



# Transformação Digital na Saúde

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# Agenda

-  . Visão sobre Tx Digital do Setor
-  . Jornada de Experiência do Paciente
-  . Produtividade e Desenvolvimento das Equipes
-  . Eficiência Operacional da Infraestrutura / Ativos

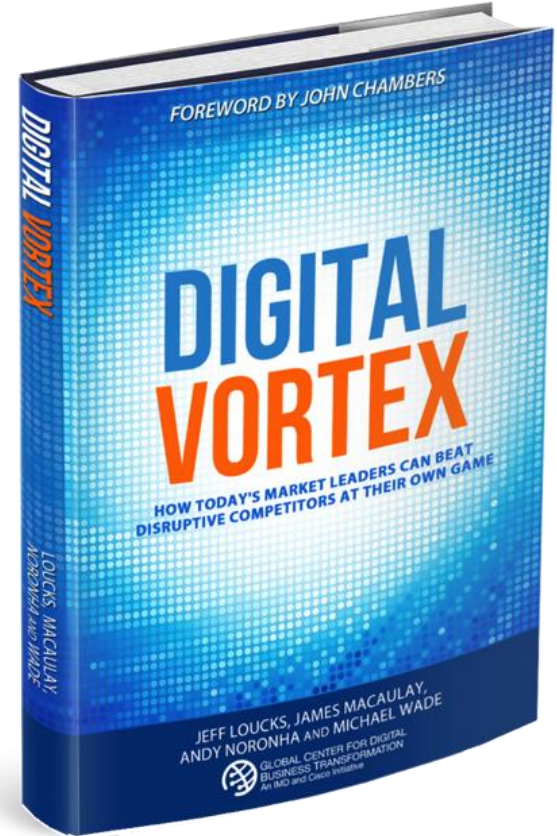
# Transformação o Digital na Saúde



# Disrupção e Transformação Digital



GLOBAL CENTER FOR DIGITAL  
BUSINESS TRANSFORMATION



SAÚDE É UM DOS  
SETORES MAIS  
VULNERÁVEIS À  
DISRUPÇÃO DIGITAL

Technology  
Products &  
Services



1

Media &  
Entertainment

NETFLIX

2

Retail

amazon

3

Financial Services



4

Telecommunications



5

Education

coursera

6

Hospitality  
& Travel



7

CPG &  
Manufacturing

shapeways

8

9

proteus  
DIGITAL HEALTH



Healthcare

Utilities  
vandebron

10

Oil & Gas  
accend

11

Pharmaceuticals

12

# EXPECTATIVAS para uso de Tecnologias para Transformação Digital na Saúde



Chief Experience Officer

- + Patient mobile experiences
- + Patient outreach



**personalize experiences**—onsite and mobile—to boost satisfaction for patients



Chief Medical Officer

- + Remote patient consultation
- + Remote collaboration



Teams to work **remotely** and **collaboratively**, with each other and with patients.



Chief Nursing Officer

- + Communications and conferencing
- + Location services
- + Mobility
- + EHR-integrated video



need to work smarter, **improving workflows** so we can innovate and deliver better care.



Chief Information Officer

- + Infrastructure
- + Analytics
- + Data interoperability
- + Virtual meetings, trainings



**optimize** clinical and business **operations** for better information-sharing.



Chief Security Officer

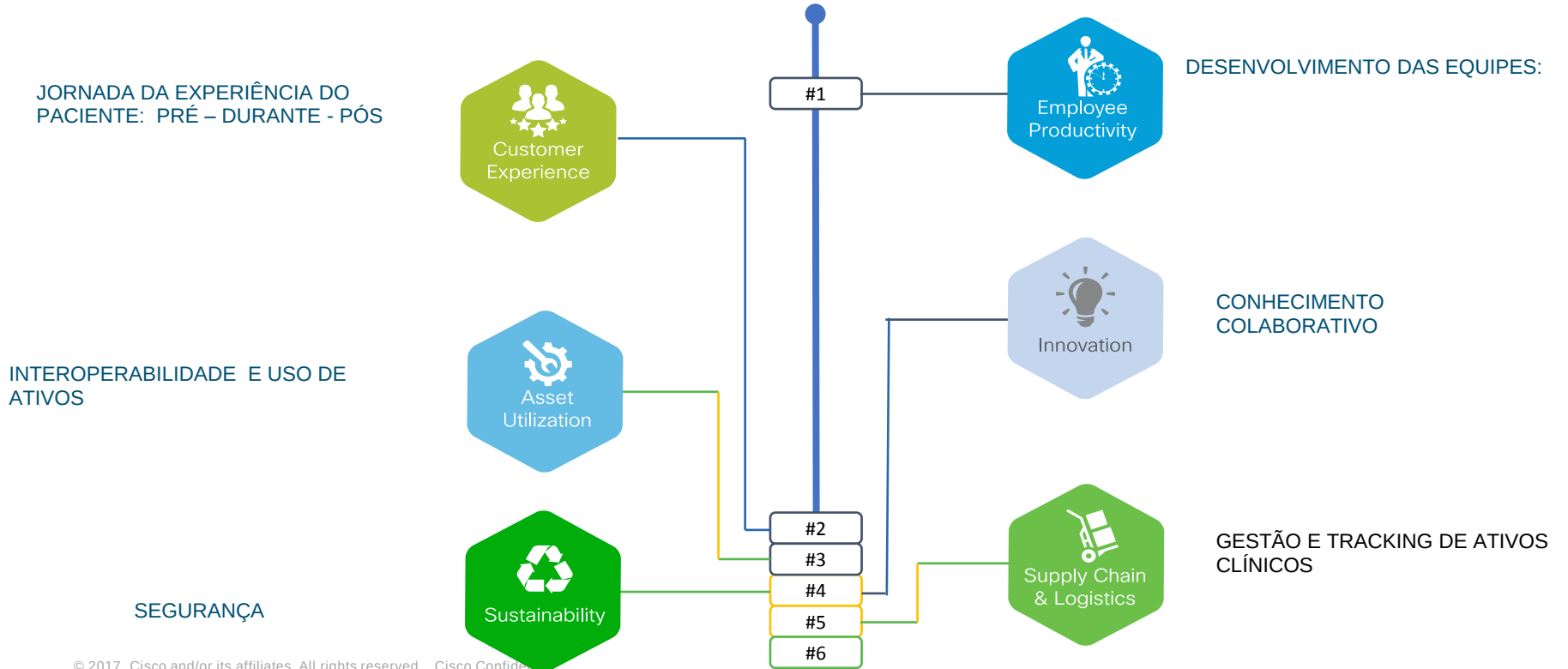
- + Device security
- + Cybersecurity
- + Ransomware defense



keep our patients, our devices, and our data **safe and secure**.



# Mapa de PRIORIDADES para Transformação Digital Saúde



# Principais aplicações de Tecnologia Digital para Transformação Digital Saúde

## Jornada de Experiência do Paciente



## Conhecimento Colaborativo



## Desenvolvimento das Equipes



## Interoperabilidade e Uso de Ativos

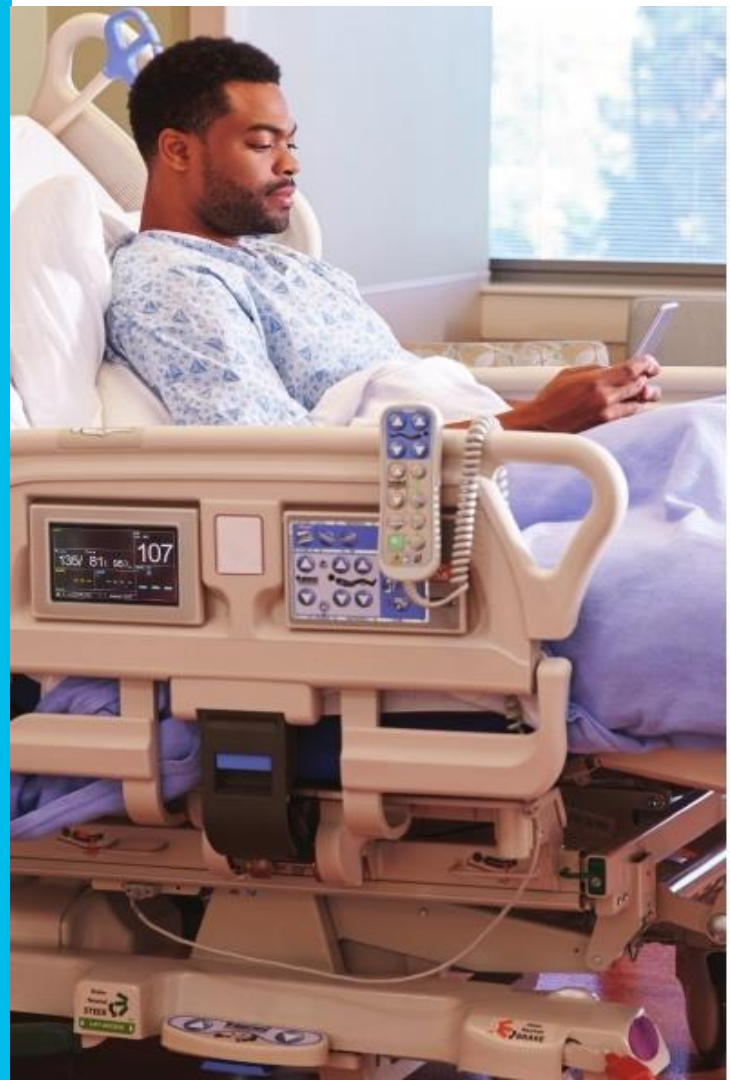


## Segurança





# Jornada de Experiência do Paciente



# UNIFIED CONTACT CENTER para Pré, Durante e Pós Atendimento

## Contact Center Multi-Mídia



## ANALYTICS educacional Integrado ao CONTACT CENTER



- Confiabilidade e Continuidade
- Agilidade
- Qualidade Voz/Vídeo
- Gestão e Produtividade
- Redução de Retrabalho
- Preferred Partner – Operadora
- Receita Continuada

## DASHBOARD de GESTÃO de produtividade



## Salas de Colaboração e ACOMPANHAMENTO EXTENDED CARE



# VIDEO PORTAL – Personalização do atendimento



The screenshot displays the Cisco Video Portal interface. At the top, the Cisco logo and "Video Portal" text are visible. Below the header, there's a navigation bar with "My Video Portal" and "Cisco Video Portal". The main content area features a video player on the left, currently showing a woman speaking. To the right of the video player is a list of chapters, each with a thumbnail and a description. Below the video player, there's a section for "Comments" with a list of user comments. On the right side of the interface, there's a section for "Event Speakers" featuring a speaker's profile and a "Subscribe" button. Below that, there's a "Related Videos" section with a list of video thumbnails and titles.

**Chapters:**

- Chapter 1 (3:28) Visual marketing experiences, enabled by Cisco Unified Communications, Cisco TelePresence and WebEx solutions, allow teams to collaborate across time and geography.
- Chapter 2 (3:28) The TelePresence experience empowers the global sales organization by enabling the sales manager and his sales team to connect with customers globally.
- Chapter 3 (1:07) Consumers and businesses are poised to radically change how they communicate, and Cisco is playing the only.
- Chapter 4 (1:07) Multisite TelePresence helps engineering students in Pakistan learn about.

**Event Speakers:**

- Jill Anderson, Jit Manager, Marketing and Communications, San Jose, CA, USA

**Related Videos:**

- San Jose location video - 45:40 (10:00)
- Author: Jit Manager
- Rating: 10 9 8 7 6 5 4 3 2 1 (10:00)
- Views: 10,000
- San Jose location video - 45:40 (10:00)
- Author: Jit Manager
- Rating: 10 9 8 7 6 5 4 3 2 1 (10:00)
- Views: 10,000

# Produtividade das Equipes e Funcionários













# Otimização de Uso dos Ativos



# IOT PARA TRANSFORMAÇÃO NA SAÚDE



Médico  
Especialista



Beira Leito e  
Workflow clínico



Tacking de Pacientes  
e  
Ativos Clínicos



Monitorar Wearables  
de  
Pacientes e Crônicos



Experiência do  
Paciente  
Pré-Durante-  
Pós





# Visão Inovadora de Clínica do Futuro





# Connecte-se conosco...



[cisco.com/go/healthcare](https://cisco.com/go/healthcare)



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