

HEALTHCARE

LEVERAGING STRATEGIC PARTNERS TO BETTER HEALTHCARE EXCELLENCE

Often healthcare organizations are caught in a dilemma of choosing the right technology. **Grace Ho**, Director, Business Development (Healthcare), Motorola Solutions Asia Pacific, understands this predicament and believes that only by working with healthcare partners who are adept, have a good understanding of the industry and a strong track record, can we improve the provision of quality medical services.



FOUR KEY PILLARS OF HEALTHCARE

- Patient Safety
- Operational Efficiency
- Secured Communications
- Seamless Connectivity

The burgeoning growth of the healthcare sector in Asia has seen not only healthcare vendors tapping into the industry's market potential, but governments from developing nations reaching out to developed countries and/or the private sectors for research & development resources or medical advancements.

BUILDING GOVERNMENT RELATIONS

A recent example is the launch of the Public-Private Partnership on Healthcare (PPPH) between the governments of United States and China. The PPPH helps foster long-term cooperation between the two nations in the areas of research, training, regulation and the adoption of an environment that will increase accessibility to healthcare services in China.

Motorola Solutions is one of 12 US companies and six supporting organizations that signed on the program. We believe that the PPPH has a strong mandate in enhancing healthcare standards in China. Such cross border exchange of innovation and access to healthcare services gives us the opportunity to contribute the healthcare ecosystem, and established a network of partnerships to address the demands for innovative and quality patient care in China.

Closer to home, we are collaborating with the Singapore InfoComm Development Authority (IDA) to drive the development of local healthcare mobility applications ecosystem under the Healthcare Innovation Program.

One of our key deliverables is to assist IDA in creating and driving reference deployments of proven healthcare mobile applications through to adoption, starting with local healthcare clusters, and subsequently to the rest of the region.

Healthcare IT spending across the region is increasing both in private and public hospitals and the demand for better delivery and quality of patient care is also growing. Our collaboration with iDA, we are able to play an active role in developing local mobile healthcare solutions.

By working closely with public sector agencies on local, regional and global levels, we inevitably build and extend trusted partners network to create innovative use of mobility devices, applications and solutions to enhance the delivery of patient services.

That said, end-to-end healthcare workflow mobility solution simply cannot be realized by hardware alone. The integration of wireless solutions, patient care applications and mobility services add tremendous value to the users of healthcare organizations. It is a reflection of a growing trend where healthcare organizations are looking at more than one single vendor relationship when deciding on solution providers.

This brings me to my point on the need to tap on strategic business partnerships to engage with healthcare organizations and medical professionals. The selection of healthcare solutions partner or Independent Software Vendor (ISVs) becomes a critical strategic factor. They are not only assessed on their performance track record and vertical competencies, but most important of all, the solutions offered by partners need to address our four key pillars of healthcare challenges, which are: patient safety operational efficiency, secured communications and seamless connectivity.

HEALTHCARE JUMPSTART PROGRAM

The introduction of Motorola Healthcare Jumpstart Program in April 2010 has been instrumental in facilitating healthcare solutions partners in developing and incubating their solutions on Motorola's products, before packaging the solutions and going-to-market with Motorola. Under the JumpStart program, Motorola and our partners invest in development and incubation of healthcare applications on a variety of mobile devices. In addition, both parties will also provide resources for joint marketing, channel development, demand generation activities to reach out to healthcare professionals, as well as creation of success stories.

The traction has been tremendous. We started by recruiting 15 quality partners under the JumpStart Program and they have contributed more than 60 percent of our business; and plan to double the number of quality partners. Several partners across Asia have also benefited from the JumpStart Program, and these include Beijing PKU, Beijing FangZhen, Ewell Hangzhou, Hangzhou B-Soft, Ewell Hong Kong, and SQL View. The healthcare solutions commercialized through this program include mobile point of patient care services, mobile hospital facilities management solutions, and hospital wireless solutions. Some of customer references sites in the region include Hong Kong Union Hospital and China's Zhejiang University 2nd Affiliate Hospital.

Healthcare technology is ready and the healthcare industry can start developing solutions to reinvent the way it operates. As technology vendors realize that the solutions in demand require an end-to-end approach to meet customer needs, there is little doubt that a robust, holistic approach is needed to include different partnerships in the value-chain so that it can address their increasingly sophisticated demands.

To this end, we continue to invest in partnerships to build an extensive network and partner ecosystem. This will enable us to identify new growth engines, incubate new or OEM solutions to close the market gaps with healthcare IT specialist firms and bring about quality mobile healthcare solutions for tomorrow's healthcare providers.



“Our joint goal [with the IDA] is to enrich the capabilities of our local healthcare partner ecosystem so as to deliver better patient care, higher operational efficiencies and contribute to making healthcare accessible and affordable.”

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