

MARKET BRIEF

Just Tell Us Where it Hurts

When people need a specialist, they go to the hospital.

When hospitals need one, they come to us.

Everything You Need, All From One Source

In today's healthcare world, the technology available to hospitals, clinics and HMOs surpasses anything imagined just a decade ago. But along with the advances in technology come rising expectations from patients, medical staff and the government. To remain viable and competitive, healthcare facilities like yours need to upgrade their communications with reliable networks and state-of-the-art managed services. But the last things you need are the headaches of finding in-house resources or coordinating multiple vendors. That's where we can help. AT&T is a one-stop, full-service communications provider. We provide the software, hardware, network technology and managed services you want now and will need in the future.

We'll Help You With HIPAA So You Can Take Care of Patients

You've wasted enough time worrying about something that has become an issue only during the last few years. Let our experienced HIPAA team help get your facility compliant with the latest security and privacy requirements. AT&T security services specialize in keeping your data more secure, yet easily available to the doctors and administrators who need to see it. We can help you reduce the threat of hackers or snoops and give you and your patients peace of mind knowing information is safe.

HIPAA – Security

- **AT&T Security designs and develops a program customized to keep your data safe, while making it available to those that "need" to have it in order to provide outstanding patient care.**

Get Fully-Connected With a Wireless Solution

Communication is at the very heart of the technology you use. And the evolution of wireless technology has led to even greater flexibility and the development of networks that can better serve the operational needs of medical and administrative staff. We can provide the consulting, staging, installation and management to deliver a wireless network for

both voice and data throughout your hospital. Hospital staff can have instant, wireless access to your applications on a wireless LAN. Medical staff can transmit to and from notebook computers or PDAs with full freedom of movement and maximum flexibility. Hospital staff can have portable telephones for internal calls with no per-minute charges.

And, of course, you'll have control over everything from who accesses what content to long distance call restrictions.

Wireless Solutions

- **AT&T provides a full set of services from consulting to installation and maintenance in order to deliver a wireless voice and data solution for your entire organization.**

Telemedicine Enhances Your Ability to Serve Both Patients and Staff

Telemedicine is the new standard in modern healthcare. In cases requiring fast medical response time and specialty care, telemedicine availability could mean the difference between life and death. It also helps attract and retain a quality staff by providing collaboration and training with other healthcare professionals around the world. Hospitals or clinics in remote rural areas or underserved urban areas can now have access to broadcasts featuring medical procedures by experts in the field. We can provide you with the software, hardware and network technology to bring your hospital up to date with all of the money- and life-saving benefits telemedicine has to offer.



Infrastructure Design, Delivery and Management

Your network reliability is only as good as the media through which all your mission-critical information flows. With decades of experience in installing and maintaining telecommunications cable and wire systems, your network couldn't be in better hands. And if it's bandwidth you're looking for, count on us. We can provide the bandwidth you need without having to deal with another vendor. After we design and deliver your structured cabling solution, we can monitor your network and make sure things run smoothly for years to come. It's modern technology designed with your hospital's future in mind.

Telemedicine

- **At AT&T we can provide you with software, hardware, and network technologies necessary for any telemedicine program that remotely monitors patients and/or patient records.**

Infrastructure

- **Bandwidth, and the correct amount of bandwidth is key to your organization. AT&T can provide the up-front design consulting and deliver the necessary technologies necessary for you to be successful today and in the future.**

All Backed by the Best in the Industry

AT&T has been designing, delivering and managing data networks and communications for decades. Our engineers apply their abilities to maintain the AT&T network, and we can make that same experience and knowledge available to you. We're with you every step of the way, offering technical networking expertise and the flexibility to accommodate your unique healthcare needs.

For more information contact your AT&T Representative or visit us at www.att.com/medical.

