

IMPACT BRIEF

CLIENT:

Bellevue Hospital
New York, NY

DESCRIPTION:

Bellevue Hospital is the oldest continuously operating public hospital in the U.S. Affiliated with the New York University School of Medicine, it's the training ground for many of America's leaders in medicine and has produced major innovations in public health and medical science. It handles nearly 670,000 non-ER outpatient clinic visits, over 99,000 emergency visits, and 26,000 inpatients annually with an attending physician staff of 1800 and more than 1000 in-house staff. Bellevue has been the site of many milestones in the history of medicine, from the establishment of the first ambulance service and first maternity ward.

CLIENT NEEDS:

Among the numerous healthcare services provided by the client is cancer treatment with chemotherapy infusions that require patients to be attached to an IV for anywhere from 45 minutes to over 8 hours at a time. This long, difficult and regular treatment process adds further strain and hardship to the already compromised lives of patients and their families. The infusion clinic serves numerous patients per day with beds as well as chairs for overflow patients to sit while receiving infusions. iBusiness Technologies was charged to outfit the clinic with iPads containing a wide variety of apps, content, important information/announcements and entertainment to provide comfort and education to the patients during their treatment.

SOLUTION & IMPACTS:

iBusiness Technologies worked closely with the client to design and deploy an iPads program to help change the lives of patients undergoing exhaustive infusion therapies. Leveraging over-the-air mobile device management and Apple's ecosystem, iBusiness Technologies pushes apps and client-directed content, including education and relevant hospital programming, directly to the iPads. Client is leveraging existing wireless resources and has the ability to locate missing devices and wipe data should an iPad be lost or stolen. iBusiness Technologies assisted client to identify ergonomically-friendly options for tethering/mounting the iPads to patient beds to prevent damage and loss.



PURCHASE SUMMARY:

PRODUCT & SERVICE MIX:

iPad Airs
Airport Extremes
Custom Etching & Accessories

SALES PARTNER:

iBusiness Technologies
New York • Philadelphia • Chicago