

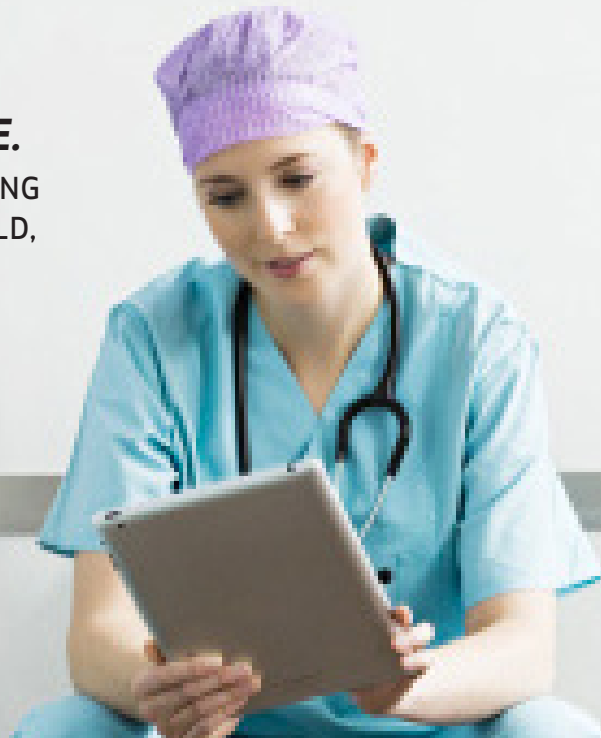


NEXT-GENERATION HEALTHCARE



HEALTHCARE IS GOING MOBILE.

THE BEST DOCTORS ARE NO LONGER SITTING BEHIND A DESK. THEY ARE OUT IN THE FIELD, GOING WHERE THEY ARE NEEDED MOST.



TURNING CHALLENGES INTO OPPORTUNITIES.

While Americans are living longer, many are not living better. With soaring healthcare costs and obesity and diabetes at epidemic levels, our nation's physical and financial health is being compromised. To reverse these trends, healthcare providers need to find new ways to empower people to take charge of their health and lower costs without sacrificing quality. The question is: how do they bring about this transformation? The answer: **technology**.

Technology is already transforming healthcare and is set to play a pivotal role to help providers contain costs, improve access and save lives. For healthcare to truly evolve, healthcare leaders will need to be proactive and forward thinking about their technology investments to help them turn these challenges into opportunities.

HEALTHCARE COSTS ARE RISING AT NEARLY **4%** PER YEAR.¹

NEARLY HALF (47.7%) OF OUR HEALTHCARE COSTS ARE SPENT ON 5% OF THE POPULATION, MUCH OF THAT FOR THE TREATMENT OF CHRONIC DISEASES.²

TRANSFORMING HEALTHCARE IS A SHARED OPPORTUNITY.

A collaborative effort between healthcare and technology providers is essential to effectively change how care is managed. Healthcare organizations

are discovering that the key to improving quality care is greater patient engagement. Patients who stay connected with hospitals, caregivers and physicians

are more satisfied with their care and get better quicker. They also have fewer repeat hospitalizations, manage their chronic disease better and cost payers/providers less money.³ Using innovative technology to securely connect patients and families to physicians and caregivers, Verizon is designing solutions to keep patients connected with their healthcare providers through our mobile healthcare solutions initiative.

Working together, we have the potential to develop solutions designed to address many of our healthcare challenges in powerful new ways. With our 3G, 4G LTE and fiber-optic networks; cloud computing; and enterprise-level security, Verizon offers a solid foundation on which we can remove barriers and build a healthier future.

2013

THE U.S. IS PROJECTED TO SPEND **\$2.915 TRILLION** ON HEALTHCARE, MAKING THE PER-CAPITA HEALTH SPENDING IN THE UNITED STATES THE HIGHEST IN THE WORLD.⁴

Verizon and our healthcare partners are committed to using our technology to solve the nation's biggest healthcare challenges.

DELIVERING QUALITY CARE IN THE FIELD

Today's healthcare professionals are highly mobile, visiting patients at their homes, clinics and hospitals, and they need immediate access to patient health and clinical reference information as well as to each other, to improve care.⁵ The Verizon mobile clinician solution is designed to leverage secure, high-speed mobile networks, smartphones and tablets, combined with partner solutions from providers such as IQMax, Calgary Scientific and CellTrak, to provide physicians and clinicians with the tools they need to be more productive and provide better care in the field.

RADIOLOGY IN THE CLOUD

Harnessing our network power to handle the bandwidth demands of sending MRIs, X-rays and CAT scans over the Internet, Verizon has teamed up with Qi Imaging to put a radiology platform in the cloud. This allows two-dimensional images to be enhanced to 3-D or even 4-D images, so physicians can see a heart beating or track tumor growth over time.

REDUCING FRAUD WITH DATA ANALYTICS

Using big-data analytics, Verizon is helping the U.S. government and other healthcare payers identify and reject fraud in the healthcare system. In a recent report to Congress, the Department of Health and Human Services reported that the Verizon Customer Contact Center System was up and running within 60 days, and in the first year, it processed more than a billion claims and saved the government \$3 for every \$1 it invested. In a single day, this system was used to analyze 2.5 million claims and found more than 13,000 suspicious claims, representing more than \$200 million in potential fraud.

CLOSING THE GAP

Over 50% of what the U.S. government spends on preventable conditions like diabetes or poor nutrition goes to underserved communities. To help these communities, Verizon has signed on as the technology sponsor for the Clinton Health Matters Initiative, a project launched by the William J. Clinton Foundation. Over the next three years, Verizon will go to medically disadvantaged communities around the country and do health "makeovers" that will put mobile health management tools in the hands of physicians and patients, helping to close the gaps in access to quality healthcare.

KEEPING MEDICAL DEVICES AND PATIENTS CONNECTED

The Verizon Open Development Program allows approved wireless medical devices to be connected to America's fastest 4G network and most reliable 3G wireless network. Pending FDA clearance, wirelessly enabled biometric devices—including glucometers, spirometers, blood pressure monitors, weight scales, pulse oximeters and even health monitoring base stations with wirelessly connected Bluetooth® or Wi-Fi-attached devices—will be used in the program. These approved devices can be used by patients to transmit biometric values to a collection platform for qualified healthcare providers to evaluate.

¹ U. S. Centers for Medicare and Medicaid

² U.S. Department of Health and Human Services, Medical Expenditure Panel Survey, January, 2012.

³ International Perspectives on Patient Engagement: Results from the 2011 Commonwealth Fund Survey.

⁴ U. S. Centers for Medicare and Medicaid

⁵ "Mobile technology use by docs on the rise," FierceMobileHealthcare, December, 2012.

4G LTE is available in more than 475 markets in the U.S. Network details & coverage maps at vzw.com. © 2013 Verizon Wireless.

WHY VERIZON?

MOBILITY IS IN OUR DNA.

With our deep knowledge of mobile healthcare systems, we work with you to find the right solutions to address your unique needs. With the highly secure and powerful Verizon network, you can transmit data and images in real time, so you can take action faster and start patients on the road to recovery sooner. And you can feel confident that your information is protected.

POWERFUL ANSWERS FOR HEALTHCARE.

To find innovative ways to solve healthcare challenges, Verizon has created the \$10 million Verizon "Powerful Answers" Award. The goal is to bring together the best minds in the technology industry to tap the capability of broadband in the development of innovative applications, devices and solutions that provide the most powerful answers in the fields of healthcare, education and sustainability.

NAVIGATING A PIVOTAL TIME

Digital healthcare is transforming systems and patient care. Rapid advances in data and secure connectivity have the power to help make administering the healthcare system much more efficient while telemedicine and a new generation of connected devices promises to make healthcare delivery mobile, convenient and widespread. Verizon is fully committed to partnering with providers to spur innovation that will help remove barriers and promote a modern, patient-focused and cost-effective approach to healthcare that can help increase quality of life and care for everyone.

TO DISCOVER MORE, CONTACT A VERIZON BUSINESS SPECIALIST, OR VISIT US AT [VERIZON.COM/HEALTHCARE](https://www.verizon.com/healthcare).

