

Healthcare System Enhances Patient Care with Collaboration



Executive Summary

- **Customer Name:** Park Nicollet Health Services
- **Industry:** Healthcare
- **Location:** St. Louis Park, Minnesota
- **Number of Employees:** 8200

Challenge

- Enhance collaboration among staff to improve patient experiences
- Provide reliable IP communications to all employees 24 hours a day
- Lower total cost of care by reducing communication costs and improving efficiency

Solution

- Deployed enterprise-class IP telephony to entire organization
- Equipped employees with integrated voice and video tools for high-quality, collaboration experience across devices

Results

- Introduced new opportunities for innovative patient care
- Helped enable greater staff productivity and more immediate patient care
- Added new functionality and reclaimed 30 data center racks

Park Nicollet uses Cisco solutions to streamline collaboration, improving patient experiences.

Challenge

Park Nicollet Health Services is a nonprofit, integrated healthcare system located near Minneapolis, Minnesota, with more than 1000 physicians on staff. One of 32 organizations named a Pioneer Accountable Care Organization (ACO) by the Centers for Medicare & Medicaid Services, Park Nicollet maintains a high rate of patient satisfaction, earning Sun Newspapers' Reader's Choice Award in several categories, including Best Clinic, Best Urgent Care, and Best Hospital. Its network of care includes Park Nicollet Methodist Hospital, Park Nicollet Clinic, and St. Francis Regional Medical Center, among others.

In 2013, Park Nicollet merged with HealthPartners to become the second largest healthcare institution in revenue in Minnesota. The new organization serves more than 1.4 million medical and dental members and more than a million patients.

Shortly after the merger, Park Nicollet opened a new clinic in Champlin, Minnesota, the first in an expansion strategy for the combined organization. Recognizing that the new clinic had to be equipped with the latest technology tools, Park Nicollet decided to use Champlin as a model for a new enterprisewide direction in communication and collaboration.

"We had a vision to enhance communication and collaboration across the organization with voice and video to improve patient experiences," says Julie Flaschenriem, chief information officer at Park Nicollet Health Services. "We saw an opportunity to provide a great patient experience while lowering the total cost of care, and the new Champlin clinic was the perfect pilot environment."



“Cisco collaboration tools are helping us enhance and redirect time back into patient care. When we hear from our users that technology has made their lives easier, we know we’ve succeeded.”

– Julie Flaschenriem
Chief Information Officer
Park Nicollet Health Services

Solution

A Foundation for the Future

Several years ago, Park Nicollet replaced its legacy telephone infrastructure with Cisco® Unified Communications Manager and Cisco Unified IP Phones. One of the deciding factors was the ability to build upon Cisco Communications Manager with integrated collaboration solutions.

“We recognized that effective voice and video collaboration is critical for healthcare,” says Don Tierney, senior director, infrastructure and chief technology officer, Park Nicollet Health Services. “We also looked at solutions from Avaya and Microsoft, but decided that the Cisco unified communications offering was the most flexible, mature, and enterprise-class.”

Enhancing Collaboration for Better Patient Care

With assistance from Cisco Partner CDW, Park Nicollet deployed Cisco Jabber® for iPhone, iPad, PC, and Mac platforms to employees at Champlin and other locations, allowing doctors, nurses, and clinicians to collaborate anywhere using any device. Where applicable, all users have access to Jabber instant messaging, softphone/voice, video, voice messaging, desktop sharing, and conferencing. The combination of Cisco Unified Communications Manager and Jabber allows employees to determine if and how colleagues are available, and collaborate instantly. Users simply click to begin an IM session, initiate a smartphone call, or easily start a videoconferencing call. “Having reliable, instantly accessible voice communication is absolutely critical to us,” says Tierney.

At the Champlin clinic, the front desk is linked to the exam room using Jabber and Cisco Unified Wireless IP Phones, making it easy to schedule appointments. “That gives us greater flexibility,” says Sue Collier, clinic manager at the Champlin clinic.

Park Nicollet also uses Cisco WebEx® Meeting Center as its primary conferencing hub, with high-definition video, integrated audio, and real-time content sharing. Users can launch WebEx directly from Jabber to escalate a conversation into a web conference that combines file and presentation sharing with voice and video, and start or join an online meeting with one click from their email application, IM client, or web browser. WebEx is widely available and is Park Nicollet’s standard for virtual meetings.

The Community Room at the Champlin clinic uses Cisco TelePresence® SX20 Quick Set to provide high-definition video- and audioconferencing. All video-enabled conferencing is Cisco based at all Park Nicollet locations. The clinic also uses Cisco Interactive Experience Manager to manage digital signage, including scrolling content and online brochures.

“Cisco brought a lot of innovation and technology to the table in one framework and with one set of infrastructure,” says Tierney. “We avoided having to engage multiple vendors, which would have added complexity and cost to the project.”

Park Nicollet delivers the services from two redundant, geographically separated data centers running Cisco Unified Computing System™ (UCS®) blade servers. It uses Cisco routers and switches for the underlying network infrastructure, benefitting from an intelligent Cisco Medianet™ architecture that can cost-effectively scale to support video. “We appreciated the fact that Cisco came at the solution not as a carrier or software company, but as a network company,” says Tierney. “Cisco solutions utilize bandwidth and network resources efficiently to keep costs down, which was very important to us.”

For support, Park Nicollet contracts with Cisco SMARTnet™ Service. “My experience with Cisco support has been excellent,” says Tierney. “Not only do we have prompt response

to critical issues, our local account team and VAR have remained close to our account, helping to mitigate potential problems proactively.”

Results

With the Champlin clinic, Park Nicollet has taken an important step in evolving its care network and offering new opportunities for innovative patient care, such as telemedicine and off-site family therapy sessions. Patients at the clinic can view videos about relevant health concerns, and consult with remote pharmacists over video instead of making a separate trip.

“The Champlin clinic staff is small, but our Cisco collaboration tools enable us to give patients a more complete experience in a single appointment by leveraging resources available elsewhere in our care network,” says Coller. “We’re bringing services to the patients as much as possible, instead of asking them to go to the services.”

Doctors, nurses, clinicians, and staff took to the Cisco collaboration tools immediately, recognizing the potential for greater productivity and more immediate care. “Employees have the sense that we’re empowering them with cutting-edge tools,” says Coller. “They’ve been very savvy about finding ways to use Cisco collaboration tools to serve patients better. They can communicate effectively wherever they are, instead of spending valuable time locating other staff members and manually exchanging information.”

The softphone capability in Cisco Jabber provides mobile and traveling employees with the full experience of communicating and collaborating from their office. IT users benefit from the ability to use Jabber on multiple devices to communicate effectively in troubleshooting situations, while the click-to-call capability saves valuable time remembering phone numbers.

Infrastructure costs have been reduced as well. “Our costs have gone down each year, even though we have grown and added to the system,” says Flaschenriem.

Next Steps

In the near future, Park Nicollet will upgrade to Cisco Unified Communications Manager 9.0, giving the organization streamlined administration of licensing, consolidation of video infrastructure with Cisco Unified Communications Manager as a central registration point, and the ability to dial via phone number or URL.

“Cisco collaboration tools are helping us enhance and redirect time back into patient care,” says Flaschenriem. “That’s exactly what we’ve done at Champlin and will continue to look for opportunities across the organization. When we hear from our users that technology has made their lives easier, we know we’ve succeeded.”



Product List

Unified Communications

- Cisco Unified Communications Manager 8.6.x
- Cisco Unified IP Phone 8900 Series
- Cisco Unified Wireless IP Phone 7900 Series

Collaboration Applications

- Cisco Jabber for Windows, iPhone, iPad, and Mac
- Cisco WebEx Meeting Center

TelePresence

- TelePresence SX20 Quick Set

Video

- Cisco Interactive Experience Manager
- Cisco Interactive Experience Client 4600 Series
- Digital Signage

Services

- Cisco SMARTnet

For More Information

To find out more about Cisco Collaboration Solutions, please visit:
www.cisco.com/go/collaboration.



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