



Technology for the Mobile World of Healthcare

The rapid and enthusiastic adoption of mobile technology in the healthcare industry comes as no surprise. This is an industry that while steeped in tradition, is also driven by discovery and innovation. Healthcare professionals are routinely and increasingly using mobile devices to access and review patient records and test results, enter diagnosis and billing information during patient visits, consult drug formularies and other reference material, and synchronize information with their organizations' centralized systems, all without the need for wired network connections.

These benefits are appealing and impressive, both from healthcare delivery and back office business perspectives. However, the proliferation of a wide variety of mobile device types at the point of care can make management teams in many healthcare organizations nervous. These managers are ultimately responsible for the proper, accurate and confidential collection and protection of a broad range of data.

Devices and the sensitive information they contain must be managed and protected. Just as patients are mobile, moving from doctors' offices to laboratories, imaging centers and other care facilities, so too, is the information that follows them and is collected at multiple locations. This natural mobility provides many points of exposure for information security breaches and other mishaps. While we are enjoying the benefits of widespread adoption of mobile devices, few healthcare executives know what to do to mitigate their risk.

Patients expect that their private information will remain private. The Health Insurance Portability and Accountability Act (HIPAA), Sarbanes-Oxley Act (SOX) and other regulations mandate that their private health information remain private. Deploying the right technology to enable compliance will not only protect organizations from penalty, but will also improve patient care, and preserve individual and institutional reputations.



**USING SYBASE'S MOBILITY
PLATFORM, HEALTHCARE
ORGANIZATIONS CAN:**

- Provide mobile access to critical healthcare information
- Reduce complexity of mobile computing for caregivers
 - Manage, access, process and integrate data from many sources and locations, anytime, anywhere.
 - Provide a secure, easy to manage environment that is seamless to caregivers
- Facilitate real-time collaboration and information sharing

A PLATFORM FOR MOBILITY IN HEALTHCARE

Sybase offers a secure, scalable mobile software platform that addresses the converging IT requirements of healthcare organizations today. By combining application development tools, mobile device management and security and email/messaging, Sybase's mobility platform enables healthcare organizations to empower caregivers to work anywhere, at anytime, on any device. Built from the start to address the unique characteristics of mobile workers, Sybase ensures that mobilized applications are as secure, reliable and available as those that are running within the data center.

Build Mobile Healthcare Applications

Sybase's mobile platform enables developers to build custom mobile solutions or extend existing enterprise information and applications directly to any mobile device. Mobile technology solutions can enable caregivers to review patient records, see test results in real-time, access drug formularies from anywhere, or enter data during homecare visits. Sybase's mobility platform provides the core integration, synchronization, messaging and mobile data management capabilities required to exchange information between caregivers and enterprise systems, enabling better decision making, improved efficiency and ultimately better care. SQL Anywhere provides data management and exchange technologies designed for database-powered applications that operate in frontline environments without onsite IT support. It offers enterprise-caliber features in a database that is easily embedded and widely deployed in server, desktop, remote office and mobile applications.

Manage and Secure Mobile Devices

Afaria offers comprehensive functionality that provides the level of control and visibility required to proactively manage and secure multiple device types, applications, data and communications as those functions relate to critical everyday activities of caregivers. Afaria is particularly valuable to healthcare organizations that must comply with HIPAA and other privacy requirements as its integrated management and security functionality provides the best protection against security threats and compliance issues. Sybase empowers IT with a comprehensive, policy-based, enterprise-ready security solution designed specifically with mobile workers in mind, supporting laptops, handhelds and smartphones. It addresses the spectrum of security needs, including wiping data and/or disabling access from lost or stolen devices, and encrypting data transmissions.

Email

Sybase provides a powerful solution for mobile delivery of email and PIM (calendar, contacts, tasks) data to mobile workers anytime, anywhere — regardless of the device, connection method or email application. This solution delivers access to Lotus Domino and Microsoft Exchange from hundreds of mobile devices.



CUSTOMER SUCCESSES

Many healthcare organizations — including hospitals, in-home health service organizations and outpatient treatment centers — have effectively solved their mobility challenges using Sybase iAnywhere technology.

"We found that Afaria's frontline management capabilities allowed us to proactively manage all the devices, applications, data and communications critical to our frontline users – in this case, our physicians. Equally important, the technology was essentially transparent to our end-users, which is always the sign of an effective and well designed technology solution."

Allen Coleman,
IT Manager, Mobile Computing Group
Duke Health Technology Solutions

Duke University Health System Manages Mobile Devices for Physicians

Duke University Health System is a world-class healthcare network dedicated to providing outstanding patient care, educating tomorrow's healthcare leaders and discovering new and better ways to treat disease through biomedical research. The Health System's mission is to meet the healthcare needs of the people they serve, and to foster the very best medical education and biomedical research. The healthcare provider seeks to employ innovative technology to develop new and better models of healthcare. Duke has been implementing a variety of mobile solutions on handheld devices which are managed and secured by Afaria, and rely on iAnywhere Mobile Office for email.

For more information on Duke University, visit www.dukehealth.org

"It's clear to us, that building Sybase iAnywhere's mobile database into our solution has been a key factor in its success. Their product quality - it's no surprise that they are the worldwide market leaders in mobile and embedded databases, mobile management, synchronization and security - and their tremendous support have made us loyal partners."

Andrew Braunstein,
Chief Technology Officer, HealthWyse

HealthWyse Lends Home Healthcare a Hand

HealthWyse is a Massachusetts based company that provides information solutions and services to the home care, hospice, and private duty markets. The company was founded to provide home care agencies with an easy-to-use, integrated clinical and financial information system that would allow clinicians to spend more time on patient care rather than on paper work. The system would also provide agency managers with up-to-the-minute financial information, enabling them to improve the accuracy and availability of clinical information, reduce non-billable episodes, and submit claims more rapidly, thereby improving cash flow.

For more information on HealthWyse, visit www.healthwyse.com

"Peoplefirst Rehabilitation is excited to be a frontrunner in using mobile technology to enable our therapists to provide a higher level of care for our patients. By using Afaria, we'll be able to quickly update the applications, remotely manage devices and ensure that the mobile data is always secure."

Benjamin Breier,
President of Peoplefirst

Peoplefirst Rehab Keeps Point of Care Data Secure

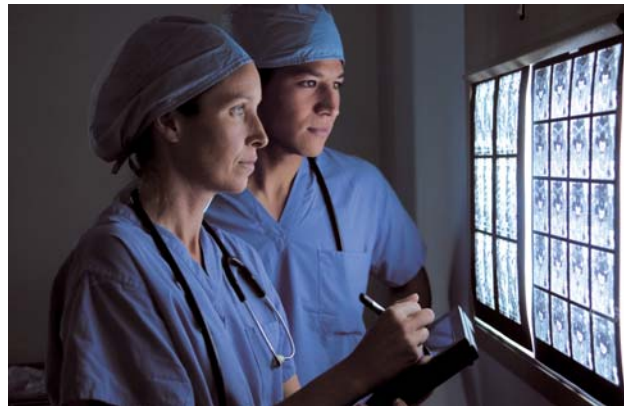
With more than 6,200 therapists across the country, Peoplefirst Rehab, a contract rehabilitation services business, needed a way for these healthcare professionals to document their daily activities at the point of care, with the ability to synchronize data at regular intervals. Peoplefirst chose Afaria to centrally manage, secure and update the applications on the Windows Mobile 5 devices used by its therapists. Using Afaria, Peoplefirst can also ensure that patient information is kept confidential and is compliant with the Health Insurance Portability and Accountability Act (HIPAA) regulations.

For more information on Peoplefirst, visit www.peoplefirstrehab.com



FOR MORE INFORMATION

For more information on how Sybase iAnywhere can help you manage and secure your mobile health-care environment, call **[800-801-2069]** or visit: **[www.sybase.com/iAnywhere]**



TECHNICAL SERVICES

Healthcare organizations can achieve the best results possible from their Sybase iAnywhere technology investment with the help of our Technical Services organization. As leaders in information management and mobility solutions, Sybase iAnywhere offers services and enterprise mobile solutions delivered by a world-wide team of experts. Our experts have successfully laid groundwork, built on, and optimized existing solutions for many partners and customers within the Healthcare industry.

Laying the groundwork

Sybase iAnywhere can help plan and integrate a mobile infrastructure capable of supporting multiple applications, administering devices, and protecting data and network connections. This infrastructure will enable deployment of new mobile applications faster and lower your total cost of ownership (TCO).

Industry Solutions

Sybase iAnywhere enterprise solutions encompass software toolkits, best practices frameworks, enabling services, and experience needed to provide robust, scalable, and secure solutions on your strategic mobile infrastructure. Sybase iAnywhere can deliver a wide variety of mobile solutions, including the following:

- Pharmaceutical delivery - pharmaceutical delivery drivers have the ability to manage manifests during pre-load, delivery, and pickup. Customers such as pharmacy chains, nursing homes, and hospitals are able to manage inventory, order and receive medicines, as well as schedule pick-up of empty containers.
- Laboratory pickup - laboratory couriers can download routes on a handheld device, go to their prescribed stop, and scan specimen pickups. At the end of the day, drivers drop off their specimens at a pre-determined lab.

ABOUT SYBASE iANYWHERE

Sybase iAnywhere enables success at the front lines of business. Whether you need to secure your mobile devices to achieve HIPAA compliance or provide mobile access to critical healthcare data, Sybase iAnywhere has the technology to help you succeed. Learn more about our vast network of partners who have developed packaged applications, develop your own custom solutions, or rely on Sybase technology to manage and secure your critical data.

iAnywhere, a subsidiary of Sybase, Inc. (NYSE:SY), enables success at the front lines of business. The company holds worldwide market leadership positions in mobile and embedded databases, mobile management and security, mobile email, mobile middleware and synchronization, and Bluetooth® and infrared protocol technologies. Sybase iAnywhere plays an important role in the Sybase Unwired Enterprise strategy, which focuses on managing and mobilizing information from the data center to the point of action. Tens of millions of mobile devices and over 20,000 customers and partners rely on the company's "Always Available" technologies, including Sybase Unwired Platform, SQL Anywhere, Afaria and iAnywhere Mobile Office.

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