

VALUE-BASED CARE IS DRIVING INNOVATION

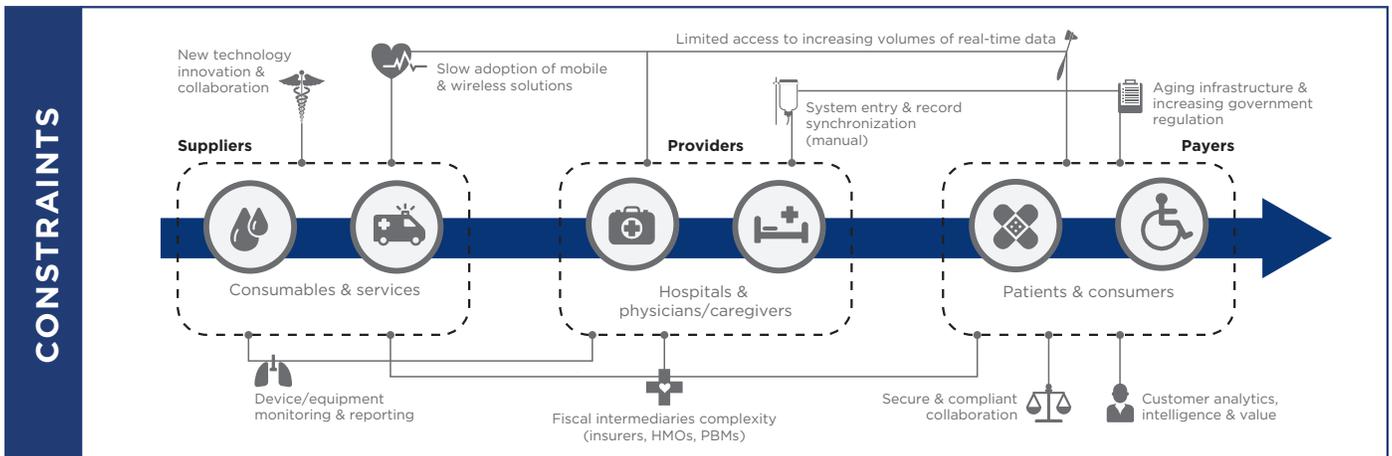
Healthcare providers seeking to deliver superior patient healthcare value, provide preventive measures and improve patient outcomes are feeling pressure from patients, insurers and governments to reduce healthcare costs by delivering services more effectively.

Industry trends

Healthcare is going through a dramatic transformation, harnessing new ways to see and treat patients and collaborate and share patient information to deliver more targeted preventive and effective medical care. Healthcare organizations must embrace remote monitoring and Internet of Things (IoT) platforms, along with data sharing, collection and analytics, to generate new insights that target individual patient needs. Key industry trends include:

- Data is coming from multiple channels (EHR, patient monitoring devices, wearables, mobile, social)
- Precision medicine is targeting specific patients with custom treatments
- Regulators are more risk-averse, driving stricter requirements
- Virtual patient visits, monitoring and treatment are changing healthcare delivery
- Reimbursement is increasingly based on value rather than tests and treatments

“Healthcare is the world’s largest industry. This industry is revitalizing and transforming itself faster than any other vertical¹.”



Lack of information integration across supplier, provider and payer business processes is creating the following business and technology constraints:

Business constraints

- The repositioning of healthcare toward targeted, positive and predictive outcome-based medicine delays time-to-value in an environment of reduced reimbursement and strict regulations
- The need for continuous innovation in the face of an aging healthcare infrastructure, government mandates toward digital records and increasing patient care costs reduces margins
- Barriers to seamless data integration, collaboration and information access inhibit targeted patient care and increase costs
- Stringent privacy, security and compliance rules slow innovation and stress resources

Technology constraints

- Legacy and current data systems not built for seamless integration, accessibility and sharing are barriers to collaboration
- Maintaining privacy, security and compliance in an emerging collaborative, data-sharing, cloud-enabled environment is complex and increases risk
- Centralized data capture over long distances from dispersed patient monitoring devices and other information systems prevents real-time analyses and insights
- Integrating telemedicine, mobile, virtual, cloud, IoT and other cutting-edge technologies into siloed IT infrastructures can be costly and complex

Conclusion:

Healthcare providers need more secure, real-time collaboration, data exchange and insights to improve patient outcomes and value, and to increase margins and growth.

Conclusion:

Healthcare organizations need to re-architect IT infrastructures to leverage new technologies and integrate processes, data, analytics and new channels of patient data capture

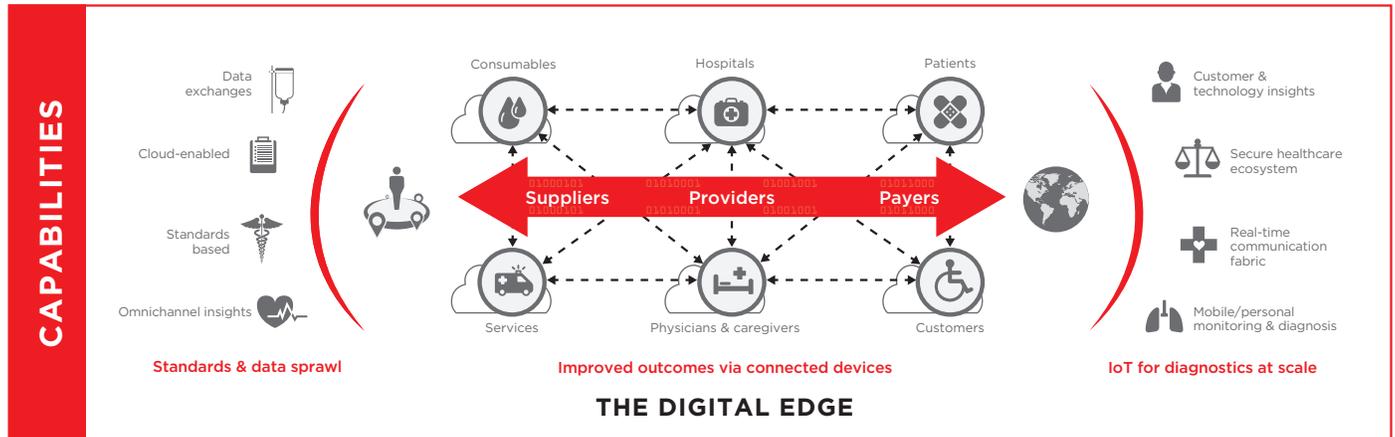


EQUINIX

WHERE OPPORTUNITY CONNECTS

1. Forbes, "The Companies Disrupting Healthcare In 2015," 2015.

Constraints become capabilities when infrastructures shift from being siloed and fixed to integrated and dynamic.



Business and technology need to change. To expedite this transformation and meet the growing digital demands, healthcare businesses must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.

Business-enabled

- Enhanced collaboration, data-sharing and analysis from distributed sources provide more insights to enable targeted patient care and greater healthcare value
- Leveraging cloud and managed services at the edge enables fast innovation with few resources and little up-front investment
- Private, secure access to information from multiple sources promotes more effective treatments, better patient outcomes and higher margins
- Real-time, secure communications with patients, providers and regulators enable better patient outcomes

Technology-enabled

- Reconfigured networks with distributed interconnection hubs at the edge speeds collaboration among providers, patients, data and clouds
- Secure, direct interconnections among healthcare companies, partners and clouds enable privacy and compliance wherever data is—on premises or in the cloud
- Localized and secure real-time data capture, processing and analytics promote faster insights for targeted healthcare
- Integrating new technologies that healthcare providers, partners and patients can leverage contributes to greater patient care and healthcare value

The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.

How interconnection and Equinix accelerate digital business and technology transformation

- **Shorten the distance** between your applications and data, customers, employees and partners
- **Localize traffic and services** across all the locations and markets you need to reach and regionalize services globally
- **Integrate and deliver via ecosystem exchanges**, leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- **Locate data and analytics closer to users** for improved response times and distributed scale, reducing the amount of data traversing networks

The Equinix ecosystem advantage

Equinix is where healthcare firms, partners and customers come together and leverage an Interconnection Oriented Architecture™ (IOA™) that enables them to harness the power of direct and secure interconnection. The Equinix healthcare ecosystem consists of more than 85 companies worldwide, 1,400+ networks, 2,500+ cloud and IT service providers and more than 8,000 global businesses.

Architect your digital edge on Platform Equinix™

Healthcare businesses need to re-architect their IT infrastructures on a platform that supports dynamic bandwidth and connectivity to enable the analytics and control needed to provide positive and predictable patient outcomes. They need to put interconnection first in their digital IT transformation strategies. A sure path to that goal is to harness the power of an IOA on Platform Equinix.



About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

Plan your digital platform with the **IOA Knowledge Base**, an open repository of blueprints and design patterns based on the best practices of market leaders across more than 600 production implementations. The IOA Knowledge Base has codified solutions to business and technology constraints. Visit Equinix.com/ioa to learn more and see how your infrastructure can transform to meet the needs of your business.

Packet Fusion

Ellen Pensky

ellen@bumblebeemarketing.net



Connecting the Dots to the Cloud