



Success Story

ARCUS Clinics Pforzheim
Greater comfort provided to patients by an
information and entertainment solution
from Unify.



ARCUS Clinics Pforzheim are specialists in the treatment of joint diseases and sports injuries. Competent treatment and care are part of their guiding principles in which patients are the number one priority. When it comes to communication and patient entertainment, ARCUS Clinics count on Unify.

The Task

- Launch of modern, multimedia entertainment solutions for patients
- One infrastructure for communication, nurse calls and entertainment
- Integration of the existing communication system OpenScape 4000
- Intuitively operated patient solution
- Launch of an IP nurse call system including communication
- Room control for lights and shades
- Central management and access control of services offered
- Automatic pay station for cash and cashless payments

The Solution

Customized solution based on OpenScape Health Connect.
The solution includes:

- HiMed servers as central system components
- HiMed chip cards for patients
- HiMed pay station for loading funds to the HiMed chip card
- HiMed IP nurse call including door terminals
- HiMed Cockpit
- IP TV Streaming servers

The Benefits

- Greater comfort for patients through comprehensive entertainment offering and room control
- Strong user acceptance through easy and convenient handling
- Ease staff workload through automated provision and billing of multimedia services offered
- Streamline registration and billing functions
- Central administration of components and applications
- Reduction in infrastructure and operation costs
- Greatest possible flexibility thanks to modular concept

The latest treatment methods and convenience as a prescription for healing

The ARCUS Clinics in Pforzheim are considered to be some of the leading medical professional centers in Germany for the treatment of joint diseases and sports injuries. The specialists in Pforzheim consult and treat some 46,000 patients each year. And they do so with a high degree of satisfaction, as regular surveys have shown - in the latest patient survey by the Techniker Krankenkasse in 2014, the ARCUS Clinics achieved a top rating of 94.8%.

Committed to success. Consequently, ARCUS Clinics must continuously meet their own high standards when it comes to the quality of patient care. This includes seamless medical care, modern and gentle procedures and quality-assured treatment methods as well as quality comfort features

matching those of a high-end hotel for in-patient treatment stays. The exclusively appointed rooms offer patients a relaxing and calm atmosphere; for ARCUS Clinics, the patient's general well-being is part of their recovery. Wanting to continue raising the bar for the in-patient segment, clinic management opted in 2012 to begin renovating certain clinic areas. At the same time, the renovation would focus on further improving patient comfort and continuing to invest in the future in this area. Instead of just one TV per patient room, in the future each patient bed would feature a complete entertainment solution.

This solution would provide central and user-based management for individual services such as phone, TV and Internet. Integration with the communication solution currently used, OpenScape 4000, was seen as a

priority. In addition, the solution for the nurse call needed to include an IP nurse call system capable of signaling a patient call at the door display, at the nurse's station and on DECT telephones. The solution would integrate previously separate processes, such as for telephone and TV, and thus make them easier to manage.

It began with a trade show visit

ARCUS Clinics representatives began scouring the market for a suitable solution during a visit to the MEDICA 2012. The Unify booth (then called Siemens Enterprise Communications) provided them with initial information on their HiMed solution. The modern design of the cockpit IP terminal and the sophisticated entertainment, information and communication features were convincing. The representatives included the HiMed solution in their





list of finalists. Ultimately, an on-site presentation at the ARCUS Clinics proved to be the deciding factor.

"The convincing HiMed presentation for our clinic management in Pforzheim made the difference."

Oliver Kraut,
Project manager
ARCUS IT department

Together with Unify, ARCUS Clinics entered the planning phase. The solution was precisely tailored to their requirements. Before the first cockpit IP terminal could be connect to over 130 patient beds, the HiMed system had to be installed as a central control system. In order for the patient to be able to later use the cockpit IP terminal for phone calls, surfing the Internet, watching TV and calling the nurse, the HiMed system needed to be connected via IP to the OpenScape 4000 communication system, the pay station for loading funds to the card, the IP TV server and the IP nurse call system. Unified operation of the various processes is particularly beneficial for administration in the ARCUS IT department.

"Components that we use to have to administer separately can now be centrally managed via the HiMed system. Operation is easier and less expensive than before."

Oliver Kraut,
Project manager
ARCUS IT department

The patient as a guest

For the ARCUS Clinics, the patient is always the focus. And they are the ones who now profit the most from the HiMed solution. The cockpit IP terminals are intuitive to use, serve simultaneously as both TV and telephone, and bring the Internet right to the patient's bed. Patients can decide on their own whether and how much to actually use the entertainment offering. The services are paid for with the chip card, which can be loaded with funds at the automatic pay station. TV and telephone are included in the basic package. Extra services, such as pay TV programs, can be selected and paid for with funds from the chip card on an on-demand basis. Although mobile phones use is allowed in patient

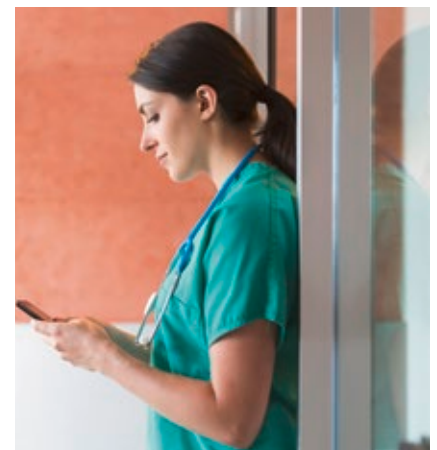
rooms and WLAN is available for patients' own notebooks and tablets, the entertainment offering has proven very popular. More than 50 percent of the cockpit IP terminals are almost always in use.

Patients who are on strict bed rest particularly enjoy having the HiMed cockpit. That's because, aside from the entertainment aspect - which helps make the in-patient stay as entertaining as possible - the cockpit can also be used to control light and shutters. With the push of a button, the windows go dark on a day that is too bright. In the evening, one button is all it takes to turn the light on or off from the bed.

"The HiMed solution with room control is totally consistent with our goal of providing our patients with a premium level of hotel comfort for their in-patient stays."

Oliver Kraut,
Project manager
ARCUS IT department

The IP nurse call system for physicians and medical staff is also integrated in the cockpit. Patients and care staff likewise benefit from the flexibility offered by the OpenScape Health Connect. A nurse call coming



into the station and signaled on the care staff's DECT cordless phones can be answered immediately, thereby shortening response times. Once they receive the call, station workers can identify the patient's immediate needs by phone and, for instance, bring any medication needed with them when they go in.

When it comes to reaction time and competence, Unify is right on par with ARCUS Clinics. Service representatives from Unify can provide fast and high quality service because they are familiar with the circumstances on-site. Individual consulting services and consistency

of the cooperation were particularly convincing.

"Our contacts are familiar with the project right from the outset. If we have a question or need help, we don't have to go through a long explanation of the situation."

Oliver Kraut,
Project manager
ARCUS IT department

International recognition enjoyed by the ARCUS Clinics Pforzheim represents a continuous commitment which also applies to the IT department. To that end, there are already further ideas about how to simplify processes with the HiMed solution. For instance, an online ordering process for patient meals is being considered. In the future, food orders could be paperless - patients could order food from the menu directly through the terminal. This innovation would also distinguish the ARCUS Clinics' ordering process from other clinics and thereby be well-suited to the outstanding quality of the clinic's cuisine.

About Unify

Unify is the Atos brand for communication and collaboration solutions. At the core of the Atos Digital Workplace portfolio, Unify technology enables organizations of all sizes to transform the way they collaborate, creating a more connected and productive workforce which can dramatically improve team performance, individual engagement and business efficiency.

Unify products represent a strong heritage of technology innovation, reliability and flexibility. Their award-winning intuitive user experience can be delivered through almost any device and in any combination of cloud or on-premise deployment. Augmented by Atos' secure digital platforms, vertical solutions and transformation services, they set the global standard for a rich and reliable collaboration experience that empowers teams to deliver extraordinary results.

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