

Dell Discusses Three Solutions for Healthcare

By Judy Hanover

At a recent analyst meeting, Dell introduced its 2011 strategy to the analyst community in attendance, with an emphasis both on its product portfolio, as well as its expanded service strategy and its offerings for healthcare. Dell's positioning, "open, capable and affordable," was a recurring theme across the products, services and domains it would be focusing on in 2011 in the horizontal market, and was also applied to its evolving portfolio for healthcare.

Healthcare has clearly been identified as a focus for Dell, which enjoys an impressive installed base in hardware at hospitals and physician practices in the U.S. as well as globally, and has been expanding into services, particularly with the Perot acquisition. For healthcare, three key solutions were discussed:

- **Unified Clinical Archive/Medical Archiving Solution.** Introduced in the fall of 2010, the unified clinical archive is based on the DX Object Storage Platform, based on Dell's x86 servers and Caringo's software, and, in its first release, optimized for storing and managing medical images. The goal of the medical archiving solution is to provide a vendor-neutral archiving solution for providers to consolidate the storage of images, and avoid the costs and incompatibility of proprietary storage associated with departmental picture archiving and communication systems (PACS).
- **Mobile Clinical Computing (MCC).** Introduced in November 2009, the MCC solution brings the benefits of client virtualization capabilities to providers alongside additional features that reduce the time and effort for providers to access information in clinical systems. MCC combines the data center benefits of client virtualization with end user benefits to clinical workflow and data security.
- **Affiliated Physician EMR Offering.** Introduced in March 2009, Dell's Affiliated Physician EMR offering is designed to help combine hardware and partner software solutions into a comprehensive EMR solution for providers to meet requirements for EMR and HIE implementation under ARRA. The Dell solution allows providers and their hospital partners to select the EMR of their choice from among multiple Dell partners while putting the full weight of the hospital's IT experience and support, as well as Dell's hardware products and services, behind the EMR implementation process.

Products and services designed for particular vertical markets, with healthcare being one of them, are an essential element of the Dell's overall strategy. The three healthcare industry-specific solutions Dell has introduced in the past 24 months represent point solutions, but sit within a strong hardware, software and service portfolio with appeal for healthcare providers. Healthcare providers, faced with the demands of healthcare reform, as well as clinical IT implementations under ARRA, are currently challenged to meet tight deadlines and budgets to implement IT, while coping with a highly-fragmented IT infrastructure. Virtualization, IT-as-a-service and vendor-neutral solutions that address storage concerns will all be important to providers who achieve successful IT implementation.

What are your thoughts on Dell's strategy to offer more solutions for providers? Has/will your hospital or practice look at Dell for virtualization, storage and/or EHR solutions? Please feel free to contact me with any questions or comments at jhanover@idc.com. A more complete discussion of Dell's horizontal messages and storage strategy will be available in an Event Flash on the meeting, which is forthcoming.



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