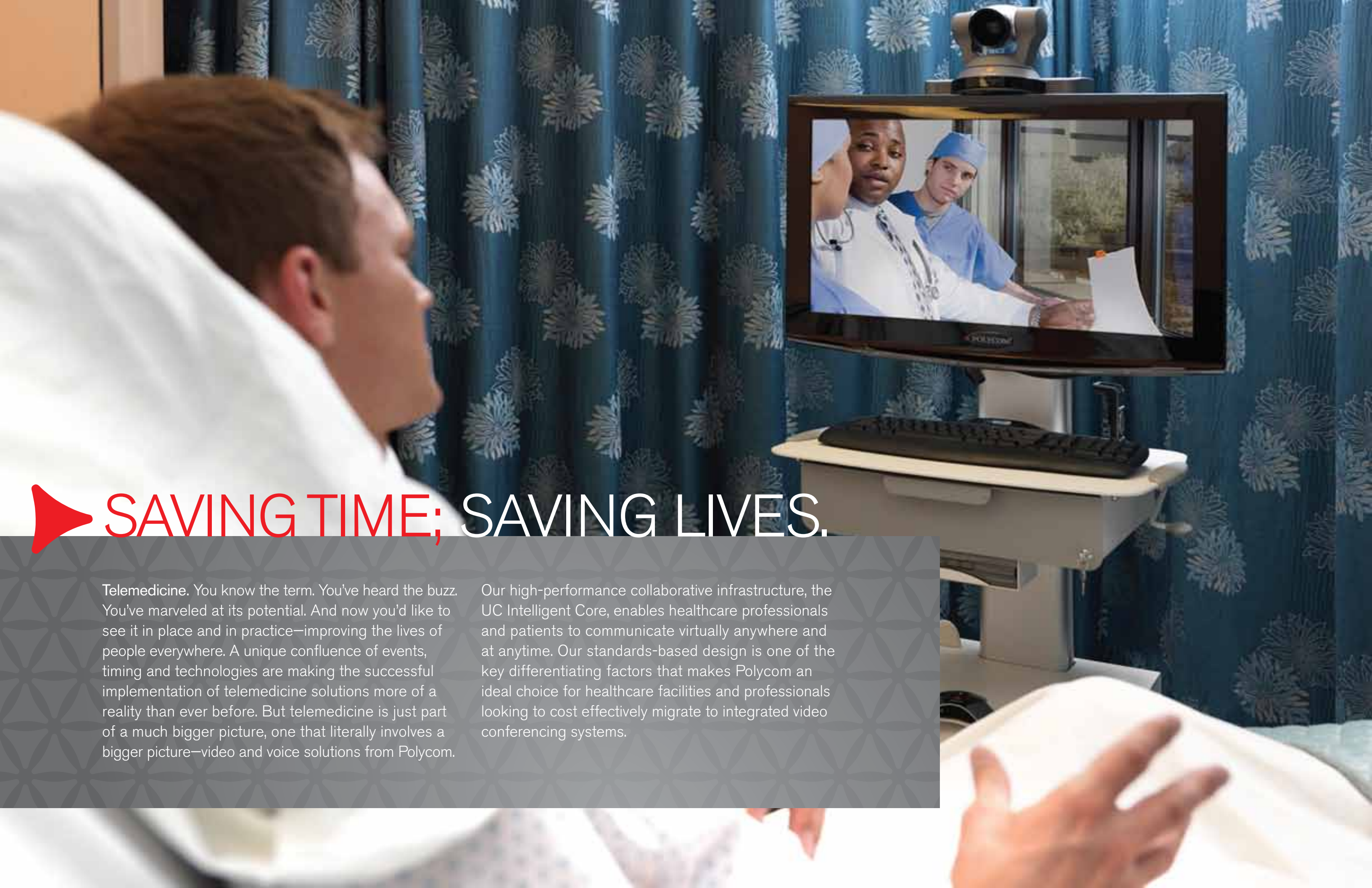


CREATING A NEW VISION FOR HEALTHCARE

COLLABORATIVE VIDEO SOLUTIONS AND THE IMPACT ON CARE,
EDUCATION AND ADMINISTRATION.





▶ SAVING TIME; SAVING LIVES.

Telemedicine. You know the term. You've heard the buzz. You've marveled at its potential. And now you'd like to see it in place and in practice—improving the lives of people everywhere. A unique confluence of events, timing and technologies are making the successful implementation of telemedicine solutions more of a reality than ever before. But telemedicine is just part of a much bigger picture, one that literally involves a bigger picture—video and voice solutions from Polycom.

Our high-performance collaborative infrastructure, the UC Intelligent Core, enables healthcare professionals and patients to communicate virtually anywhere and at anytime. Our standards-based design is one of the key differentiating factors that makes Polycom an ideal choice for healthcare facilities and professionals looking to cost effectively migrate to integrated video conferencing systems.

HIGH-PERFORMANCE COMMUNICATIONS;

HIGH-QUALITY RESULTS. TELEMEDICINE FROM POLYCOM.

IT'S ALL RIGHT THERE IN FRONT OF YOU.

Some pretty amazing things are happening in the world of telemedicine today. The advent of high-performance video conferencing with true interactive HD-quality viewing and listening capability is bringing doctor and patient closer together in ways only previously imagined. In fact, Polycom's collaborative video solutions are connecting patients in remote and rural areas to medical specialists in hospital centers throughout the country. Today, they are receiving experienced medical assessments and care in a more timely and cost effective manner.

Telemedicine and video collaboration are having a marked impact on patient care and the overall reduction of healthcare costs. And they will continue to play an increasingly

important role when it comes to care of patients, the ease of medical administration and record-keeping, and the general education of all parties involved.

With Polycom telemedicine solutions, specialists are able to visually interact with their patients no matter where they practice—from the hospital, in their office... even their home when time is of the essence and immediate access is critical. Anywhere there's an Internet connection. But in addition to the vital role video collaboration can play in patient care, it's also an ideal option for everything from healthcare team interactions, grand rounds, EHR adoption meetings, or even attending an educational session for Continuing Medical Education.



▶ SOME KEY ADVANTAGES OF POLYCOM TELEMEDICINE SOLUTIONS:

- Extended reach for high-quality interaction between doctor and patients—no matter where either happens to be.
- Enhanced healthcare team meetings via “multipoint” collaboration to save time, travel and money.
- Increased productivity of healthcare professionals.
- More effective education of hospital staff, clinicians and the patient community.
- Increased referrals and a strengthened relationship with local hospital and related health facilities.
- Reduce ER loads and decreased patient wait times.

PATIENT-CENTERED MEDICAL HOME A TEAM-BASED PATIENT CARE MODEL.

In 2007, the primary care professional societies endorsed a set of joint principles around the idea of the Patient-Centered Medical Home or PCMH. It is now endorsed by 22 physician organizations. PCMH is a team-based model of care led by a personal physician in which a team of health professionals, coordinated by a personal physician, works collaboratively to provide high levels of care, access and communication, care coordination and integration. In this new model of care it is essential that the entire healthcare team be connected and able to coordinate care. Today it is possible to fully realize this model, and enable the needed

collaboration and communication using Polycom's solutions for healthcare.

This emerging practice is supported by the Affordable Care Act, which emphasizes prevention, and more involvement of the primary care physician and local community health centers. The hospitals will play an important role in the PCMH through their adoption and role out of EHRs and by providing expert consults as well as collaborative infrastructure. At the end of the day, strengthened relationships between all those involved in care delivery will result in better patient care, and more efficient delivery of care.



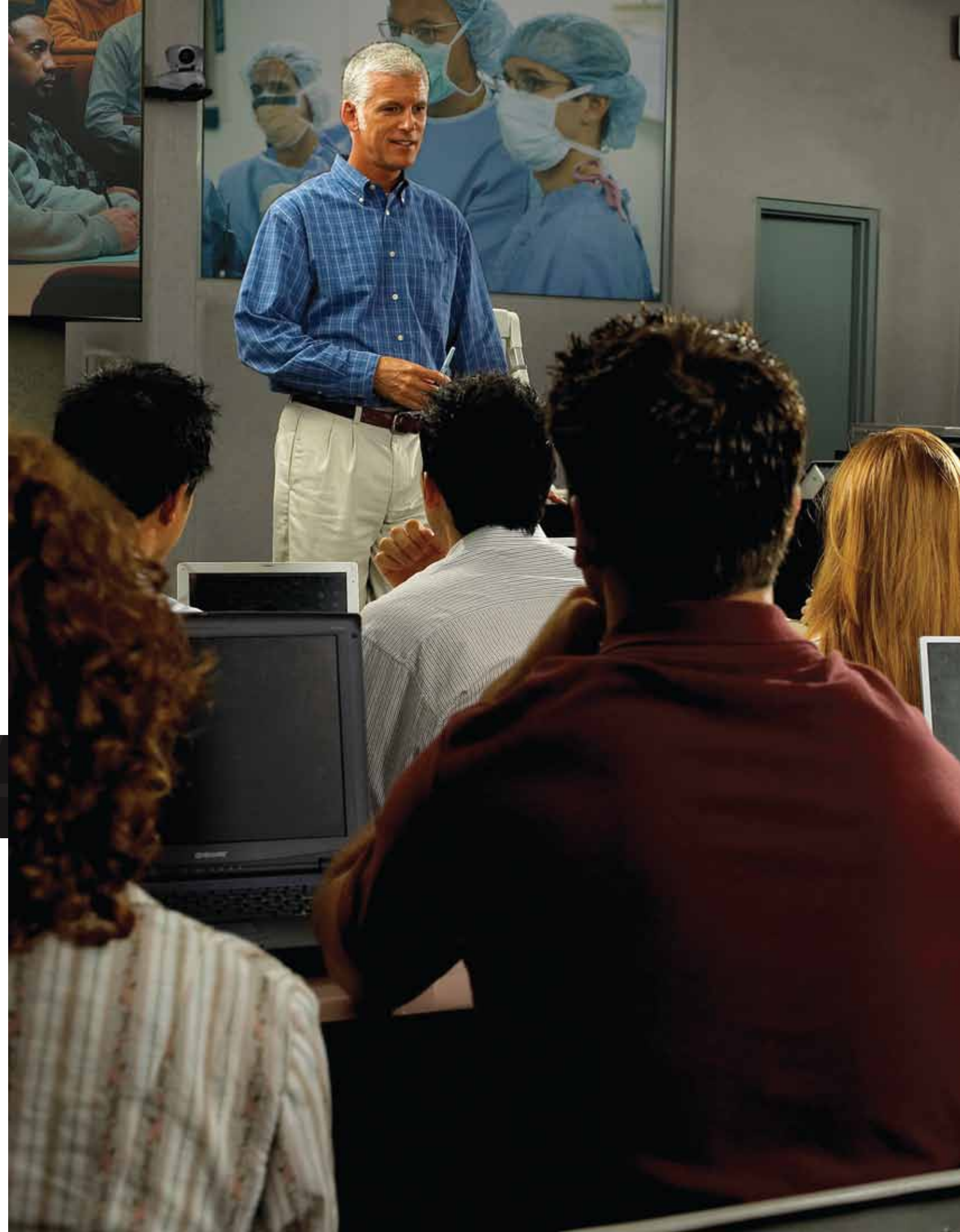
▶ ADVANTAGES OF POLYCOM COLLABORATIVE VIDEO/VOICE SOLUTIONS FOR PCMH:

- Polycom's collaborative solutions enable the patients and members of the extended healthcare team to reach out to each other whether they are at home, at a community health center, a rural hospital or a Hospital Center of Excellence, using their PC, a Practitioner Cart or a telepresence system.
- Enables the healthcare team to collaborate over voice and video with recording and streaming options available for education purposes.
- Care can be interactively coordinated across all elements of the health care system, such as subspecialty care, hospitals, home health agencies and nursing homes.

HEALTHCARE PERSONNEL EDUCATION. A SMARTER WAY TO LEARN EVEN MORE.

Healthcare professionals are on a seemingly never-ending quest to learn more so they can help their patients more. Traditionally, that involved a lot of time and money travelling to seminars, classrooms and hospitals all over the country to hear from experts in a variety of fields. With the implementation of Polycom solutions and the UC Intelligent Core, healthcare professionals can now take advantage of new and innovative opportunities for enhancing their healthcare education—from virtually anywhere they happen to practice or reside.

Today, it's amazing what kind of education and training and even operating-room learning opportunities can be shared via collaborative video. Medical professionals can take advantage of Continuing Medical Education (CME) events and classes, make a video connection with nursing schools for up-to-date training, learn more about administrative training and medical education, and even remotely-attend disaster preparedness training seminars.



▶ COLLABORATIVE SOLUTIONS FOR HEALTHCARE EDUCATION:

- Provides ongoing interactive video learning for doctors, nurses and other medical professionals at a self-directed pace, either in real-time or as a recorded session.
- Offers the ability to use live interactive video technology to meet educational requirements locally without associated travel costs and time.
- Gives teaching hospitals access to medical professionals from virtually anywhere there is an Internet connection and a camera.
- Delivers video and audio connections to centers of excellence, with enhanced learning opportunities for an even larger number of medical professionals and staffers.
- Supports the streaming, recording and archiving of conferences, lectures, meetings and any other point-to-point (or multipoint) video conferencing activity.
- Makes it possible to sit in on university and corporate video lectures and new product demonstrations to see what is emerging in the way of medical practices.
- Enables interactive video conferencing in which two-way dialog can take place with a question and-answer format that can facilitate enhanced learning on both sides of the conversation, with full group participation in both audio and video capability for all attendees.
- Also ideal for non-medical-related training, such as harassment training and more.

PATIENT EDUCATION AND PREVENTION. THE MORE PEOPLE KNOW, THE BETTER THEY CAN FEEL.

The concept and implementation of telemedicine has the potential to be life-changing for nearly everyone involved. But where it will perhaps have the most impact is with the patients who take advantage of the opportunities to interact with doctors and specialists from a variety of fields.

Someone once said, "a little knowledge is a dangerous thing." In the field of medicine, that can be frighteningly true for patients. People hear a word or phrase, or get anecdotal

information from their friends and find themselves unsure of what to do next.

By making comprehensive facts about their condition, malady or disease available to them, delivered by caring professionals in an intimate video conference environment, they can get the preventative and remedial information they need to make informed decisions. And they can chat with these healthcare professionals and get answers to their questions interactively and accurately.

POLYCOM SOLUTIONS FOR PATIENT EDUCATION IN COMMUNITY HEALTH CENTERS:

- In the area of mental health, gives clinicians the opportunity to "see" their patients at multiple community health centers, or participate in multi-site support groups, without the time and travel formerly required.
- Diabetes education and management offered by community health centers over video can bring in experts at a distance or diabetic patients from other community health centers to promote diabetes awareness and wellness.
- Rural health clinics can offer kidney disease education over video, with patients and expert presenters participating from anywhere.
- Ideal for nutritional education for patients, as well as for information about childhood obesity and high-risk pregnancies.
- Promote community wellness by providing live video educational sessions at the local community center on high blood pressure, asthma, COPD, and CHF.



HEALTHCARE ADMINISTRATION. A WHOLE NEW APPROACH FOR A NEW WAY TO WORK.

Keeping in touch and current is easier than ever before using a high-quality Polycom collaborative video and voice conferencing system. It's actually a technological marvel that makes everything from general staff meetings to nurse-patient interactions to executive board reviews more productive and, better yet, more effective for all parties.

With a Polycom collaborative video conferencing solution in place, gathering people together for meetings, recruitment and reviews happens with a simple click. Polycom "virtual meetings" can also improve collaboration and knowledge-sharing among experienced healthcare professionals. It even makes an ideal option for working with medical suppliers and vendors, making it easier to review new products and place new orders, potentially eliminating errors in product selection and quantities as well.

These are the kinds of interactive improvements that can yield other benefits to the healthcare field and its professionals. Whether it's nurse or practitioner recruiting and interviewing, board meetings or project management for projects like EHR, Polycom video collaboration solutions help improve overall communications and gain workflow efficiencies, as well as drive down costs and enhance productivity. And by improving collaboration, benefits such as increased employee satisfaction, stronger patient relationships, and reduced financial costs follow.

Polycom video conferencing solutions are also a great choice for recruitment and interviewing. Remotely-located candidates can be interviewed by multiple managers in multiple locations, again helping to control costs while still ensuring a quality interview experience.



▶ ADVANTAGES OF POLYCOM COLLABORATIVE VIDEO/VOICE SOLUTIONS FOR HEALTHCARE ADMINISTRATION:

- Significantly enhance project management and workflow within healthcare organizations by offering easier collaborative opportunities.
- Excellent compatibility with EHR (electronic health records) project management and allowing participants to share desktops to aid in selection, implementation, training and support.
- The smart choice for ongoing staff and general meetings, allowing more remote locations to be included cost-effectively.
- Improves monthly and ad hoc operation budget reviews so attendees can collectively react to budget changes, revisions and additions.
- Conduct executive management and board meetings more cost-effectively with the same level of open dialog and interaction as in-person meetings.
- Innovative uses for ADA applications, including translation services for spoken and American Sign Language.

ECONOMIC INCENTIVES. OR HOW TO GET WHAT'S COMING TO YOU.

At a time when all of the technologies are aligning to support a collaborative model of healthcare, there are more funding opportunities than ever before. Today grants are available to support the implementation and roll out of telemedicine. The Affordable Care Act calls for 11.5 billion dollars to support community health centers and their efforts to deliver community care. Polycom is tracking the many grants and funds that can connect patients and healthcare providers in powerful new ways.

We know that finding, applying for and receiving a grant can be a time-consuming and often overwhelming task. That's why Polycom provides assistance in every aspect of proposal preparation, funding selection, and submission of grant applications. Let us help you find the level of funding you need to implement a Polycom solution. Our team of grant and industry experts will help you devise a funding solution package to meet your specific and unique needs and achieve your project outcomes.



▶ THE POLYCOM GRANT ASSISTANCE PROGRAM (PGAP)

- Provides assistance in every aspect of grant funding selection, proposal preparation and submission.
- Team consists of grant experts with experience in grant writing, grant administration, procurement, and grant peer review.
- Linked to a national network of grant writers.
- PGAP will underwrite all or a portion of grant writing costs associated with a grant proposal that includes Polycom equipment supporting collaborative healthcare solution.
- PGAP will assist you in understanding post-award grant requirements.

▶ GRANT READY ASSESSMENT AND NAVIGATIONAL TOOL®

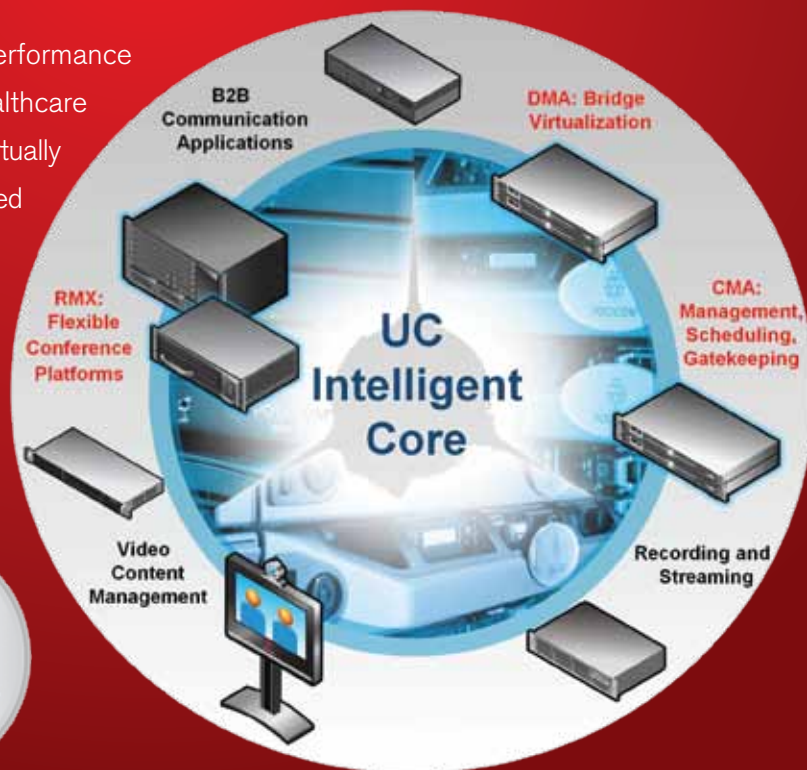
- A self-assessment tool that provides organizations with an evaluation of their "grant-readiness" and can help increase likelihood of full funding.
- Based on the most common evaluative criteria used in grant reviews.
- Enroll in the program: www.polycom.com/grants
- Email your Polycom Area Grant Manager: grants@polycom.com

COLLABORATIVE TECHNOLOGY. PEOPLE WORK BETTER WHEN THEY WORK TOGETHER.

Today, there is a wide range of Polycom telemedicine solutions available for doctors, hospitals and related fields to choose from to implement a true HD conferencing solution. Everything from the Polycom HDX™ series of high-performance conference room systems to the Polycom Practitioner Cart. For more information about any of these solutions, and more not described here, please visit www.polycom.com. Or contact Polycom sales directly at **800-POLYCOM**.

Polycom UC Intelligent Core

The Polycom UC Intelligent Core is a high-performance collaborative infrastructure that enables healthcare professionals and patients to communicate virtually anywhere and at anytime. This standards-based approach is compatible with systems from Microsoft, HP, IBM, Juniper, Siemens and many others. The Polycom UC Intelligent Core is an excellent choice for healthcare facilities and professionals looking for a cost effective solution to help them migrate to integrated video conferencing systems to facilitate enhanced patient interactions, while maintaining their current infrastructure investment.



Polycom Practitioner Cart™ HDX® Unit

The Polycom Practitioner Cart brings high-definition video, audio and image-sharing to medical professionals and patients no matter where they are located. The patient sees the remote specialist on the monitor, and the remote expert can pan, tilt, zoom the camera on the top of the cart to “see” the patient.



Polycom® HDX® 6000-View Media Center

The HDX 6000-View Media Center product is a what Polycom calls a “huddle” system—a compact solution for a patient or small group of patients to collaborate with a far end practitioner or participate in a video call with other groups of patients at a distance. It can function as a complete table-top system.



Polycom CMA™ Desktop and HDX® 4000

CMA Desktop and the HDX 4000 are ideal selections for the practitioner side of a telemedicine video call. The practitioner can place a video call and control the far end camera to get a good look at their remote patient. Further with CMA desktop or the HDX 4000, the practitioner has access to browser-based applications like the EHR or PACS system while on the video call.

