Lexmark Downtime Reports Battlecard

Key Audiences

Decision Makers
- CNO
- CTO
- CIO
- CFO

Influencers
- Nursing Manager
- Director of Procurement
- IT Director
- Director of Pharmacy

Users
- Nursing Stations
- Pharmacy
- Administration
- Emergency Departments

Market Drivers

- Nurses need to have critical patient information 24/7.
- Pharmacy needs to have up to date medication records.
- Emergency department need to have up to the latest lab results.
- Nurses need to have current nurse's census.

Solution Overview

Main Technologies
- Lexmark MFPs
- Lexmark eSF

Basic Concept

Downtime allows anyone on the network to access critical information at anytime. Anytime there are changes is in the patient medical information the updates are sent in PDF or Image format to shared file folder or FTP server. On regularly scheduled time frame, the documents are pulled down to a Lexmark MFP or using the Downtime eSF application that is resident on the MFP or printer. The information is stored on the device's encrypted hard disk. Old reports are written-over insuring the most current information is available. When the system goes down, nurses and doctors need to know when a patient is to receive: medication, scheduled for a lab, X-ray, surgery, etc. Using the MFP's or printer's e-Task interface, the reports can be quickly be retrieved and printed 24/7. No more costly dedicated standalone downtime workstations and printers are required.

Top-Level Benefits
- **Critical reports available 24/7.**
- **Continuous patient care.**
- **Secure information.**
- **Eliminate costly dedicated downtime workstations.**

Value Proposition

Managing patient care is a hospitals most important mission. It is critical that patient information be available at anytime to provide continuous care. The Lexmark Downtime solution allows for patient information to be sent and stored on a Lexmark device. No more expensive dedicated downtime workstations are required.

The patient information is secure and can only be retrieved by authentication via the e-Task interface. This protects the patient and their information.

This solution also enables organizations to:

- **Retrieve electronic forms.**
- **Pull patient records from an easy to use device.**
- **Leverage current Lexmark investments.**
- **Deploy patient information where it is needed.**
- **Maintain patient information in one location.**

Target Customer Segments

This solution applies to any area of the hospital where information needs to be secured and accessed 24/7.

Customer Pain Points

- ***Pain:*** **When system goes down, can't maintain patient care effectively**

  Solution: **Lexmark's Downtime solution makes patient information available to print at anytime.**

- *Pain:* Difficult and time consuming to retrieve patient information during a scheduled or unscheduled downtime.

  Solution: Using the touch screen interface makes retrieving reports easy.

- *Pain:* Not sure if current patient information is correct during a downtime.

Solution: Having reports sent to the MFP or Printer on a regular scheduled bases and old reports are written over, insures correct information at anytime.

- *Pain:* Printing out reports through out the day in case there is a downtime.

  Solution: Printing out the report only when required eliminates the wasteful periodically printing of reports.

Example User Scenarios

Lexmark's Downtime solution is a true horizontal application. Any business that needs to guarantee 24/7 information availability will benefit. From mortgage applications to medication reports, Lexmark's Downtime Reports is a great solution. No longer do customers need a stand alone system to store and retrieve vital business information, our Downtime solution along with a Lexmark device can master the task with our easy to use e-Task interface. Our multiple authentication protocols makes the information secure at all times.

Qualifying Questions

- When you have a scheduled or unscheduled downtime, how do you access your data today?
- Can you be sure the data that is available is current?
- How many downtime dedicated workstations do you have?
- What does it cost to purchase and maintain multiple downtime workstations?
- How often do you have scheduled or unscheduled downtime?