

A unified solution for all of a hospital's data management needs

Today's challenge

Over the last two decades, the medical community has made quantum leaps in its use of medical imaging technology. It has developed revolutionary diagnostic procedures that can see deep within the human body to detect injury and disease, and the benefit to patients has been undeniable.

But the technological burdens of these advances in imaging are crippling many of the healthcare providers that offer them. Data storage already constitutes more than 20 percent of most healthcare IT budgets, nearly half of which is spent on storing medical images. Proprietary imaging systems used in different clinical practices lead to application specific information silos that are costly to maintain and manage. And with PACS being replaced every 3-5 years, migrating data from one application to another is not only expensive, but can significantly disrupt clinical workflows.

The unified solution

It doesn't have to be this way. Dell's Unified Clinical Archive (UCA) eliminates the lack of interoperability between various imaging departments by consolidating the archive of medical content in an application-agnostic and patient-centric repository. It simplifies the infrastructure, provides a secure platform to exchange images, and doubles as a reliable and cost-effective disaster recovery system. And it offers the scalability, efficiency, and flexibility of both on-premise and cloud-based archiving.

We do this by working closely with technology partners that healthcare providers know and trust; partners that understand the specific needs of the medical imaging community; partners like BridgeHead Software.

The power of partners

BridgeHead's Healthcare Data Management (HDM) solution provides a unique, vendor-neutral archiving technology integrated with Dell's UCA that can support both the clinical and administrative data emanating from a hospital's applications. Whether it's DICOM images from PACS, jpegs from ophthalmology, scanned documents, email, word processing documents, or spreadsheets, BridgeHead's HDM solution manages all of a hospital's data, serving it up to Dell's all-inclusive storage environment where it will reside for the long-term.

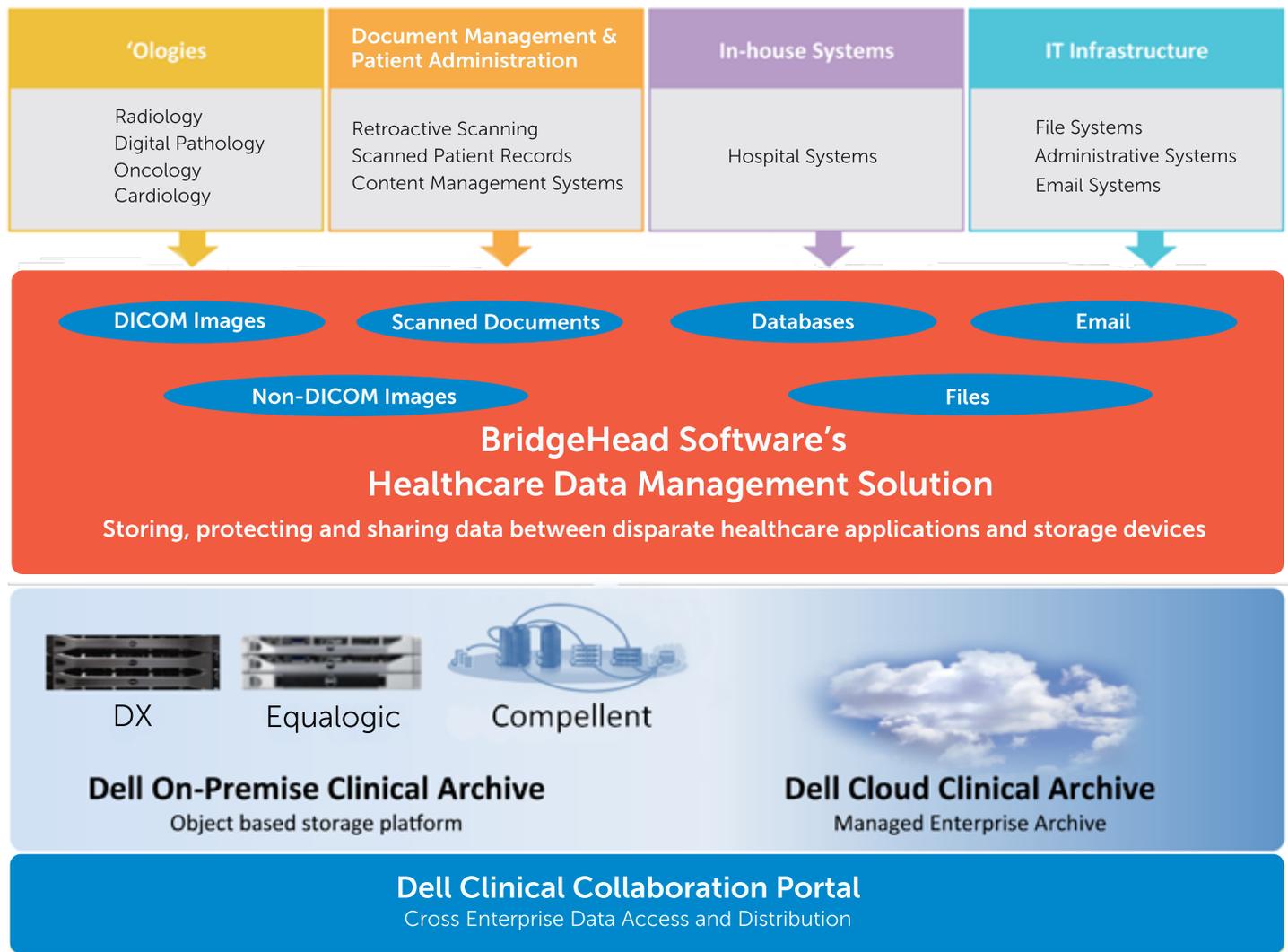
The HDM environment enables hospitals to centrally manage their clinical and administrative data within the same environment. HDM also enhances a hospital's ability to share data both inside and outside the firewall, and improves disaster recovery. Together, Dell's UCA and BridgeHead's HDM combine to create one complete solution for all of a hospital's data management challenges. And together, Dell and BridgeHead are helping to define the future of healthcare IT.

Dell and BridgeHead offer hospitals:

- Centralized archive for clinical and administrative data
- Increased data security and disaster recovery
- Smooth integration into existing data environment
- Greatly reduced storage and management costs
- Scaling to billions of objects
- Complete vendor neutrality



The Power of Partners



Dell's Healthcare and Life Sciences practice is the leading healthcare IT services provider worldwide (Gartner 2011). We serve more than 50 percent of hospitals in the United States, and 9 of the top 10 healthcare systems in the world. We also manage one of the world's largest medical archives. And we are proud to be at the forefront of promoting and supporting information-driven healthcare.

With 20 years' experience in data and storage management, and 10 years in healthcare, BridgeHead Software is trusted by over 1,000 hospitals worldwide. Today, BridgeHead Software helps healthcare facilities overcome challenges stemming from rising data volumes and increasing storage costs while delivering peace of mind around how to store, protect and share clinical and administrative information.

For more information on how Dell and its partners can help manage the costs and complexity of medical archiving, visit dell.com/unifiedclinicalarchive.

