



**Forum Risk Management**
obiettivo sanità & salute

18

21-24 NOVEMBRE 2023
AREZZO FIERE E CONGRESSI

Fabrizio Gergely

CISCO

Digital Experience in the Healthcare Industry

Fabrizio Gergely fgergely@cisco.com

Architecture Sales Leader – Cisco Systems

#ForumRisk18



www.forumriskmanagement.it

Top priorities for Healthcare



Digital front door

Nearly everything that needs to happen before the patient walks into a clinic or the hospital can be done using technology.



Virtual care

The future is a "healthcare anywhere" model, where data is simultaneously mobile but controlled.



Sustainability

Reduce operational expenses, improve the quality of care, expand care access, and align to growing climate priorities.



Cybersecurity

The ongoing digitization of healthcare will continue to elevate and introduce new security risks as the threat landscape becomes more complex.

#ForumRisk18



www.forumriskmanagement.it



Expand care access
 Patient access and outreach
 Telehealth and virtual visits
 Remote patient observation

Data driven care delivery
 Clinical communications and collaboration
 Medical device integration
 Flexible and scalable data center
 Hybrid Cloud

Security, privacy and compliance
 Medical device and IoT security
 Healthcare cybersecurity

Transform facilities
 Smart hospital
 Location services for clinical environments
 Mobile experiences

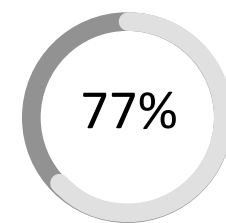
Business continuity
 Administrative collaboration and remote worker
 Field hospital and mobile clinic

#ForumRisk18

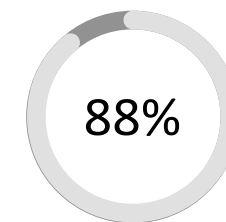


www.forumriskmanagement.it

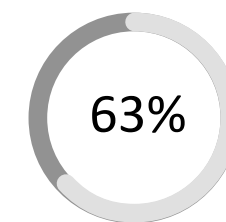
Improve digital experiences and application performance to meet patient, clinician, and administrative demand from anywhere



Of clinicians expect real-time **patient analytics** to be critical to **personalized** care in the future¹

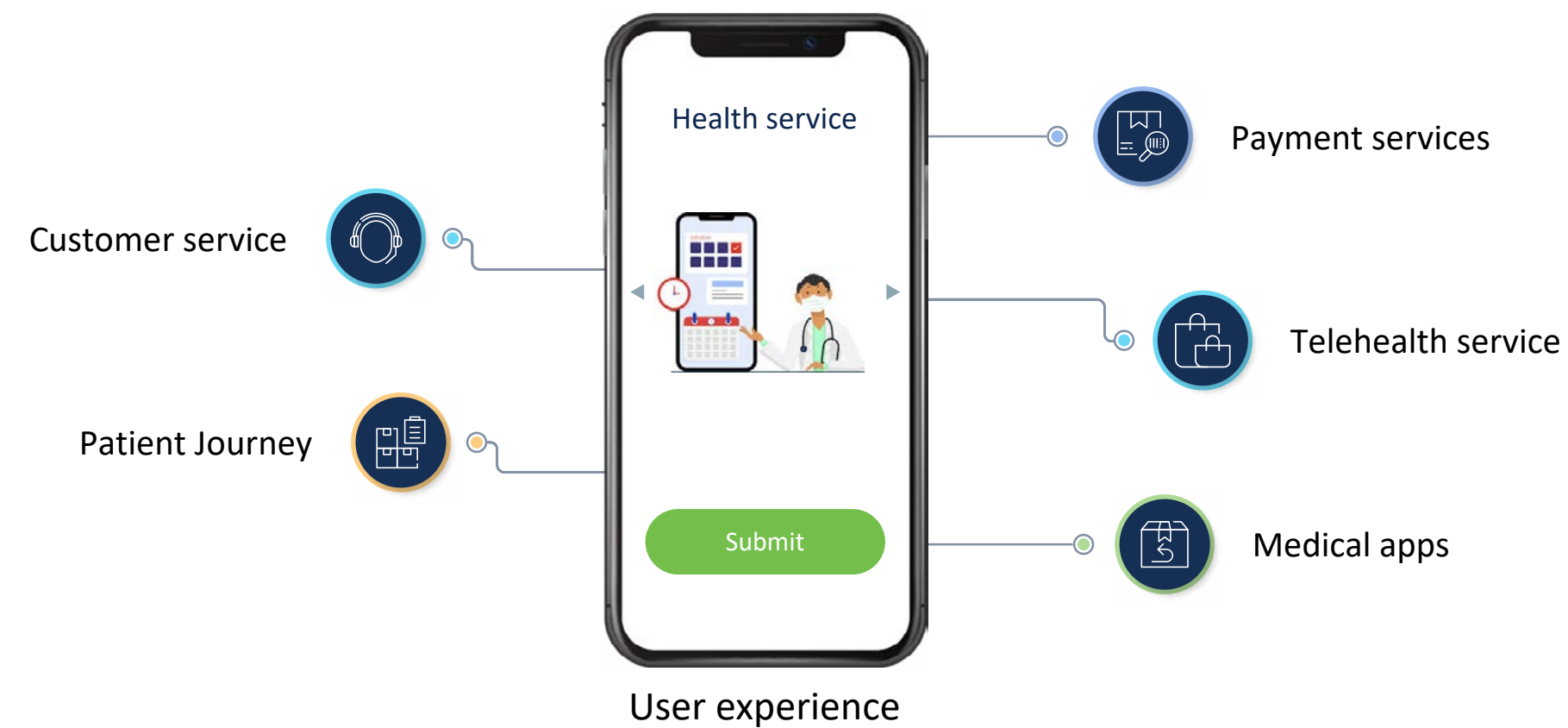


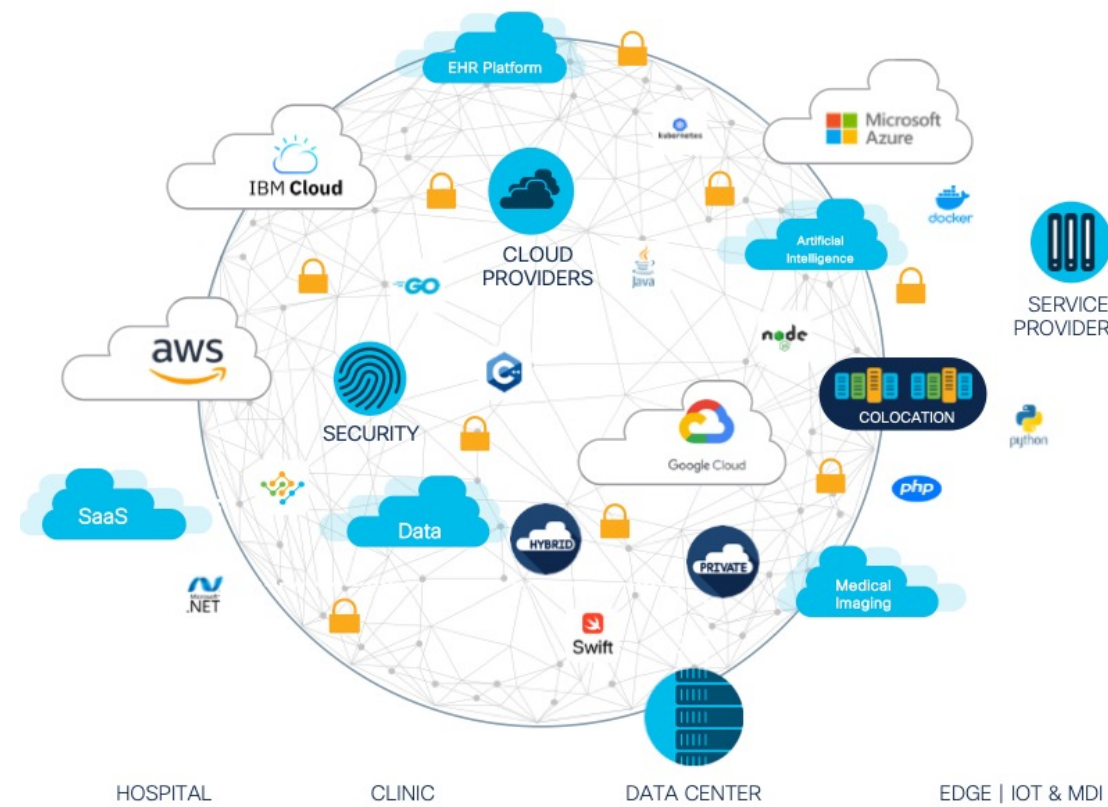
of US office-based physicians are using an **EMR/EHR system**²



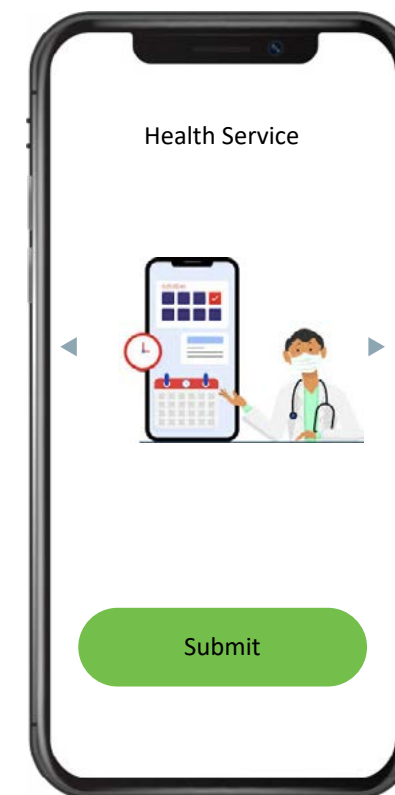
Of US adults have used an **app for health-related** purpose in the last twelve months³

Applications are the front door











User experience




Challenges

-  Managing operational complexity
-  Prioritizing and diagnosing problems quickly
-  Growing number of tools and increasing TCO
-  Ongoing friction between teams
-  Always reacting to technology issues that impact the business


What is a Full-Stack Observability platform ?




Bring the data that matters to your business and see it in a single, live UI



Correlate telemetry from across domains that impact your business


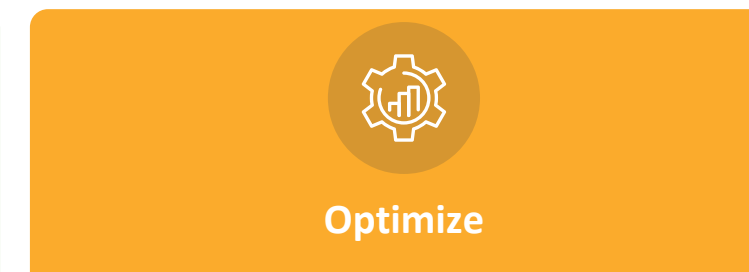


Connect people and tools across the organization to quickly identify and resolve issues



Leverage custom applications or extend existing to meet your business's unique needs

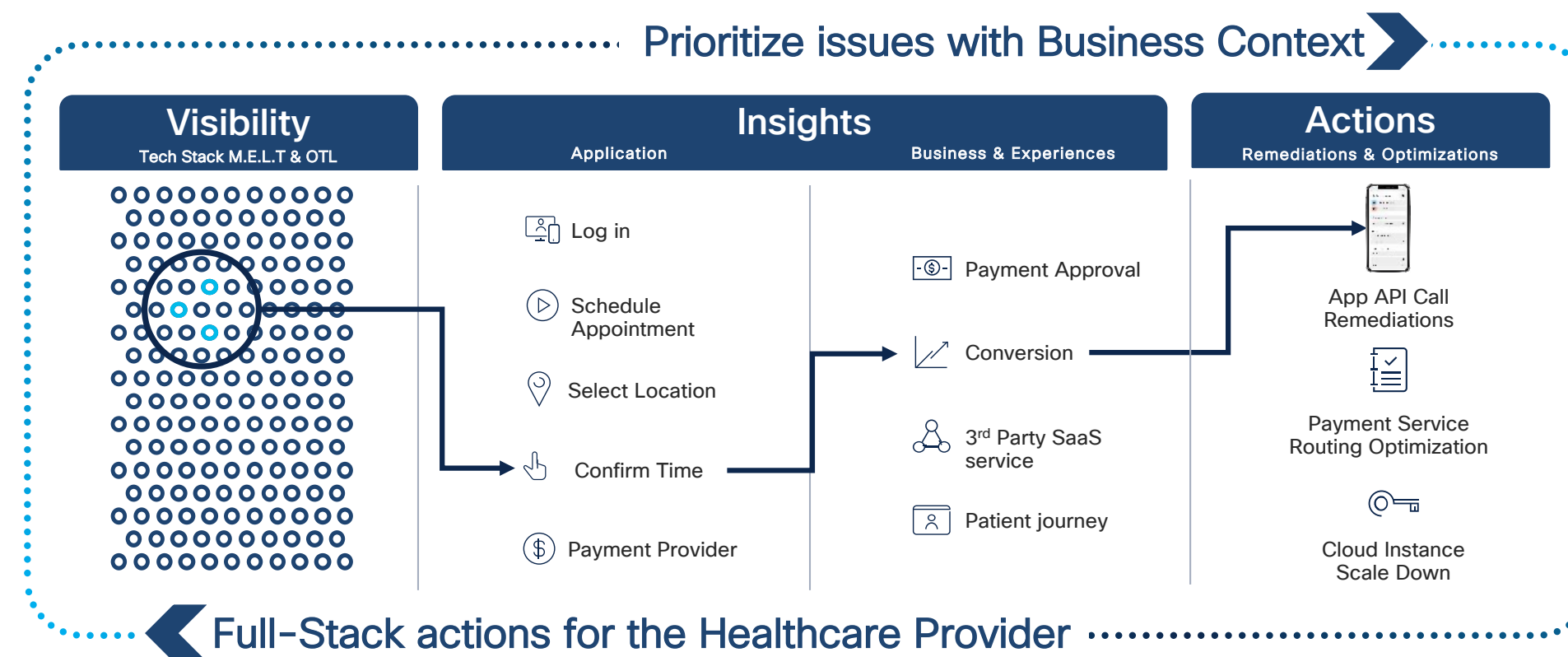
Full-Stack Observability unlocks business value



Extend your observability

65% of respondents say they want a programmable and extensible observability solution that can be used for use cases specific to their business and environment!

Full-Stack Observability with Business Context



[Home](#)
[Search All Doctors](#)
[Send a complaint](#)
[Links](#)

[Appointment List](#)
[Canceled Appointment](#)

Doctor's availability

Here are the list of available doctors. Just select the one you like it and proceed to book a visit.

<p style="text-align: center;">Dr. Doctor Who</p> <p style="text-align: center;">Unconventional Specialized in Everything. Hospital: The Tardis</p> <p style="text-align: center;">Price: 400€ Book a visit</p>	<p style="text-align: center;">Dr. Victor Frankenstein</p> <p style="text-align: center;">Surgical Visit Specialized in Resurrection. Hospital: Frankenstein's Lab, Ingolstadt</p> <p style="text-align: center;">Price: 15€ Book a visit</p>
<p style="text-align: center;">Dr. Leonard McCoy</p> <p style="text-align: center;">Unconventional Specialized in Unconventional treatments. Hospital: USS Enterprise NCC 1701</p> <p style="text-align: center;">Price: 200€ Book a visit</p>	<p style="text-align: center;">Dr. Doug Ross</p> <p style="text-align: center;">Cardiologist Specialized in Pediatrics. Hospital: County General in Chicago</p> <p style="text-align: center;">Price: 75€ Book a visit</p>
<p style="text-align: center;">Dr. J.D. Dorian</p> <p style="text-align: center;">Cardiologist Specialized in Surgery. Hospital: Sacred Heart in California</p> <p style="text-align: center;">Price: 80€ Book a visit</p>	<p style="text-align: center;">Dr. Greg House</p> <p style="text-align: center;">Pulmonologist Specialized in Nephrology and infectious disease. Hospital: Princeton Plainsboro in New Jersey</p> <p style="text-align: center;">Price: 200€ Book a visit</p>


javascript:fillForm(2) Click to go back, hold to see history

🏠 Search All Doctors Send a complaint Links
Appointment List Canceled Appointment

Please confirm your booking with doctor Leonard McCoy

Name:	Stefano	Surname:	Gioia
Age:	47	Gender:	Male
Mobile Number:	349123456789		
Available date:	Mon, 30 May 2022 18:30:00 GMT		
Credit Card:	Paypal		

[Confirm your booking!](#)



Dr. Leonard McCoy
 Specialist in Unconventional treatments
 USS Enterprise NCC 1701
 Visit Cost: £200

Made with love at RMLAB | sgioia@cisco.com

Home Search All Doctors Send a complaint Links Appointment List Canceled Appointment

Thank you Stefano

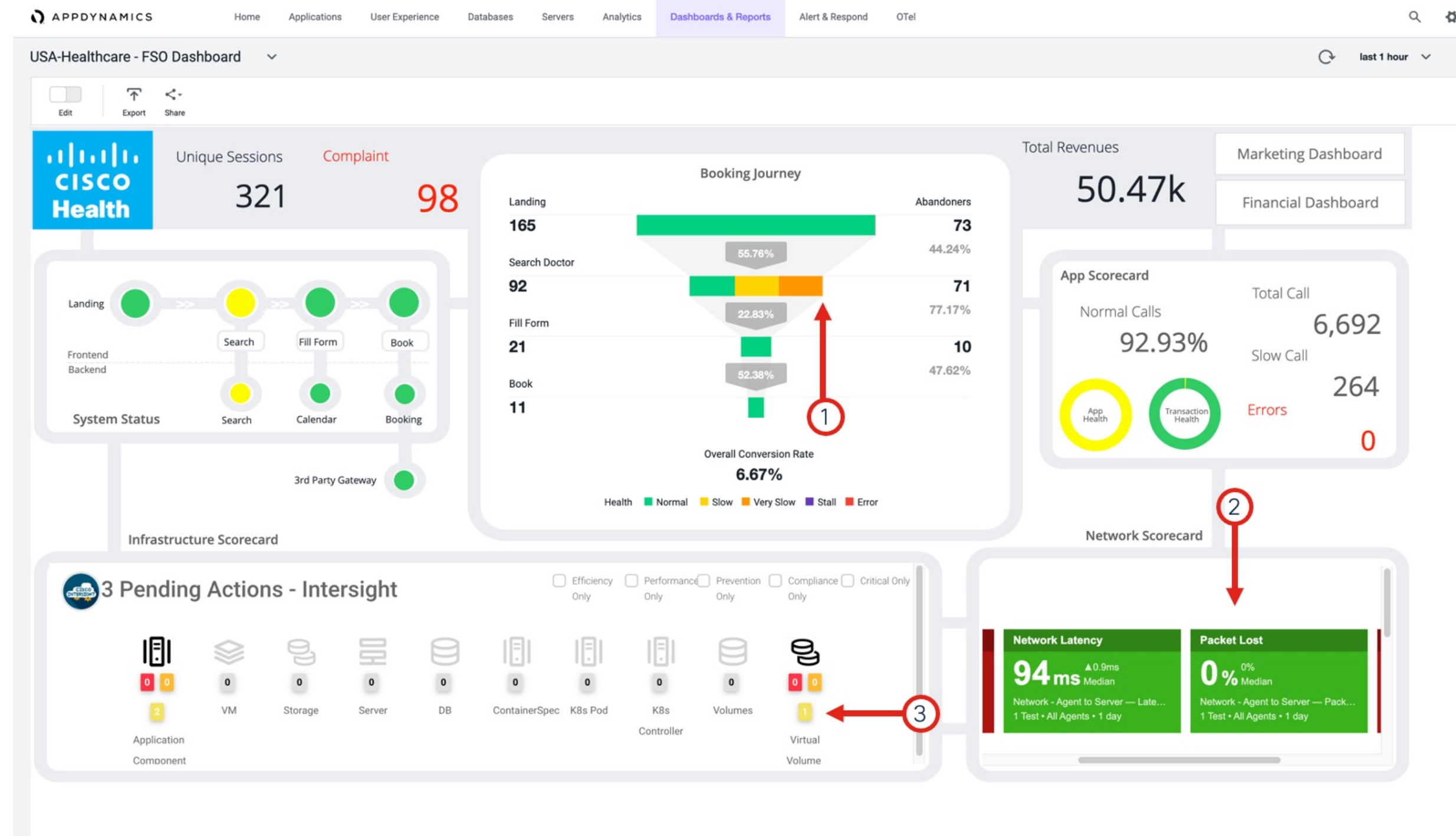
Your appointment with Dr. **Leonard McCoy** is now confirmed.

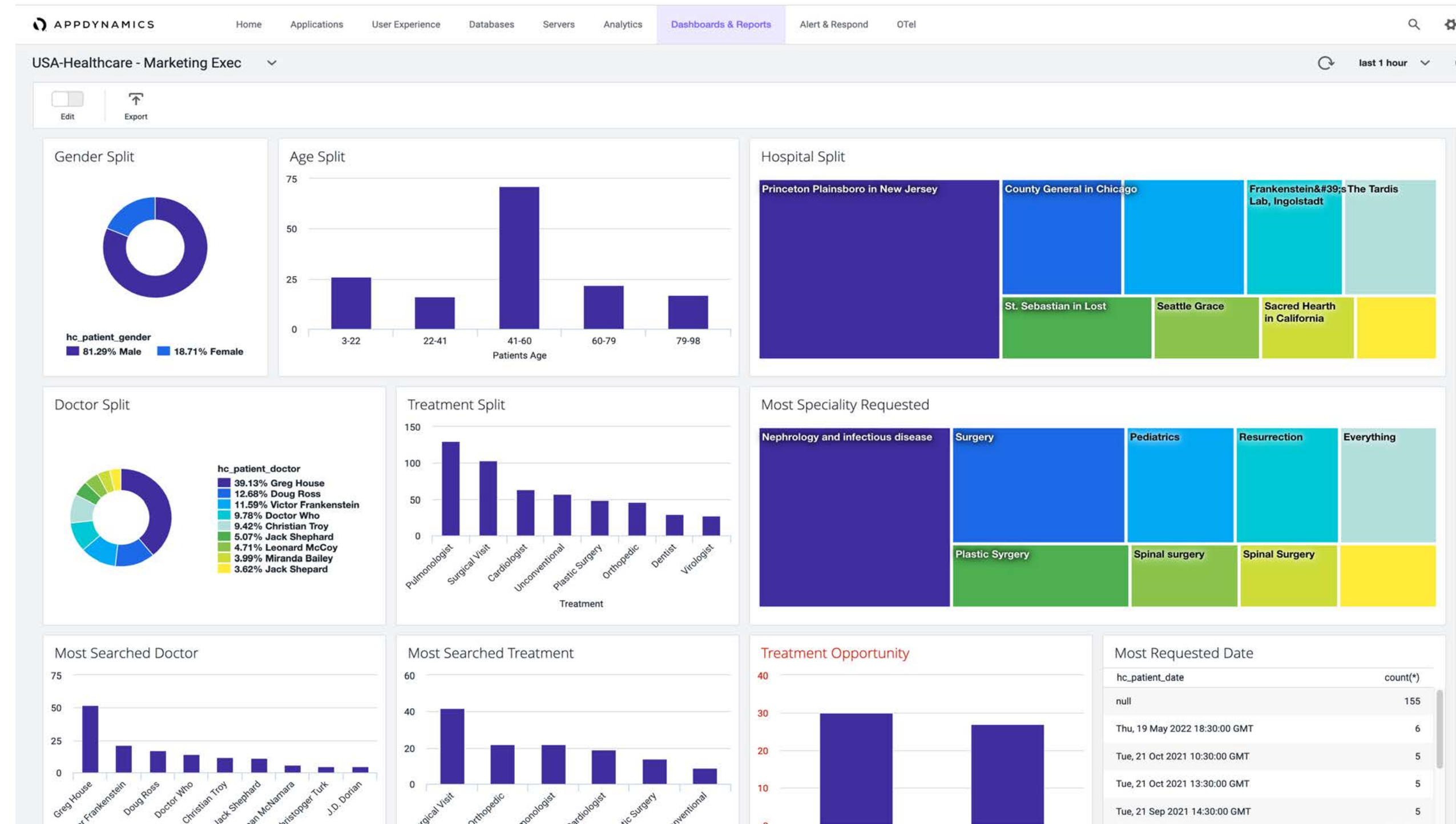
Cisco Healthcare Center is pleased to deliver your appointment details.
Please find a summary of your appointment details below..

Date: Mon, 30 May 2022 18:30:00 GMT
Doctor: Leonard McCoy
Category: Unconventional
Price: 200 €
Hospital: USS Enterprise NCC 1701
Payment Type: Paypal

Home Cancel Appointment

Made with love at RMLAB | sgioia@cisco.com





FY24 Partners listed in the Portfolio Explorer for Healthcare
<https://cs.co/portfolioexplorer>



#ForumRisk18





www.forumriskmanagement.it

Reimagine applications in healthcare



Improve digital experiences and application performance to meet patient, clinician and administrative demand from anywhere. See reimagine applications use cases highlighted below.

Patient care anywhere
 Digital front door ●
 Telehealth and virtual care
 Remote observation ●
 Mobile experiences

Data-driven clinical workflows
 Hybrid cloud for healthcare ●
 Clinical communications and collaboration
 Medical device integration
 Location services for clinical environments

Security, privacy, and compliance
 Medical device and IoT security
 Cybersecurity for healthcare
 Video surveillance and physical security

Operational transformation
 Secure, intelligent network for healthcare
 Smart and sustainable hospitals
 Hybrid workforce ●
 Alternate care sites and mobile clinics

#ForumRisk18



www.forumriskmanagement.it

Thank you !

Delitti in materia di violazione del diritto d'autore (Art. 25-novies, D.Lgs. n. 231/2001) [articolo aggiunto dalla L. n. 99/2009]

- Messa a disposizione del pubblico, in un sistema di reti telematiche, mediante connessioni di qualsiasi genere, di un'opera dell'ingegno protetta, o di parte di essa (art. 171, legge n.633/1941 comma 1 lett. a) bis)
- Reati di cui al punto precedente commessi su opere altrui non destinate alla pubblicazione qualora ne risulti offeso l'onore o la reputazione (art. 171, legge n.633/1941 comma 3)
- Abusiva duplicazione, per trarne profitto, di programmi per elaboratore; importazione, distribuzione, vendita o detenzione a scopo commerciale o imprenditoriale o concessione in locazione di programmi contenuti in supporti non contrassegnati dalla SIAE; predisposizione di mezzi per rimuovere o eludere i dispositivi di protezione di programmi per elaboratori (art. 171-bis legge n.633/1941 comma 1)
- Riproduzione, trasferimento su altro supporto, distribuzione, comunicazione, presentazione o dimostrazione in pubblico, del contenuto di una banca dati; estrazione o reimpiego della banca dati; distribuzione, vendita o concessione in locazione di banche di dati (art. 171-bis legge n.633/1941 comma 2)
- Abusiva duplicazione, riproduzione, trasmissione o diffusione in pubblico con qualsiasi procedimento, in tutto o in parte, di opere dell'ingegno destinate al circuito televisivo, cinematografico, della vendita o del noleggio di dischi, nastri o supporti analoghi o ogni altro supporto contenente fonogrammi o videogrammi di opere musicali, cinematografiche o audiovisive assimilate o sequenze di immagini in movimento; opere letterarie, drammatiche, scientifiche o didattiche, musicali o drammatico musicali, multimediali, anche se inserite in opere collettive o composite o banche dati; riproduzione, duplicazione, trasmissione o diffusione abusiva, vendita o commercio, cessione a qualsiasi titolo o importazione abusiva di oltre cinquanta copie o esemplari di opere tutelate dal diritto d'autore e da diritti connessi; immissione in un sistema di reti telematiche, mediante connessioni di qualsiasi genere, di un'opera dell'ingegno protetta dal diritto d'autore, o parte di essa (art. 171-ter legge n.633/1941)
- Mancata comunicazione alla SIAE dei dati di identificazione dei supporti non soggetti al contrassegno o falsa dichiarazione (art. 171-septies legge n.633/1941)
- Fraudolenta produzione, vendita, importazione, promozione, installazione, modifica, utilizzo per uso pubblico e privato di apparati o parti di apparati atti alla decodificazione di trasmissioni audiovisive ad accesso condizionato effettuate via etere, via satellite, via cavo, in forma sia analogica sia digitale (art. 171-octies legge n.633/1941).

[Torna all'inizio](#)