

Simplicity and flexibility in the increasingly complex operating theater of the future

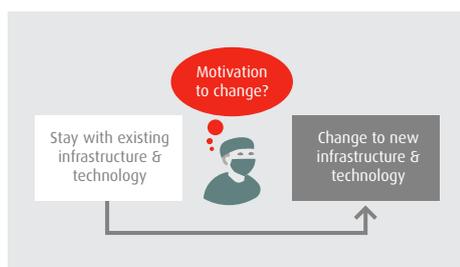
White paper synopsis

How to streamline the OR while fulfilling the hospital's strategic goals

Today's ORs (operating rooms) are the economic engines of most hospitals, accounting for up to 60% of a hospital's revenue and 35%-40% of its expenses. Over 60% of a hospital's margin typically comes from surgical patients. Based on data from DJ Sullivan Healthcare Consulting's database of more than 700 ORs, each unoccupied OR suite costs a hospital an estimated average of \$1,000 per hour (including pre- and post-operation staffing and anesthesiology costs).

When OR managers have the right information, tools and technology, they can quickly and dramatically improve the hospital's bottom line. Therefore, improving these should be a priority to achieve tactical, strategic and economic advantages that will lead to financial success.

HICT Consulting has put together a set of decision support tools to help quantify the benefits of investing in an IP imaging & audio management platform in the OR.



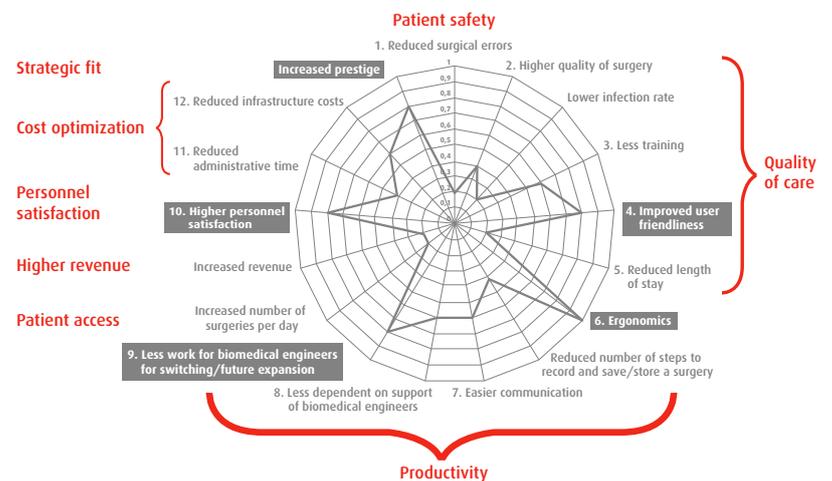
Strategic and operational value analysis

Quantifying the impact of strategic and operational values helps decision-makers match the values of the solution with the values they expect. There are 3 main criteria that hospitals apply in their decision process for change:

- Strategic fit & innovation which leads to increased prestige for the hospital
- Productivity, ergonomics, OR uptime, easier communication, efficiency in biomedical engineering
- Professional and personal satisfaction which increases staff retention

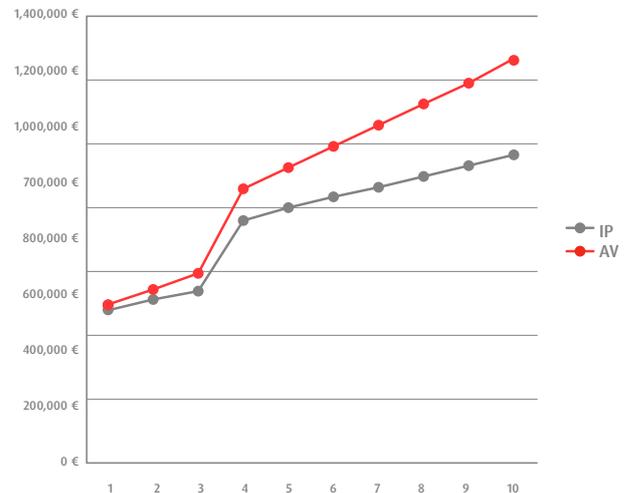
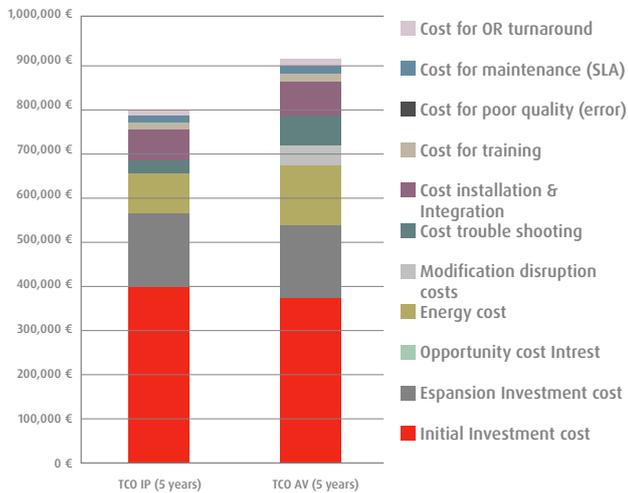
The strategic model also indicates the key focus areas for OR integrators in order to deliver the customer's expected values and provides a framework for the end customer to use when comparing the values of AV or similar (integrated) solutions to the values of IP.

Healthcare Business Values - Strategic value model



Total cost of ownership (TCO)

The economic model presents decision-makers with the right economic data – based on the real economic added value of an IP solution versus an AV solution - to support the decision-making process. It serves as an investment analysis tool, with the flexibility to provide economic data per year and per cost factor. It also aids in understanding and analyzing what the future economic impact on the TCO will be when expanding the solution within a customizable time horizon of up to 10 years. Below is an example configuration with the cost and price evolution identified. The white paper provides additional examples for small and large deployments. It illustrates that an IP-based solution is not only interesting for small deployments, but larger deployment benefit greatly from increased TCO.



• 10 ORs, extended to 14 after 3 years
 • 2 streams outside OR, 2 streams inter-OR sharing, audio, KVM

• 8 sources (mixed) & 4 displays per OR
 • TCO cost breakdown over 5 years, TCO evolution horizon 10 years

Results?

Benefits become more apparent as complexity increases:

- Increased number of video sources and destinations
- Integration of audio & video
- Communication and sharing between multiple ORs
- Communication and sharing between OR and rest of hospital
- Simplicity remains resulting in largely improved setup and maintenance times

Operational expenses consistently lower than AV:

- Less training time
- Less maintenance costs
- Less physical space and power consumption

Summary conclusion

IP- or LAN-based technology has become the universal communications platform upon which nearly every new technological innovation is based. IP solutions will continue to evolve and many AV systems will become fully IP-based. Therefore, the quality, simplicity and flexibility of Barco's Nexxis™ IP imaging and audio management platform are important features supporting this trend.

The systematic assessment of processes in the study has shown that Nexxis provides the benefits of increased ergonomics, quality, simplicity, and flexibility in the OR workflow. Although user-friendliness, integration, productivity, cost optimization, communication, training and expandability are equally important value points. These can be enhanced or reduced depending on how the OR integrator implements Nexxis as part of the total digital OR solution.

Request a copy of the full white paper: www.barco.com/nexxis

This white paper is designed to help hospital decision-makers and OR integrators realize that the move to a flexible and simple IP solution is realistic and that expansions can lead to lower operational costs.