



HP Healthcare Expressway

What is the HP Healthcare Expressway?

The HP Healthcare Expressway is a new, comprehensive online resource that provides HP partners with all of the resources they need to effectively sell products and solutions to healthcare customers.

Housed within the HP Partner Portal, the Healthcare Expressway includes:

- Industry white papers and videos
- Technical training support
- Customizable marketing materials
- Presentations
- Case studies
- Webinars
- ISV information

Why is HP so focused on healthcare?

HP is committed to supporting partners with the tools and resources they need to go after growing vertical markets. As the largest vertical sector in the U.S. economy, healthcare is growing steadily and is expected to continue gaining momentum in the next several years, as evidenced by the following industry statistics:

- Healthcare spending accounts for 1 of every 7 dollars spent in the United States
- More than 5,700 hospitals in the United States
- More than 10 million healthcare employees in the United States
- Obama administration's American Recovery and Reinvestment Act (ARRA)

What else is HP doing to support partners in healthcare?

HP is committed to supporting its healthcare-focused solution partners and is making



significant investments to help ensure mutual success in this growing vertical market:

- HP has invested in developing a team of healthcare-focused channel leaders and has hired several healthcare sales experts who will work together with partners to drive new business growth.
- HP is developing additional partner programs that support and reward partners serving the healthcare market. Stay tuned for updates throughout the next few months.
- HP recently announced agreements with McKesson, Cerner and others that link HP partners with ISVs to sell bundled healthcare solutions with HP hardware. HP plans to announce similar agreements throughout the year to provide its channel partners with a strong competitive edge in the healthcare market.
- HP and its distributor partners continue to work together to offer compelling healthcare solutions to pair with HP's industry-leading products.

Partner references

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