



THE NATION'S CAPITAL AND HP

Innovating to make a difference in health care.

In this issue:

Health IT Brings Lowered Costs and Improved Care

Page 2

Irving Encourages Innovation and Creativity

Page 3

Is Your Head in the Clouds?

Page 3



Health IT Brings Lowered Costs and Improved Care

Changes to the broad framework of the nation's health care system elicit spirited debate. But whether you're a member of Congress, a hospital administrator, a doctor or a patient, we're all looking for ways to reduce the cost of health care while improving the quality of service.

From a health IT perspective, we've seen the technology available to hospitals, clinics and doctors surpass anything imagined just a decade ago. HP believes the next frontier of effective, efficient health care will come from availability, accessibility and privacy and security of health care information and efficient administration of health care operations.

This goes far beyond a plain-text readout of a patient's medical history. We're talking about charts, MRIs, X-rays, real-time data readouts and other essential patient information. And we're talking about the ability of sharing patient information, treatments and medications between a patient's various doctors – all in a secure, private and effective manner. HP has proven itself as a company that can integrate all of the systems and data to bring this access to health care practitioners, while improving the interoperability and operational efficiency of health care networks.

So what are the keys to bringing this evolutionary leap to health care? The healthcare industry is at a transformational tipping point. Clearly, we are seeing momentum to migrate from paper-based to digital records...and that's just the beginning of the technology journey. Beyond digitizing paper-based records, organizations need to better connect, manage and integrate islands of data, which will change the way health care is provided.

- **Availability:** Doctors, pharmacists and nurses need secure, reliable access to patient data—when they need it, in real time.
- **Interoperability:** Health care systems have long been balkanized. A more open platform that allows data to be transferred more easily from one hospital or office to another will bring patients the consistent medical care that reduces mistakes. Plus, continued improvements to billing systems will reduce administrative costs to hospitals and clinics.
- **Security and Privacy:** No matter what systems are deployed, patients and their sensitive health and billing information must be protected along all parts of the health IT information network.

HP has developed systems to improve the doctor/patient experience and has built solutions to speed billing and insurance processes. The company's innovations in health IT are already being deployed throughout the nation to improve patient care.

To transform health, we need to connect:
1) the genes we are born with,
2) the environment in which we live,
3) the lifestyle that we lead, and
4) the healthcare we receive.

The next technology horizon is the broader convergence of life science, computer science, medical technology, healthcare and IT, each personalized and tailored. Ultimately, technology investments will depend on both business and healthcare outcomes.

With systems to allow patients and doctors to exchange accurate and timely information remotely, patients can receive care from their trusted doctor, while everyone can be assured of accurate data, including X-rays and other image-based medical records. HP has developed a "digital hospital" to streamline patient medical and pharmaceutical needs, dramatically reducing medication errors.

Today, most technology initiatives are aimed at reducing cost, improving quality of care and speeding new innovations into practice. Combining these value propositions into business technology initiatives is key to gaining sponsorship and funding. As an example, nurses are walking about five miles per day, spending twice as much time "documenting" as providing patient care. Technology initiatives to capture bedside data, tag and locate assets and improve workflow will reduce costs and improve quality.

Moreover, there are technological solutions to improve hospital operations, such as lower administrative





costs through more efficient insurance billing systems. HP systems support health care programs in 32 states, including 22 state Medicaid programs, 12 state immunization registry programs and work with large federal government agencies.

Plus, HP assists pharmaceutical companies and equipment manufacturers in the development of new medicines and procedures. For example, HP's advanced server systems support the complex mathematical calculations required to conceive, model and develop new medications.

Health IT is part of the broad health care goal we all share: better health care for more people delivered at a lower cost. That incentive promotes even greater investment—and through HP's role as a leader in innovation, we are leading the information revolution in health care.

Irving Encourages Innovation and Creativity



Larry Irving, HP's new Vice President for Global Government Affairs, is a familiar face in the nation's capital. He's worked on policies involving technology and innovation for more than 20 years, and is widely credited with coining the term "the digital divide."

Larry Irving, HP's new Vice President for Global Government Affairs, is a familiar face in the nation's capital. He's worked on policies involving technology and innovation for more than 20 years, and is widely credited with coining the term "the digital divide."

In his former role as Assistant Secretary of Commerce for Communications and Information in the Clinton administration, he was a principal architect of administration policy on issues related to the Internet, e-commerce and telecommunications. He also is the founder and co-chair of the Internet Innovation Alliance. Larry comes to HP from the Irving Information Group, the consulting firm he established in 1999.

In his new position, Larry will be responsible for shaping public policy and building relationships worldwide with government officials, community leaders, non-governmental organizations and business partners. In Washington, where he has friends on both sides of the aisle, Larry will present HP's ideas for encouraging innovation and the creative use of technology to improve lives, protect the environment and solve problems. Larry, who has a B.A. from Northwestern University and a J.D. from Stanford University School of Law, lives in Washington with his wife, Leslie A. Wiley, and enjoys jazz, photography, good wine and the New York Giants in his spare time.

Is Your Head in the Clouds?

If you want to know more about cloud computing, what it is and what it means to you, HP has some answers. Russ Daniels, our cloud computing expert, will kick off the first in a series of issue forums titled "IMAGINE/INNOVATE a Dialog on Cloud Computing" on September 29th in DC with a session devoted to a concept that is changing the way we think about computing.

Cloud computing will alter the way people and businesses connect to information, enabling HP to deliver services however, wherever and whenever it wants, ultimately giving companies and organizations more flexibility. Cloud users also are liberated from the constraints of their in-house equipment. Now, spilling coffee on your computer or damaging the hard drive is no longer a catastrophic event! Daniels will explain the implications of this shift on businesses, individuals and the government, and explain how HP's customers can move to capitalize on this technology. Look for more details on cloud computing in next month's HP newsletter.

HP will be hosting a series of similar events on the latest developments in technology in the coming months. The sessions are designed to stimulate an informed discussion among policy makers and the media on ways to encourage innovation and the creative use of technology. The forums are free and open to the public, but are particularly geared to congressional staff, administration officials, think tank analysts and others with an interest in tech issues. To RSVP, email hpinnovationsvp@pstrategies.com.