

## A prescription for more agile care

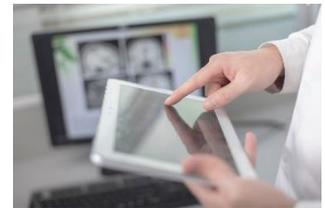
*Cable-powered, high-speed data networks are bringing information to providers – instead of the other way around.*

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By Stewart Schley

Vast changes in the U.S. healthcare economy are driving technology and service innovations like never before. Paramount among them is a migration toward smarter and more agile approaches for conveying and evaluating patient health information.

Thanks to fast, secure and always-available data networks, old-school boundaries dictating how physicians and caretakers access patient records are fading fast. Increasingly, caretakers and patients can circumvent traditional limitations of geography and physical location – not to mention traffic jams and crowded parking lots. That’s because instead of bringing providers to the information they need, secure data networks are beginning to bring information to the providers. This tables-turning approach creates enormous potential for speeding response times, eliminating inefficiency, reducing cost and improving patient satisfaction.



U.S. cable companies are at the forefront of this historic transformation as they work with healthcare partners to conceive new, legacy-busting innovations. Among the latest examples:

- **Cox Communications.** The Atlanta-based cable company’s February 2015 partnership with Ohio-based Cleveland Clinic creates *Vivre Health*, a far-reaching initiative to deploy tele-health and home healthcare solutions that connect patients and caretakers via advanced data networking. Potential applications include video consultation via broadband and the use of in-home equipment that monitors patients’ recovery from surgery. In both cases, patients can save placed a bet on the future of networked medicine by investing in *HealthSpot*, a healthcare delivery platform that combines cloud-based software with kiosk-style digital medical devices and mobile applications that are connected to providers by advanced data networks. The solution is being piloted across several states by leading healthcare, pharmacy and retail services providers.
- **Comcast Business.** The new *Ethernet@Home* service introduced in December 2014 by the nation’s largest cable company brings industrial-strength data networking capabilities to the residential environment, creating new possibilities for health providers. With symmetrical data rates of up to 10 Mbps backed by Service Level Agreements, Comcast’s *Ethernet@Home* service makes it possible for doctors and technicians to securely examine medical imaging records and evaluate critical patient data from home. Jayashree Raman, Vice President and Chief Information Officer for Cooper University Health Care in southern New Jersey, said Comcast’s advanced data network “gives our radiologists the ability to quickly and securely review images and patient files from their homes over Cooper’s private network, letting them provide the best care for their patients in a timely manner.”

These are just two of the latest examples of partnerships now unfolding among leading health care practices and cable companies that supply secure, high-bandwidth networks. Both are emblematic of a new emphasis on home-based capabilities and applications. The Cox-Cleveland Clinic *Vivre Health* initiative, for instance, reflects a view that health care will revolve much more around home-based instrumentation and monitoring going forward. “Fueled by access to broadband, we believe the home will be an increasingly important node within the healthcare delivery architecture,” said Cox Executive Vice President and Chief Strategy Officer Asheesh Saksena.

Caretakers agree something important is under way. “Healthcare transformation will be led by organizations that embrace innovation and collaboration,” said Dr. Thomas Graham, Chief Innovation Officer, Cleveland Clinic. The partnership with Cox Communications, he said, “will accelerate the creation, development and delivery of solutions that will improve and extend human life.”

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