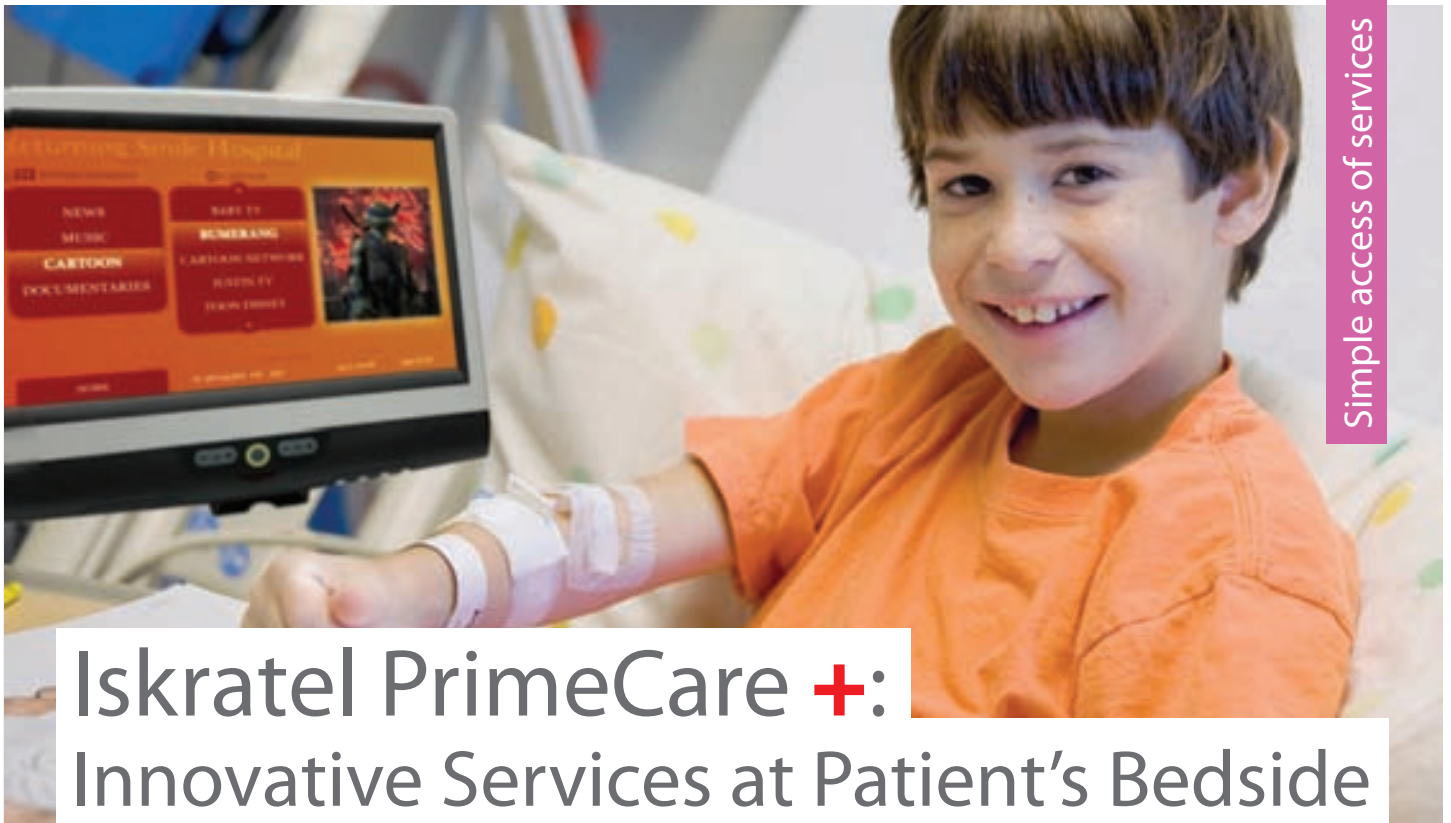




Iskratel PrimeCare +

Innovative Services at Patient Bedside



Iskratel PrimeCare +: Innovative Services at Patient's Bedside

The **Iskratel PrimeCare +** solution presents a revolutionary way of delivering entertainment, communication and information services such as:

TV, Movies on Demand, Games on Demand, Telephony, Internet, Educational content, Patient Surveys into your patient's room, thus significantly improving patient satisfaction and hospital experience.

At the same time medical staff can easily access patient data and other information at bedside - a point of care.

Private Sector - a Competitive Advantage

The increasing number of hotels-like services, at hospitals, clinics and nursing homes on one hand and the widespread of health-insurance services on the other hand is resulting in a stronger "competition" for the patients between hospital institutions. Patient's in-hospital satisfaction and experience, in addition to the best medical staff and equipment, is becoming critical factor of choice.

Simple and Easy to Use

Simple access to the wide range of services via a touch screen at bedside and patient-friendly graphic interface ensures that the solution can be easily used by all patients.

Increase Patient Satisfaction

By enabling patient access to different multimedia services **Iskratel PrimeCare +** makes the patient feel less stressed, and more satisfied and comfortable, and leads to faster patient recovery. At the same time, it decreases the patient feeling of being isolated and abandoned, which can lead to a slower recovery. Being able to communicate with the family members, friends, and others online at any time is a special privilege to the patients.

The usual feeling of being alone and bored is minimized.

Increase Employee Efficiency and Patient Safety

Iskratel PrimeCare + provides the best-of-the kind medical assistance for the patient by providing medical staff with all the relevant and up-to-date patient-related information on bedside. This enables medical staff to react fast, correctly and above all, it increases patient safety and more personalized patient/doctor relationship.

Iskratel PrimeCare + leads to a higher patient safety on one hand and higher employee satisfaction on the other hand.

The "On-Line" Generation

Whether we admit it or not, we are connected to the internet every day. We are used to have access to different content wherever and whenever we want. It is a fact for the younger population and it can be very frustrating to be cut-off. The **Iskratel PrimeCare +** solution is a patient's "friend" - a gateway to the "outside" world.

Hospital Brand Awareness

Iskratel PrimeCare + with its branding and advertisement capabilities significantly increases hospital's brand awareness and prestige.

Variety of Business Models

There are different business models, that support deployment of the solution either on the "patient-pay" principle, or as an integrated system that delivers services as part of a conventional procurement process. The system is open to specific requirements.

Iskratel PrimeCare +

Innovating Hospital Services Provision

Network infrastructure

Delivery of IP multimedia services to a patient bed requires sufficient network bandwidth. With the Iskratel network solution components existing cable infrastructure can be utilized. With the **Iskratel PrimeCare +** application server infrastructure, we support one-box standalone or multi-site implementation – in case of hospital chains and hospital operators.

Services management platform

The **Iskratel PrimeCare +** solution delivers exciting IP technologies into hospital environment. The core of the solution is a flexible multimedia middleware platform that enables rich multimedia services and services intended for the smooth work of medical staff.

Bedside terminal

A bedside terminal enables quick and easy access to all services. The service interface is provided through a touch screen or front panel functional buttons. Additionally several hardware options (smart card reader, IP camera, Bluetooth, magnetic stripe reader) are available to be bundled as a part of the terminals. When there is no need for touch screen terminal, the set-top-box terminal can be used on the same platform.

Media Streamer

The **Iskratel PrimeCare +** solution integrates live TV and on-demand video services. The universal streaming platform is an independent unit inside the system. A media streamer provides services for multicast live streaming from various input sources. It includes all management, monitoring, content delivery application and API interfaces for integration with third party systems.

Application Program Interfaces (API)

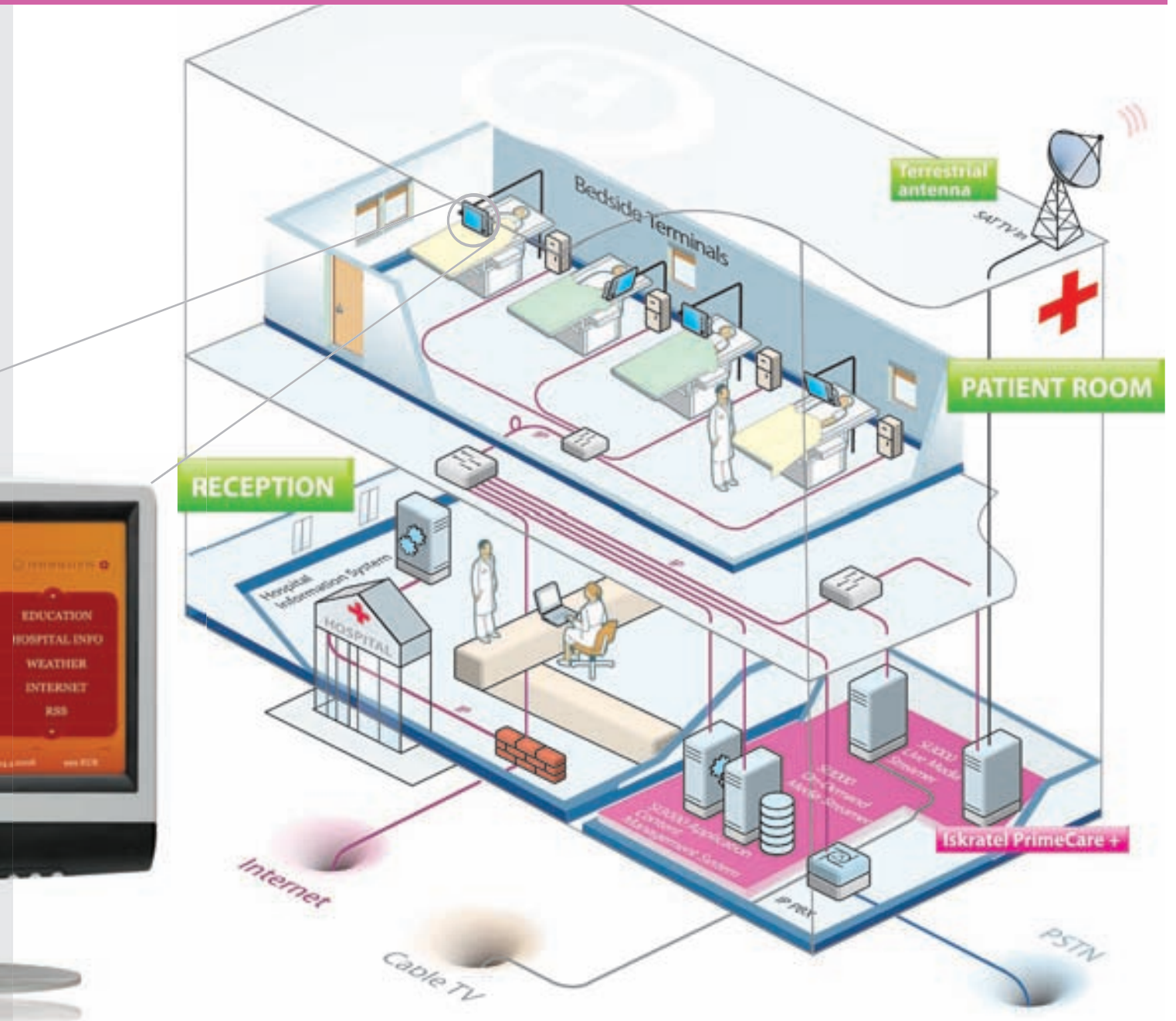
Iskratel PrimeCare + delivers an extended API set of specifications for the fast and efficient integration of third party systems. All API's are based on the open Web services technology.



Services From Patient

Patient:

- **Multilingual portal,**
- **Entertainment services:**
 - Digital live TV channels
 - Digital radio
 - Video on Demand
 - Music on demand
 - Games on Demand
- **Communication services:**
 - Integrated telephone services
 - number identification
 - Internet access via a touch-screen



Overview - From Entertainment to Medical Action

Information services:

- Patient education services
- Messaging
- View Bill
- General Information on Hospital
- Integrated information services possibility (weather, finance, traffic)
- Interactive Help.

Medical Staff:

- Via a bedside terminal medical staff can securely access patient's electronic health records, radiology images and other patient data.

Meeting Future Needs

- The Iskratel PrimeCare + flexible platform enables easy integration of all future needs for the implementation of interactive services such as reservation of clinical and non-clinical services, dietary meal selection, patient surveys, on-line shopping, etc.

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1. MEETING PATIENT NEEDS IN:

- Creating a pleasant environment with access to a variety of entertainment services,
- with entertainment and communication services involving the patient in the healing process. This provides patients with a better education scope and self confidence,

- increasing patient involvement in the healing process: bedside hospital-defined instant access to medical information, medical process status and educational materials,

- future changes in patients behaviours increase demands for on-line availability and instant access to common used Internet services (e-mail, TV, chat, blogs, social networks (Facebook, ...)),
- **establishing positive experience** by simplifying access to telephony and internet services – higher level of patient self-sufficiency.

2. SUPPORTING MEDICAL STAFF IN:

- quick, easy and secure bedside access to patient medical files,
- **assuring patients' safety** regarding medical prescription,
- **time-saving procedures** leaving time for other tasks.



Establishing positive experience - Iskratel PrimeCare +

Leveraging Hospital Experience & Doctor-Patient Relations

3. LEVERAGING OVERALL HOSPITAL PRODUCTIVITY WITH:

- higher productivity levels of the medical staff,
- increased hospital incomes from **Iskratel PrimeCare +** services marketing,
- clear tracking and management of patients,
- more **personalized** medical treatment resulting in accelerated procedures and elevated patient's feeling of safety,
- increasing overall image of the hospital.





Iskratel PrimeCare + quick, easy and secure bedside access

Iskratel PrimeCare + Expanding Options

At hospitals and clinics patients are becoming more and more demanding in terms of entertainment, communication and information services. The **Iskratel PrimeCare +** solution opens the path to satisfy their demanding needs. With its open solution architecture **Iskratel PrimeCare +** enables effective provision of basic or advanced services, and simple integration with existing hospital systems. The embedded flexible business models logic allows implementations in single premises, or hospital operator-like environments.

Iskratel is a one-stop shop for all Iskratel PrimeCare + solution components, and provides integration services according to customer needs.

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