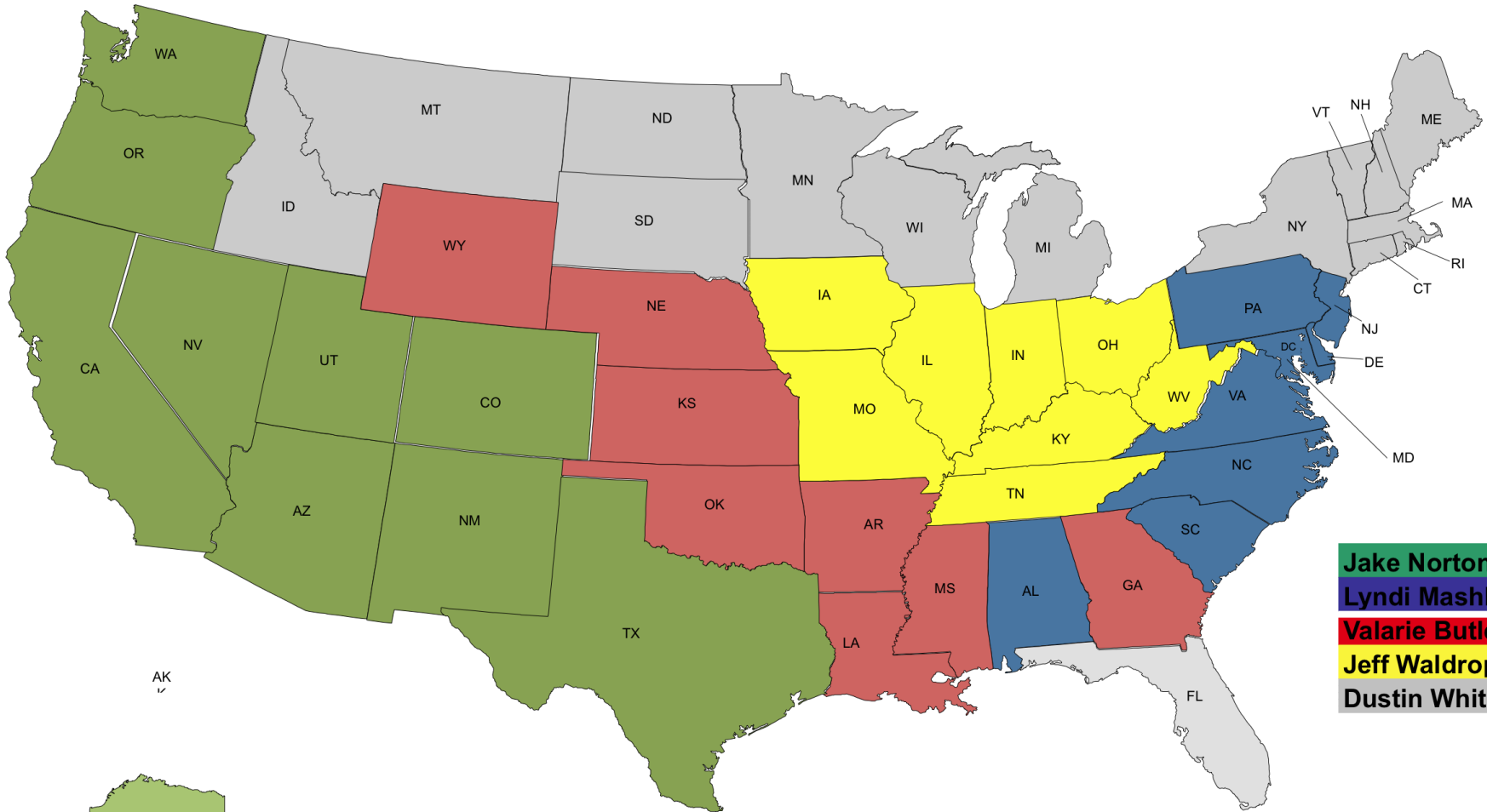
<http://www.zdnet.com/hp-healthcare>

**Contact your Inside Sales Rep for more information  
about how HP solutions can help your practice.**

**GREENWAY**<sup>®</sup>



# Inside Sales Territory Map



- Jake Norton
- Lyndi Mashburn
- Valarie Butler
- Jeff Waldrop
- Dustin White

