

# READY NOW.



*EHReady*<sup>SM</sup>





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# FOR HOSPITALS READY TO LEAD, HP IS READY TO HELP

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The right Electronic Health Record (EHR) system can bring hospitals, physicians and patients together to improve quality of care. Now, with the HP EHReady<sup>SM</sup> program, healthcare professionals have never been more prepared – or more empowered – to realize the potential in an EHR solution.

Your affiliated physicians are looking for leadership, guidance and options as they search for the ideal EHR for their medical practice. For them, EHReady is a program designed to help deliver EHR solutions that may enable their organization to meet the meaningful use objectives under the American Recovery and Reinvestment (ARRA) HITECH Act. Affiliated physicians will benefit from an end-to-end solution designed to guide them through hardware assessment, software selection, installation, and training.

But EHReady isn't just a technology program. Because HP supports EHReady with a unique marketing program for hospitals, you'll get the tools and expertise you need – from co-branded templates all the way to a full-service Marketing Help Desk – to help you engage your affiliated physicians and encourage participation across your network.

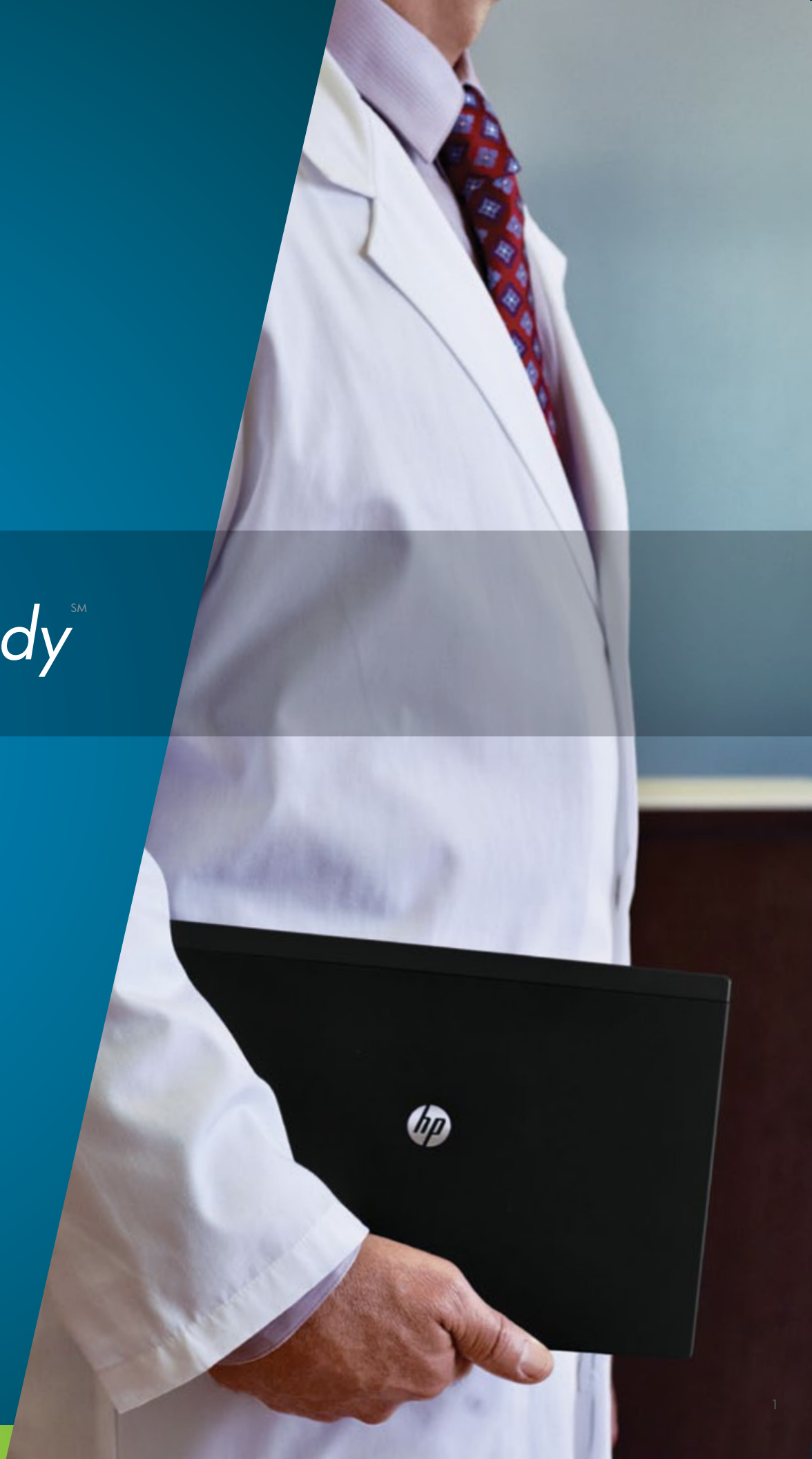
Together, HP and Intel have collaborated to provide a comprehensive program that will help hospitals support their affiliated physicians with high-quality EHR solutions and smoother transitions to the digital office. And for organizations like yours, EHReady offers the potential of a stronger and more integrated member network. With EHReady, you're ready to lead, ready to connect and ready to help your affiliated physicians face the HITECH future.

Best of all, EHReady is here today. And that means you're ready now.



Exceptional Care Through Exceptional IT.

*EHReady*<sup>SM</sup>



## A SOLUTION THAT'S READY TO WORK

When it comes to implementing an EHR solution, your affiliated physicians are looking to you for leadership and advice on everything from compatibility to costs. We understand it's about more than implementation. That's why HP offers complete hardware solutions for healthcare. And that's why hospitals across the country use HP technology.

When a medical practice launches an EHReady initiative, we begin with an onsite assessment to evaluate their current systems and special requirements. From there, HP plans and implements the EHR installation or upgrade – using as much of the existing infrastructure as possible. The result is an end-to-end solution that's ready to work now and is designed to help reduce total overall costs for the practice.

To help ensure the best fit with technology needs, HP has relationships with some of the world's leading EHR software providers – so your affiliated physicians get a wide range of choices in EHR applications.

## POWERFUL TOOLS FOR EMPOWERED HEALTHCARE

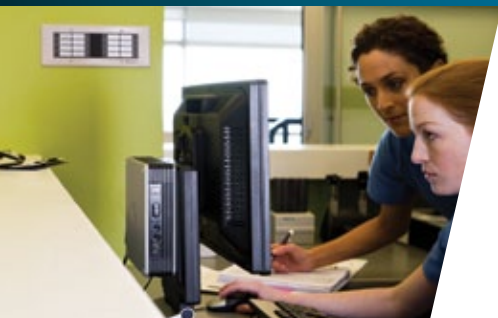
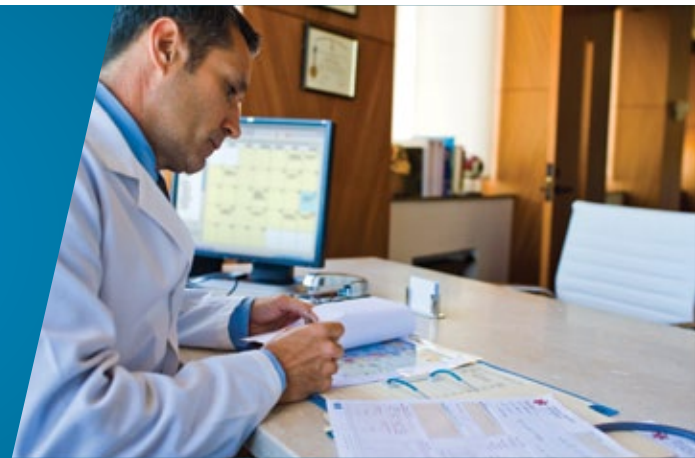
Products delivered through HP EHReady program are powered by Intel processor technology; and the advantage is clear. After all, Intel provides foundational architecture for healthcare. Intel technologies and expertise help connect people and information to improve the delivery of healthcare and organizational performance. Intel processors, platform definitions, system architecture and reference designs enable improved quality and efficiency across all points in the system.



A total solution built with Intel technology empowers healthcare with standards-based products and services that can help improve workflow and simplify access to clinical information – all while helping to lower costs.

## PROVEN HARDWARE

- Best-in-class hardware including PCs, Workstations, Thin Clients and Handhelds
- Intel vPro<sup>1</sup> technology and DASH leader
- HP ProtectTools<sup>2</sup> security
- ENERGY STAR<sup>®</sup> qualified



## GIVING MEANING TO "MEANINGFUL USE"

Among the most important considerations for physicians is meeting the HITECH criteria for EHR meaningful use solutions. They want to know their investments will meet the criteria for government reimbursement. EHReady gives physicians the tools and guidance they need for a smoother transition to a digital office. The program is designed to deliver EHR solutions that may enable healthcare professionals to meet the meaningful use objectives under HITECH.

# SERVICES

## SERVICE FOR ALL SIZES

With EHReady, virtually any medical practice can easily migrate to an EHR solution and see the advantages right away. HP is one of the world's largest technology services companies. That means we have the products and services to meet a full spectrum of needs and services built for even the smallest medical practice.



## CONSULTATION IS KEY

EHReady Hardware Services provide comprehensive hardware and service solutions for easy migration to an EHR. This suite of services offers a range of support – from consultation and planning to installation of PCs, servers, and network and printing/scanning devices. The EHReady Program offers a wide variety of options to help physicians implement a solution that best fits their needs – all delivered in collaboration through the HP Partner Healthcare Network.

## AVAILABLE SERVICES INCLUDE:

- Onsite Assessment
- Hardware Implementation Design
- EHR Software & Hardware Integration
- Server, Network and Device Installation Services
- Fixed and Flexible Support Services
- EHR Software Training
- Program Management
- Onsite & Remote Post Installation Support



Though many physicians may be reluctant to adopt an EHR solution because they're concerned about the potential costs and downtime of training, EHReady provides the freedom to choose hardware, software and services that complement existing infrastructures and help keep practices operating smoothly. And throughout the process, HP works to help minimize downtime and disruption by having service technicians available to your affiliates – helping to bring medical practices staff up to speed.

## ONGOING SUPPORT

EHReady Hardware Services offer maintenance packages that can address hardware and software needs for ongoing support throughout the life of the system – helping to meet service needs as your affiliated physicians' needs change.



**Accidental Damage Protection (ADP):** Next Business Day<sup>1</sup> onsite support provides parts and labor coverage for accidental spills and drops of notebooks, handhelds and tablet PCs.

**Next Business Day<sup>1</sup> Support:** Onsite service provides a certified HP technician to repair or replace components or entire units when service issues can't be resolved remotely, eliminating the downtime of mail-in depot repair.

**Defective Media Retention (DMR):** Protects the integrity of sensitive patient data and assists with HIPAA requirements when a disk drive malfunctions.

**Computrace<sup>2</sup>:** Tracks hardware to assist with recovery from theft and provides remote data deletion to guard data against security breaches and help assist with HIPAA requirements.

## PLANS WITH FLEXIBILITY

HP Financial Services can help your affiliated physicians get the most from their EHR investments. Unlike bank loans or stand-alone leases, HP takes a complete lifecycle approach to lease financing – from acquisition and management all the way through retirement of IT assets – that can help physicians reduce total cost of ownership over time. In fact, we even have plans that allow physicians to bundle HP components with outside equipment into one simple, manageable package.

### WITH EHREADY, AFFILIATED PHYSICIANS CAN ENJOY:

- Flexible plans that can help manage the timing of ARRA subsidies.
- EHR implementation with little or no initial cash outlay.
- Early payoff on qualified financing plans.
- The convenience of a bundled EHR solution – including non-HP components.



Depending on practice needs, some may find leasing to be the most sensible way to acquire technology. A lease from HP Financial Services means they pay only for the use of the equipment, not the actual ownership.

There are also special offers and promotions available only through HP Financial Services to qualified customers. As for financing, there are plans with 0% or low lease rates and solutions that allow for deferred payment up to 90 days. The flexibility of different plans offers different options to help offset initial investment until ARRA subsidies are received. There are even plans with provisions for early payoff. It's all about options – and no program gives medical offices more flexibility.

For details, visit [www.hp.com/go/hpfs-special-offers](http://www.hp.com/go/hpfs-special-offers)



## A MEDICAL BREAKTHROUGH. IN MARKETING.

Without your affiliated physicians' participation, even the best EHR solution has limited impact. That's where the HP EHReady program offers a unique advantage: world-class marketing support.

EHReady is designed to equip your organization with the marketing tools and support you need to encourage EHR adoption among your affiliated physicians.

With EHReady, your marketing or affiliate relations teams will have access to support from one of the world's most recognized brands. You'll get standard and customizable marketing templates, access to a marketing resource center, one-on-one consulting with the HP EHReady Marketing Help Desk and a library of assets that help make getting the word out to your affiliated physicians simple and effective.

Your hospital may even qualify for full-service marketing planning and execution from HP to help customize the marketing to your network of affiliated physicians. It's a unique service that can ease the burden on hospital IT and marketing departments by lending HP's marketing expertise and resources to your physician outreach.

### EHR EDUCATION

- HP and industry news, trends and standards that will help inform affiliates about EHR adoption

### MARKETING MATERIALS

- Customized co-branded materials to market to your affiliates

### MARKETING HELP DESK

- Live phone or email support
- Access to HP's marketing experts



## PROGRAM EDUCATION AND MARKETING MATERIALS

EHReady offers industry content and marketing templates with basic co-branding customization to help educate and market to your affiliated physicians.



## READY TO MEET YOUR NEEDS.

When it comes to hardware, HP offers more than 70,000 products from 1,800 vendors – including highly specialized items like medical carts, durable notebook PCs, digital signage and more. And as HP continues to build relationships with leading ISVs, EHRReady helps to ensure software compatibility and ease-of-use.

## MORE EFFECTIVE AND COST-EFFICIENT CARE.

Intel is committed to an ongoing transformation of the healthcare industry. A transformation that uses new technologies to enable more efficient models of care. Intel technologies provide a computing foundation that enables improved quality and efficiency across the entire system, while helping to protect patient information in the new era of electronic medical records. Comprehensive, well-implemented Healthcare IT initiatives can help organizations achieve core business objectives and produce a significant bottom line impact.

Intel is also collaborating with other technology industry and government leaders to accelerate the adoption of standards and policies that enable the secure flow of health information between patients, providers and payers.

With the HP EHRReady Program, your affiliated physicians are covered for all of their hardware, technology and software needs to help ensure a cost effective and smooth transition to EHR.



### TECHNOLOGY INNOVATION

HP brings to the healthcare landscape a 50-year history of technology innovation. Because of our extensive experience working closely with payers, providers and patients, we can help them realize their unique visions for better healthcare.

### TAILORED SOLUTIONS

HP technologies help improve patient care and productivity in all kinds of unique medical environments. Broad product lines and relationships with leading suppliers mean our customers get simple, comprehensive solutions built exactly to their specifications.

### ROCK SOLID IT

In healthcare, downtime is not an option. That's why HP products are designed to be highly reliable and secure – and why they're backed by world-class support just in case it's ever needed.



*HP LONG LIFECYCLE PCs BOAST A 5-YEAR LIFECYCLE FOR RELIABILITY. FOR AFFILIATED PHYSICIANS, THAT MEANS BETTER COMPATIBILITY AND LESS FREQUENT UPGRADES.*



## *YOU'RE MORE THAN READY.*

The time for EHR is now. And together with Intel, HP brings your affiliated physicians a cost effective and comprehensive solution. With the HP EHReady Program, you'll get all of the marketing support you need to reach out to your affiliated physician network. And at the same time, HP can help their practices find proven, practical answers to even their biggest EHR adoption challenges.



## *WHY HP WORKS FOR HEALTHCARE:*

Through collaborating with hospitals, clinics, physicians, nurses, operations and management, HP sees the big picture of healthcare – what works and what doesn't. We use our exhaustive knowledge to develop end-to-end systems that bring together the best hardware, software and content providers – and make it all work together for you.

- Creating the conditions for quality patient care: HP is changing the technology landscape in healthcare organizations with solutions that improve data access and connectivity.
- Driving down costs: Maintaining the balance between costs and profitability is never-ending. Our complete system of technologies enables operational efficiencies that help keep costs in check.
- New standards in security and privacy: The security of hospital information is a top priority. Complying with HIPAA and other regulations that govern patient information privacy can present data management challenges. HP understands the intricacies of these regulations and has created virtualization solutions that promote the security of patient information, while permitting care providers access to critical information from any terminal in your hospital – a huge plus for productivity.

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# READY TO GO. READY TODAY.

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In the here-and-now reality of healthcare, the HP EHReady Program brings immediate and comprehensive solutions to your affiliated physicians – all with the full support of HP services. And with the support of the EHReady Marketing Help Desk, your affiliate relations department will be ready to go with prebuilt and customizable marketing campaigns. The end result? A fast, turnkey program that is easy for you and affordable for your affiliated physicians.

EHR technology is the promise of something better. Better processes. Better patient care. Even better healthcare. And EHReady is the one program that can help hospitals and physicians alike deliver on that promise.

TO LEARN MORE, VISIT [WWW.HP.COM/GO/EHREADY](http://WWW.HP.COM/GO/EHREADY) OR CALL 1-877-451-9340.

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1 Some functionality of this technology, such as Intel Active management technology and Intel Virtualization technology, requires additional 3rd party software in order to run. Availability of future "virtual appliances" applications for Intel vPro technology is dependent on 3rd party software providers. Compatibility of this generation of Intel vPro technology-based hardware with future "virtual appliances" and Microsoft Windows Vista and Windows 7 operating systems is yet to be determined.



2 HP ProtectTools requires Microsoft Windows based systems.

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