WELCOME

If you’re looking to enter the healthcare market with a trusted IT partner like Dell Technologies, this briefcase was built just for you! Whether you’re just starting your practice or are looking to fine-tune your expertise in this vertical, Tech Data’s dedicated Dell Technologies team have collected a variety of resources for you to build your brand and sell your next healthcare solution.

To get started, select a track and get connected with some of our latest tools, resources and expertise - all made to help cure the technology woes of your healthcare customers.

GET STARTED
Contact Us
Dell Technologies is the essential infrastructure and solution company for the next generation of healthcare and life sciences by embracing digitization and harnessing the power of data to help accelerate and improve health and patient outcomes.

"By 2030, we believe we’ll be able to transform the lives of a billion people. And healthcare is one of the most important areas where technology can have an enormous impact.”
– MICHAEL DELL
CEO, DELL TECHNOLOGIES

By the Numbers: Dell Technologies in Healthcare

- **65%** of storage infrastructure in US Hospitals runs on Dell EMC (Dell Internal)
- **62%** of US hospitals are using Dell desktops or laptops (Dell Internal)
- **47%** of US hospitals are using Dell EMC servers (Dell Internal)
- **+8K** hospitals worldwide deploy Dell EMC Healthcare Solutions (Dell Internal)
- **93%** of US hospitals are vitalized by VMware (Dell Internal)

**The New Vision for Patient Care With Edge and IoT Solutions**
ACHIEVING CLINICAL AND BUSINESS RESILIENCY WITH HEALTHCARE TECHNOLOGY

To harness digital transformation in the healthcare space, facilities need a modern Health IT (HIT) organization that can work strategically with clinical, administrative, research, and financial stakeholders to put data, devices, and applications to work to achieve real results.

STANDARD USE CASES IN HEALTHCARE:

- Radiology & Cardiology PACS
- Administrative and Non-medical Archives
- Research Data Repository
- Home Directories & File Shares
- Video Surveillance & Security
- Digital and Teaching Libraries
- IoT, Sensor and Log Data
- Smart Hospitals
- Data and Security Analytics
- Elastic Data Platform
- Medical Informatics
- Emerging Use Cases
- Radiology & Cardiology PACS
- Clinical Documents
- Dermatology, Ophthalmology
- OBGYN, Sonograms
- Endoscopy, Surgical, and Sleep Studies
- Digital Pathology
- Clinical NGS
- Remote Patient Monitoring

NOTE: Protocols in blue font are ECS protocols
HELP MOVE HEALTHCARE IT FROM “AN IDEA” TO “A REALITY”

From electronic health records to the practice of precision medicine, technology has fundamentally changed the way we practice patient care. But how do you get your sales team prepared to start the conversation?

HERE ARE A FEW QUESTIONS TO ASK WHEN DELIVERING A “DATA FIRST, CLOUD SMART” STRATEGY

1. What type of data is it? (EMR/ PACS/ VNA/ Research)
2. Where is the data created?
3. What’s the variability of the Compute used against it?
4. Who (or what) needs to access this data?
5. What is your data lifecycle?
6. Is your data secure?

THESE QUESTIONS WILL ANSWER WHERE YOUR CUSTOMER’S DATA SHOULD LIVE

- IN PRIVATE CLOUD
- IN THE CLOUD
- NEAR THE CLOUD

TO GET STARTED WITH YOUR HEALTHCARE SOLUTIONS SALES ENABLEMENT PLAN, CONTACT DELLVDM@TECHDATA.COM.
HEALTHCARE MARKETING RESOURCES

From lead generation, to sales acceleration and brand awareness, Tech Data and Dell Technologies help partners grow their Healthcare business with comprehensive marketing tools.

SALES ACCELERATION

Dell Technologies PowerChat

Explore Dell Healthcare IT and Life Sciences Solutions

InDELLable Transformation Podcast

Dell Technologies Healthcare Blog

BRAND AWARENESS

FOLLOW DELL TECHNOLOGIES

TWITTER.COM/DELLEMCHEALTH

LINKEDIN.COM/SHOWCASE/DELLHEALTH

FOR MORE IN-DEPTH RESOURCES AND INFORMATION, CONTACT YOUR DEDICATED TECH DATA DELL MARKETING REPRESENTATIVE AT STEPHANIE.OSKANDY@TECHDATA.COM.
YOUR CHECKLIST TO GAINING NEW HEALTHCARE LEADS

According to industry experts, the hardest thing is getting that initial face time with prospects, so you have to be able to deliver both in word and in deed what you are doing from the first encounter with your potential customers.

Follow this simple checklist to start organizing and optimizing the value-adds your business brings to customers:

SUBJECT KNOWLEDGE
A company must have enough knowledge concerning the basics of healthcare compliance.

VALUE PROPOSITION
Your company’s value proposition should be seen as a way to win customers, gain their loyalty, position the company in the market, boost sales and ultimately confer a competitive advantage.

UNDERSTANDING CUSTOMER OBJECTIONS
To help you prepare for possible objections raised by the customer or planted by the competition, the KLUE tool helps you readily respond to your customers and maintain sales momentum.

LEAD GENERATION
The Healthcare Information and Management Systems Society, Inc. (HIMSS) is a global advisor and thought leader supporting the transformation of the health ecosystem. Through this program, providers can gain connections to thought leadership, cutting-edge education, events, and more.

TRUSTED IT HEALTHCARE RESOURCES
Check out a few curated resources selected by the Tech Data Dell Technologies team:
- Healthcare IT Today
- HITMC
- EXPO.Health
- Healthcare IT Central

HEALTHCARE TARGET PERSONAS
Ensure your team understands the basic executive roles in a healthcare facility, including:
- Senior Solutions Architect/CIO – Responsible for overall IT management and budget.
- Chief Financial Officer (CFO) – Handles executive financial decisions.
- Chief Medical Nursing Officer (CMO/CNO) – Performance of medical and nursing staff, accountable for quality of care, clinical safety and compliance.

CUSTOMER CHALLENGES
Understand basic healthcare customer challenges like:
- Treating a growing number of patients with complex diseases.
- Overcoming staffing shortages.
- Meeting the rising expectations of healthcare consumers.
- Capturing and using data that can make a real impact on patient outcomes.
- Integrating electronic health records with other data.
- Leveraging data effectively for treatment courses, clinical operations and medical research.

NEED HELP DEVELOPING YOUR UNIQUE VALUE PROP? TECH DATA AGENCY’S CREATIVE SERVICES CAN HELP! THEIR DEDICATED RESELLER CONNECT TEAM OFFERS A TARGETED MIX OF DELIVERABLES THAT CAN CONNECT YOU TO THE RIGHT END USERS AND GROW YOUR BUSINESS.

CONTACT THEM TODAY AT STEPHANIE.OSKANDY@TECHDATA.COM.
McKinsey estimates that there could be $100 billion in annual savings for medicine and pharma by leaning on big data as well as the artificial intelligence and machine learning tools to process it. What’s more, this field is only growing – in fact, the global medical robotics market is expected to reach $20 billion by 2023.

But that’s not the only thing expected to shift in the healthcare space:

**DEMOGRAPHICS ARE CHANGING**

- 72 years – Current global life expectancy
- 1 in 6 people will be over 65 by 2050
- 75% of older developed world adults present with multiple chronic conditions.

**MEDICAL PROFESSIONALS UNDER PRESSURE**

- 12,900,000 projected medical and nursing jobs unfilled by 2035.
- 44% of US physicians report burnout.
- 59% of US physicians cite ‘too many bureaucratic tasks’ as biggest contributor to burnout.

**DATA IS GROWING EXPONENTIALLY**

- 878% healthcare and life sciences data growth 2016-2018.
- 8.41 PB average data managed by healthcare providers in 2018.
- 30% of all global stored data is from healthcare and life sciences.

**SECURITY IS STILL A CHALLENGE**

- 3,000,000 data points generated by average clinical trial
- $355 average healthcare security breach cost per record $158 for other industries.
- 176,000,000 healthcare records exposed by breach between 2009–2016.

**Get the Numbers**
IDENTIFYING, REFINING AND UNDERSTANDING DATA WITH ANALYTICS

Across the globe, hospitals and healthcare facilities are determining how to utilize their massive influx of data to better understand patient needs.

DELL TECHNOLOGIES POWERSTORE PROVIDES A DATA-CENTRIC, INTELLIGENT, AND ADAPTABLE INFRASTRUCTURE THAT SUPPORTS BOTH NEW AND EMERGING EDGE WORKLOADS.

IN PRIVATE CLOUD

- Delivers unified storage (physical, virtual, block, file, or container-based).
- Architected with end-to-end NVMe.
- Always-on inline data reduction for faster data streaming.
- Designed for 99.9999% availability.
- Low latency and made for real time consolidated processing.
- Simplicity for remote sites, archival on prem or in cloud.

CLICK HERE FOR A PRODUCT DEMO!
HEALTHCARE DATA AT THE EDGE

By 2022 75% of data will be generated at the Edge. With 69% of US Fortune 100 companies using Dell Technologies for their edge solution, our teams are confident we can bring the right technology to your healthcare customers.

Distributed analytics unlocks healthcare EDGE and IoT Data to see beyond episodic patient visits, creating a continuous, real-time patient record with Edge and IoT devices.

EXAMPLES OF DISTRIBUTED ANALYTICS

COMPUTER VISION SOLUTIONS

From cameras and sensors, to range of motion monitoring, tele sitters, connected pill bottles and smart mirrors, use intelligent hw/sw to identify subtle yet clinically relevant changes.

ENHANCED PRECISION MEDICINE

Wearables and other sensors can be integrated into the clinical trial process to expedite study completion, improving compliance and reporting.

TEMPERATURE MONITORING

Including changes in vaccines during transportation, temperature monitors help manage pharmaceuticals and improve drug supply chain safety.

SEE DELL IN ACTION

Rockland Mobile Care gained better access to applications and data, to better respond to the needs of the community.

Knappschaft Kliniken Service GmbH used Dell Technologies solutions to modernize its server and network landscape.

IT Roadmap to connected health

Whitepaper: Evolving From Chronic Disease Management

Advance Your Data Strategy – And Healthcare Outcomes
# Advanced Sales Tactics: Application Transformation

Ruthless standardization of architecture is key to digital transformation, so looking from an applications ecosystem perspective is important to achieve your desired results.

## Application-Driven Patterns

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Percent Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDDC</td>
<td>Coding, HR, financials, home care, time and attendance.</td>
<td>65% - 80%</td>
</tr>
<tr>
<td>Traditional Server/Storage</td>
<td>EMR components, facilities, lab, cardiology, ancillary imaging.</td>
<td>10% - 20%</td>
</tr>
<tr>
<td>Edge</td>
<td>First responder communications, imaging gateways, nurse call.</td>
<td>1% - 5%</td>
</tr>
<tr>
<td>Retire</td>
<td>EMR data, ancillaries, revenue cycle.</td>
<td>5% - 10%</td>
</tr>
<tr>
<td>Containers</td>
<td>Dev/ops, application modernization.</td>
<td>1% - 5%</td>
</tr>
<tr>
<td>Unstructured Data</td>
<td>Research, geonomics, analytics, imaging, digital pathology.</td>
<td>5% - 10%</td>
</tr>
</tbody>
</table>

**Contact** dellvdm@techdata.com to start crafting a Dell Technologies Solution Enablement Plan and to schedule a product demo.
WHY GO

Uses Cases

Dell EMC PowerScale Helps Capture

Dell EMC PowerScale for Medical Imaging

• Better outcomes are achieved by creating ImageMover effortlessly transfers all leading anywhere Support a wide range of data types and file system, single volume namespace that data using a solution that provides a single workflow efficiency, and revenue is made manageable by creating RAID hot spots. Creating a single intelligent distributed file system that runs on a volume manager, and RAID PowerScale, the n...
Advanced computing technologies, such as data analytics, artificial intelligence (AI) and High Performance Computing (HPC), are the key to using medical data — better, faster and with lower costs — to save lives.

**DELL TECHNOLOGIES READY SOLUTIONS FOR AI**
Help make AI simpler with designs enabling you to get faster, deeper insights delivered with proven AI expertise.

**DELL TECHNOLOGIES READY SOLUTIONS FOR DATA ANALYTICS**
Speed time to insight with architectures, integrated systems and services optimized for big data analytics.

**DELL TECHNOLOGIES READY SOLUTIONS FOR HIGH PERFORMANCE COMPUTING STORAGE**
Make it easier to unlock the value of your data with scalable systems for NFS, Lustre, PixStor and/or BeeGFS storage.

While they have existed as separate technologies for many years, the three are converging as the industry comes to understand that the powerful, scalable compute, networking and storage provided by HPC is required for analytics and AI.
**HIGH PERFORMANCE COMPUTING AND AI FOR HEALTHCARE**

*Dell Technologies Ready Solutions for High Performance Computing* are scalable systems tested and tuned for specific vertical market applications such as life sciences, digital manufacturing and research. With *Dell Technologies Ready Solutions for AI*, you can further simplify data intelligence for faster, deeper insights delivered with proven AI expertise.

**BENEFITS**

1. Reduce deployment time and speed time to results.
2. Achieve optimal performance and reliability with tested configurations.
3. Manage and extend storage and networking on-premises, so users can grow as needed.

**HOW ARE HEALTHCARE ORGANIZATIONS USING HPC AND AI?**

AI and HPC is being used to reveal insights that improve healthcare across a range of disciplines including:

- Genomics and proteomics
- Bioinformatics
- Cryo-electron microscopy
- Neuroscience
- Medical imaging
- Personalised medicine
- Drug discovery
- Clinical trials
- Population health/epidemiology

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**HPC AI Convergence Brochure**

**Make breakthroughs faster with the power of High Performance Computing**

**Tech Data Healthcare Solutions Demos**
Genomic data applications for research, drug development, and precision medicine are expanding. **Next-generation sequencing (NGS)** creates massive amounts of data that must be efficiently analyzed and stored. Thus, storage solutions now need to be more adept at managing the full lifecycle of genomic data.

NGS is a combination of laboratory instrumentation technologies and analysis methods to identify patterns in DNA, the code of life, at dramatically increased resolution and quality. By automating the rapid sequencing of DNA, doctors can produce a human genome in approximately 24 hours. NGS now plays an increasingly important role in clinical practice and public health.
TECH DATA IS HERE TO HEAL YOUR CUSTOMERS IT PAIN

With the combined tools and insights in this briefcase, you’re now ready to get started in building and optimizing your healthcare practice with Tech Data and Dell Technologies!

WANT MORE INFORMATION ON SOLUTION SELLING WITH DELL TECHNOLOGIES?

VISIT US ONLINE AT OUR WHY GO HALFWAY WEBSITE!

CONTACT ONE OF OUR REPS TODAY AT THE CONTACTS BELOW:

SALES ENABLEMENT
DELLVDM@TECHDATA.COM

TECHNICAL ENABLEMENT
DELEMC@TECHDATA.COM

MARKETING ENABLEMENT
STEPHANIE.OSKANDY@TECHDATA.COM

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- (800)-237-8931, ext. 5545042
- Opt. 1 for Sales,
- Opt. 2 Engineering,
- Opt. 3 Renewals

HEALTHCARE WEBINAR WEDNESDAYS

Join the Dell Technologies and Tech Data teams every 3rd Wednesday of the month starting in February to learn how Dell Technologies solutions can help you win new healthcare customers!