

E-BOOK

Reshaping care delivery with two leaders in healthcare IT.

Spectrum
BUSINESS®

cisco
Partner
Gold Provider

Two leaders. One focus.

Spectrum Business® and Cisco, two of the biggest names in healthcare technology, have come together to bring you the services and expertise required to **reshape the way you deliver care.**

For healthcare organizations and practices, improving care delivery and patient outcomes will always be top objectives. But in today's challenging environment, there are key organizational demands you must address to ensure you have the resources and capabilities to support enhancements to the overall care experience. That's where we can help.

With Spectrum Business and Cisco, you get:



CREDIBILITY

The combined strength of **two Fortune 100 companies.**



EXPERIENCE

10 years of experience, plus partnerships with **more than 100,000 healthcare organizations.**



EXPERTISE

Spectrum Business is a Cisco Gold Partner — the highest level of Cisco certification.



REACH

One of the **top three Ethernet providers**¹ in the U.S., with **>230,000 fiber-route miles** and **300,000+ fiber-lit buildings.**

Read on to discover how, together, we can empower your organization to **reduce risk, drive efficiency, maximize talent** and **support health equity** in a rapidly evolving healthcare industry.

Spectrum
BUSINESS®



Partner
Gold Provider



Lock down your healthcare data. Elevate your care delivery.

Reducing security risks and staying ahead of evolving HIPAA regulations is a critical part of ensuring a seamless connected care experience. With our integrated, intuitive solutions, you can gain the security and access control capabilities needed to enable greater assurance and agility at every part of your organization.

Protect sensitive data with **cloud security** and **SD-WAN** appliances that enable secure connections across sites.

HERE'S
WHY

700K

healthcare workers use Cisco Duo to securely access patient data and conform with compliance requirements.²

Shield your applications and systems with our **DDoS Protection** service that automatically identifies and mitigates volumetric attacks.

HERE'S
WHY

\$6,130

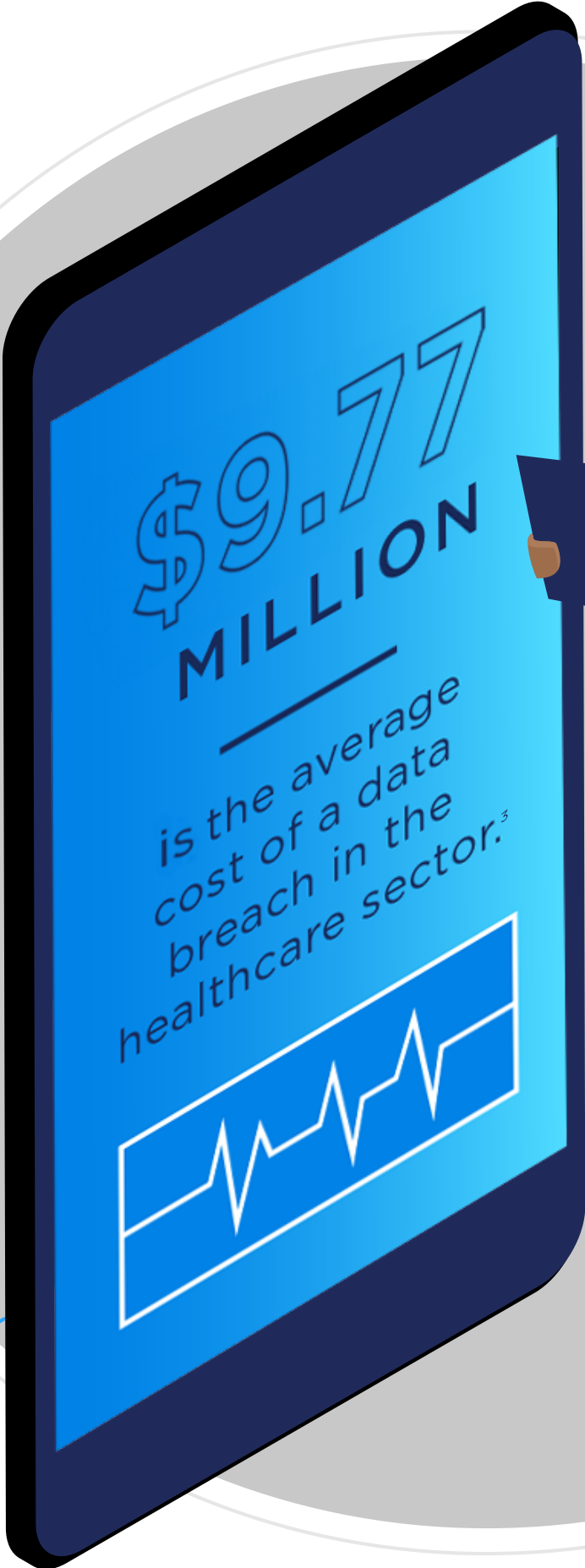
is the average per-minute cost of downtime due to a DDoS attack.⁵

Keep patients and hospital staff safe with physical security solutions, including **smart cameras and environmental sensors**.

HERE'S
WHY

50 MAJOR BREACHES

affecting a total of 1 million individuals were reported between 2020 and 2023 in relation to stolen equipment and devices containing unsecured protected health information (PHI).⁴



Enable efficient care delivery with proven **technology leaders**.



\$128 billion

Projected cloud spending in the healthcare industry by 2028.⁶



\$95 billion

Projected value of the healthcare automation market by 2027.⁷

Automation, cloud adoption and advanced data analytics are on the rise, driving rapid change within the healthcare industry. But to fully deliver on the efficiency and cost-saving potential of these developments, you need technology and expertise you can count on when it matters most.

Advance your digital health initiatives with the performance and efficiency of our nationwide fiber network, offering speeds up to 100 Gbps.

HERE'S WHY



see **migrating workloads to the cloud** as a stepping stone toward digital transformation.⁸

Support advanced data analytics to improve clinical workflows and business operations, assess medical practices and identify areas for improvement.

HERE'S WHY



are using **advanced analytics** in their organization.⁹

Consolidate vendors and take advantage of managed services to make running your healthcare network easier than ever.

HERE'S WHY

Spectrum Business is one of the
fastest-growing Cisco partners globally

signaling our expertise in providing a **superior managed services** experience.

What if technology was the key to maximizing your healthcare workforce?

Today's healthcare industry is facing severe staffing shortages that can limit your ability to maintain safety and provide the highest levels of patient care. We can help you alleviate the impact by supporting digital health solutions and implementing managed services capable of automating administrative tasks and enabling more efficient workflows.

84
million
workers

are estimated to be needed to meet the demands of the global healthcare sector by 2030.¹⁰

Simplify connectivity, infrastructure and cybersecurity with managed services so you can devote more resources to critical areas, including attracting high-quality talent.

HERE'S
WHY

62%

of organizations say their security team is not sufficiently staffed.¹¹

Work with a dedicated partner that can help you equip nurses and physicians with digital health solutions to enhance efficiency and reduce the risk of burnout.

HERE'S
WHY

46%

of health workers reported feeling burned out often or very often in 2022, compared to **32% in 2018**.¹²

Provide remote healthcare workers with secure network connections, and improve their telehealth capabilities with unified communications.

HERE'S
WHY

61%

of practices reported being able to treat more patients with a hybrid work model.¹³

Reimagine health equity by rethinking your healthcare technology.

9 out of 10
healthcare executives say that health equity initiatives are a top business priority.¹⁴

Realize your vision of healthcare anywhere, with increased throughput for remote consultations, AI-powered imaging, multi-cloud access and more.

HERE'S WHY

\$1 BILLION
is the estimated value of the world market for AI-based medical imaging products and services.¹⁶

Support telehealth services, remote patient monitoring (RPM) and other tools for reducing admissions and enabling more personalized patient experiences.

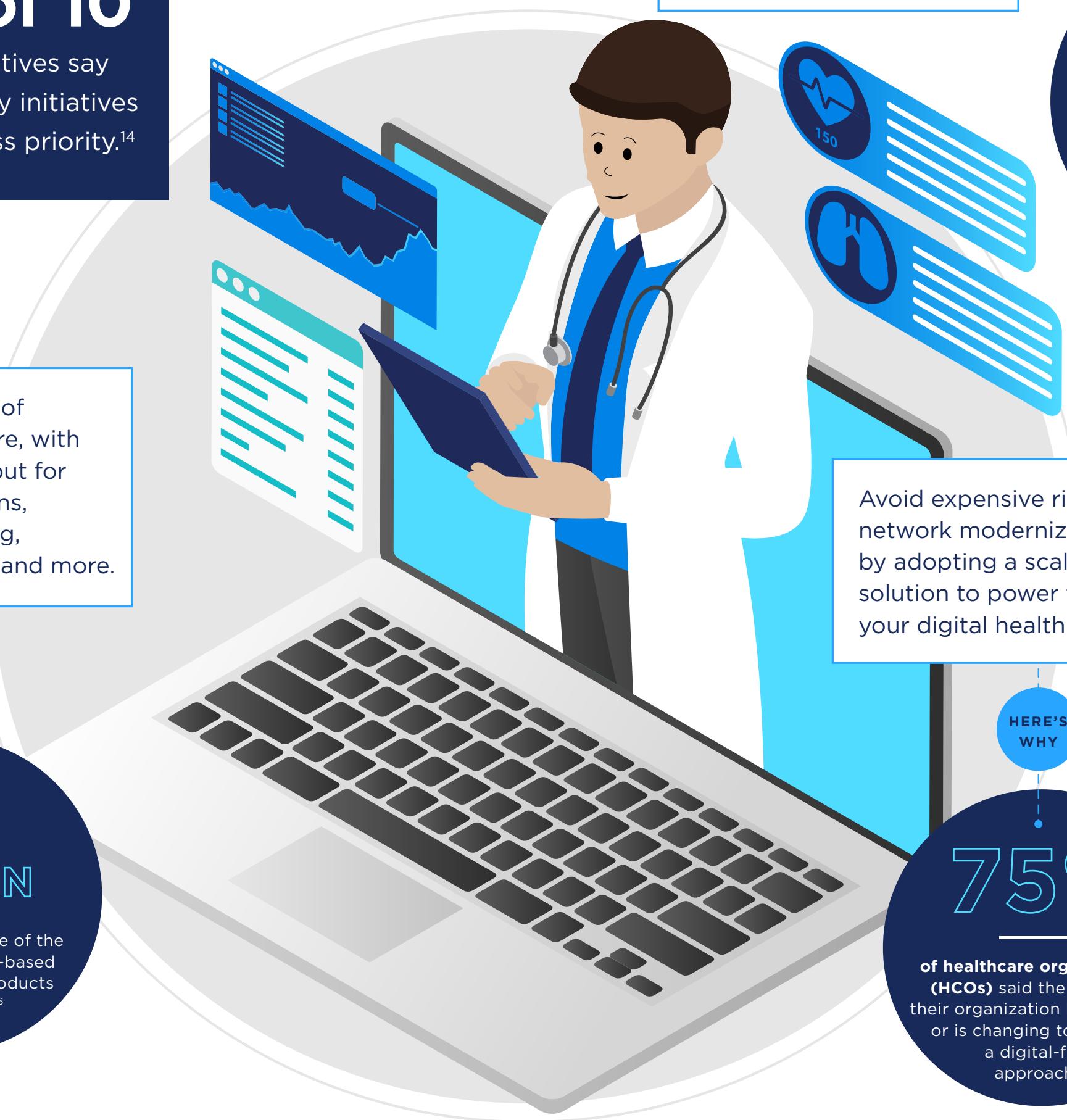
HERE'S WHY

38%
reduction in admissions was reported for healthcare organizations using RPM.¹⁵

Avoid expensive rip-and-replace network modernization projects by adopting a scalable SD-WAN solution to power the future of your digital health evolution.

HERE'S WHY

75%
of healthcare organizations (HCOs) said the culture of their organization has changed or is changing to embrace a digital-first approach.¹⁷



Drive smarter and more efficient care with two leaders in the healthcare industry.

Spectrum Business and Cisco are here to provide **everything you need to accelerate the top goals** of your healthcare organization, regardless of your size or specialty.



Managed network services, telemedicine and security solutions designed to streamline operations and reduce risks, from the patient bed to the data center.



Ultra-High Speed Data connectivity with **scalable speeds up to 100 Gbps**, enabling seamless digital experiences, along with secure and efficient transmission of crucial medical data between locations.



Industry-leading service-level agreements (SLAs) that include a 100% uptime guarantee* and end-to-end performance nationwide, plus a single source for 100%, **24/7/365 U.S.-based support.**



of the largest health systems in the U.S. trust us for their technology solutions.

Talk to us today to see how Spectrum Business and Cisco can help you transform the way you operate — and reshape the way you deliver care.

*Applies only to Dedicated Fiber Internet, Secure Dedicated Fiber Internet, Ethernet Services, Cloud Connect and Enterprise Trunking.



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