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.

DIAGNOSE YOUR PRACTICE

Dell Solutions 101

Practice Your Pitch

Marketing With Dell

Lead Generation

NURTURE YOUR PRACTICE

Analytics and Data Strategy

Edge Technology

Advanced Sales Tactics

Marketing by Use Case

ADVANCE YOUR PRACTICE

HPC and AI

Next-Generation Sequencing

GET STARTED

Contact Us

JOIN A WORLD MARKET LEADER IN IT HEALTHCARE TRANSFORMATION

"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**

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.

HERE'S JUST A TASTE OF THE OPPORTUNITY THAT'S AVAILABLE TO TECHNOLOGY RESELLERS IN THIS SPACE
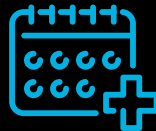
Healthcare data grew **878%** over the last 2 years.
(Dell Global Index Survey)

An average of **10-15** connected devices are on every acute care hospital bed in the US.
(Zingbox)

$55B market value of Healthcare cloud computing by 2025.
(HIMSS Analytics Survey)

73 Days for medical data to double - making interoperability essential .
(Forbes)

$257B market value of Healthcare IoT by 2025.
(Medgaget)

$100B in annual savings by leaning on big data as well as artificial intelligence (AI) and machine learning (ML).
(McKinsey)

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
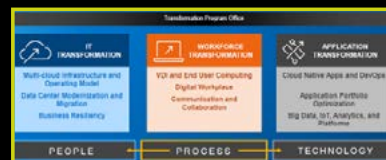*(Dell Internal)*

47% of US hospitals are using Dell EMC servers
(Dell Internal)

+8K hospitals worldwide deploy Dell EMC Healthcare Solutions
(Dell Internal)

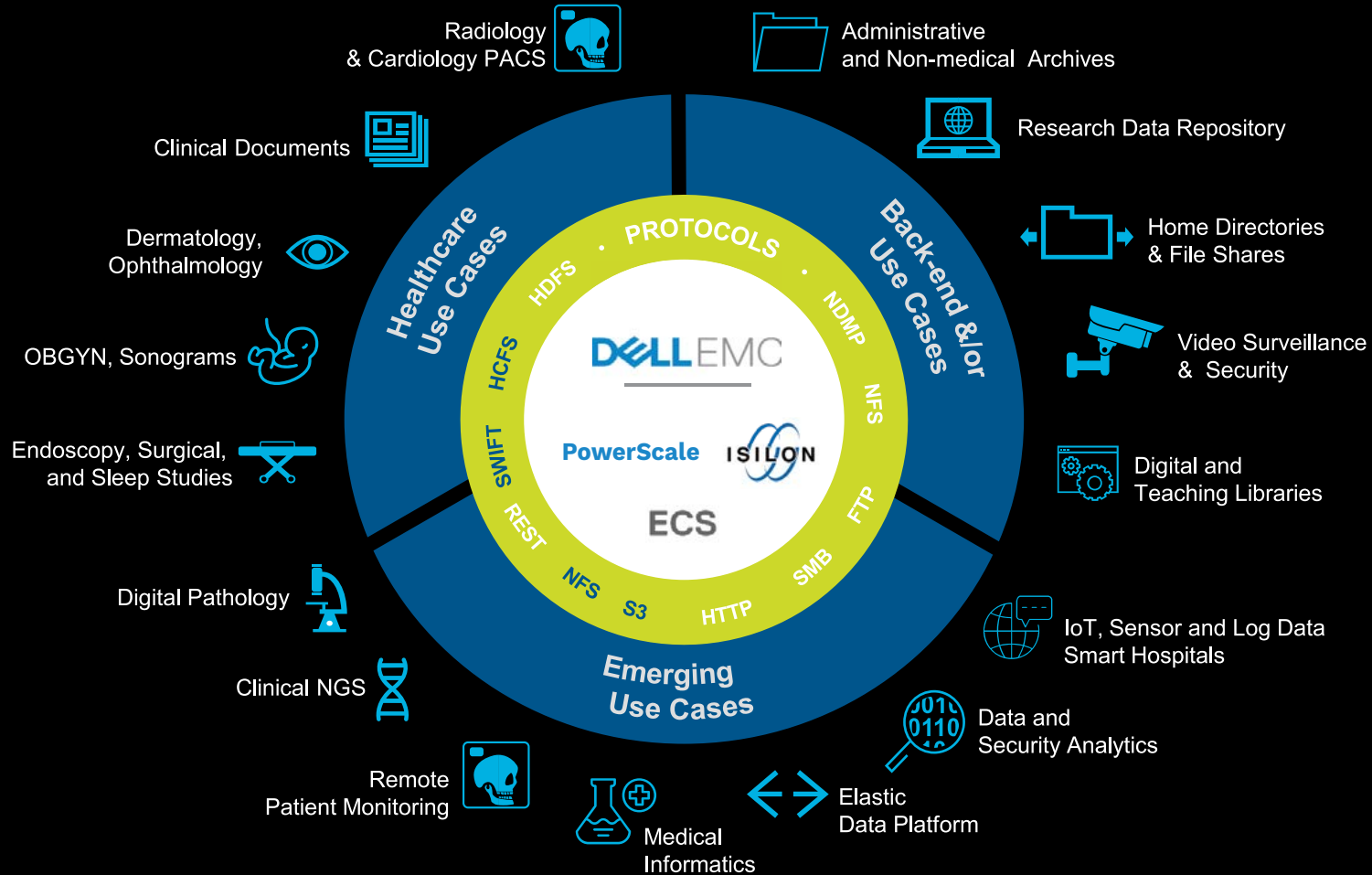**93%** of US hospitals are vitalized by VMware
(Dell Internal)

The New Vision for Patient Care With Edge and IoT Solutions

WHY GO **HALFWAY?**

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
Clinical Documents
Dermatology, Ophthalmology
OBGYN, Sonograms
Endoscopy, Surgical, and Sleep Studies
Digital Pathology
Clinical NGS
Remote Patient Monitoring
Medical Informatics

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

Healthcare Use Cases
Back-end &/or Use Cases
Emerging Use Cases

PROTOCOLS

HDFS · NDMP · HCFS · NFS · SWIFT · FTP · REST · SMB · NFS · HTTP · S3

DELL EMC
PowerScale   ISILON
ECS

NOTE: Protocols in blue font are ECS protocols

WHY GO HALFWAY?

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

Workforce Personas for Healthcare

Dell Technologies Solutions for Healthcare Use Cases

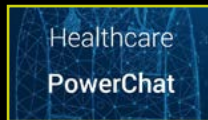**Aligning Health IT Projects with Business Outcomes**

Knowing Industry Terms and Applications

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

WHY GO **HALF WAY?**

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.**

WHY GO **HALFWAY?**

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.**

WHY GO HALFWAY?

NURTURING YOUR HEALTHCARE BUSINESS WITH NEW TECHNOLOGY

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

WHY GO HALFWAY?

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.

Dell EMC PowerStore Helps Unlock Critical Care Data

Tech Data Solution Center

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.
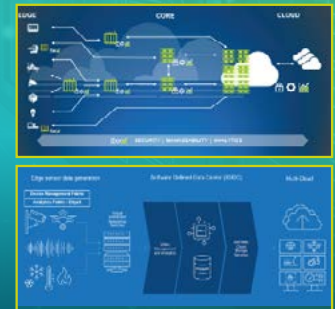
TEMPERATURE MONITORING

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

WHY GO **HALFWAY?**

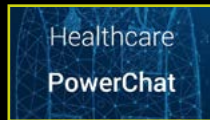# ADVANCED SALES TACTICS: APPLICATION TRANSFORMATION

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

APPLICATION-DRIVEN PATTERNS

Commercial off-the-shelf (COTS)	SDDC	Coding, HR, financials, home care, time and attendance.	65% - 80%
	Traditional Server/ Storage	EMR components, facilities, lab, cardiology, ancillary imaging.	10% - 20%
	Edge	First responder communications, imaging gateways, nurse call.	1% - 5%
Remaining On Premise	Retire	EMR data, ancillaries, revenue cycle.	5% - 10%
	Containers	Dev/ops, application modernization.	1% - 5%
	Unstructured Data	Research, geonomics, analytics, imaging, digital pathology.	5% - 10%

The New Digital Healthcare Delivery Platform

Healthcare PowerChat — **Dell Technologies PowerChat**

Explore Dell Healthcare IT and Life Sciences Solutions

FOLLOW DELL TECHNOLOGIES

CONTACT **DELLVDM@TECHDATA.COM** TO START CRAFTING A DELL TECHNOLOGIES SOLUTION ENABLEMENT PLAN AND TO SCHEDULE A PRODUCT DEMO.

WHY GO **HALFWAY?**

GO TO MARKET WITH USE CASE-DRIVEN SOLUTION SELLING

TOP USE CASES

ENCOUNTER-BASED IMAGING

Help facilities enhance patient care, improve records, and retain revenue.

PowerScale for Encounter-Based Imaging
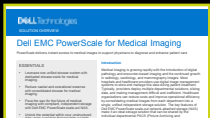
CONNECTED HEALTH

Care providers can leverage data in connected devices to improve efficacy of care.

Solution Brief: Dell EMC PowerStore

MEDICAL IMAGING

Whether customers need traditional PACS, enterprise imaging, or next gen AI, Dell technologies can help.

PowerScale for Medical Imaging

UDS Solutions in Healthcare and Life Science Use Case Wheel

DIGITAL PATHOLOGY

Consolidate all medical imaging onto a single storage cluster, including PACS, Vendor Neutral Archives, and digital pathology systems.

PowerScale for Digital Pathology

UDS Storage for Digital Pathology Video

SOLUTIONS IN ACTION

Mercy Ships charts a course to double its healthcare services by building a new ship-based hospital and two software-defined data centers with Dell EMC hyper-converged appliances.

MIC's SickBay improved their patient care, accelerated clinical research, and helped healthcare facilities quickly react to unplanned growth of critical care.

PRODUCTS: Dell EMC PowerStore

Medical Informatics Corp. (MIC) can monitor patient vitals at the Edge to Enable Care from Anywhere.

PRODUCTS: Dell EMC Edge Solutions

FOR MORE IN-DEPTH RESOURCES AND INFORMATION, CONTACT YOUR DEDICATED TECH DATA DELL MARKETING REPRESENTATIVE AT **STEPHANIE.OSKANDY@TECHDATA.COM.**

WHY GO HALF WAY?

ADVANCED DELL SOLUTIONS

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.

WHY GO **HALFWAY?**

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 D**ell 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

HPC AI Convergence Brochure

Make breakthroughs faster with the power of High Performance Computing
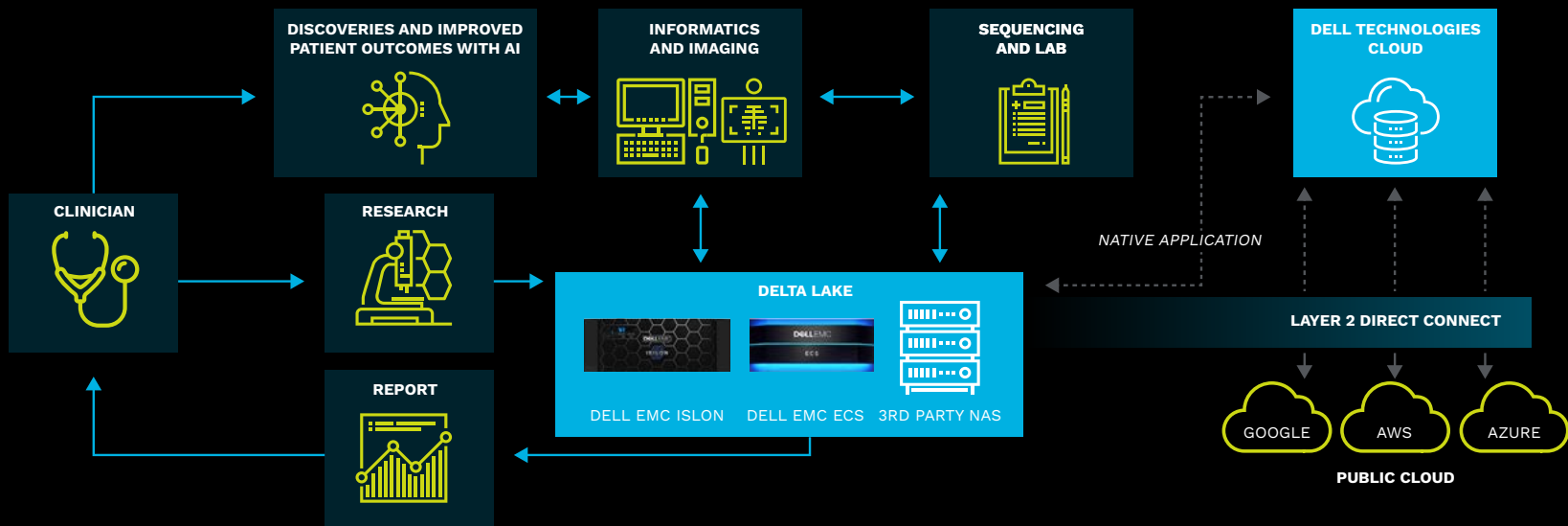
Tech Data Healthcare Solutions Demos

WHY GO HALFWAY?

SOLUTIONS FOR LIFE SCIENCES - NEXT-GENERATION SEQUENCING

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.

PRECISION MEDICINE END-TO-END SOLUTION

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.

White Paper: Next-Generation Sequencing

Solution Overview: PowerScale

CLICK HERE FOR A PRODUCT DEMO! YOU CAN ALSO CONTACT TECH DATA'S DELL TEAM AT **DELLEMC@TECHDATA.COM** OR 800-237-8931, EXT. 554021 TO SCHEDULE A CONSULTATION.

WHY GO **HALFWAY?**

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
DELLEMC@TECHDATA.COM

MARKETING ENABLEMENT
STEPHANIE.OSKANDY@TECHDATA.COM

CLICK **HERE** FOR PRODUCT DEMOS

ORDER / QUOTE REQUESTS
DELLEMC@TECHDATA.COM
- (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!

WHY GO **HALFWAY?**