



# Human progress in action

A toolkit for communicating the impact of  
the HP Living Progress eHealth Center initiative

**Intended users:** HP influencers, executives, and sales representatives

**Intended audience:** Public sector stakeholders—including policy influencers and procurement officers—and business leaders





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# What can you do with this toolkit?

eHealth Center is a key HP Living Progress initiative that drives human and economic progress. As an eHealth Center ambassador, you play an important role in communicating the power of HP's innovative, end to end solutions to help governments improve access to high-quality medical services, and achieve equality of global healthcare provisioning.

Consider this toolkit your one-stop guide for understanding and communicating the social and business value of eHealth Center in down-to-earth language. The toolkit includes a fact sheet, key messages, a PowerPoint presentation, and other materials that will help you clearly and consistently convey the significance of the initiative to policy influencers, procurement officers, business leaders, and other stakeholders.





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# Why HP Living Progress matters

We know there are big challenges facing our world, including a rapidly growing population, climate change, economic instability, and global health crises. But we believe that challenges present opportunities for action and innovation by forward-thinking companies like HP.

We are focused on driving this positive force forward with a vision we call HP Living Progress.

HP Living Progress isn't a campaign or a program. HP Living Progress is a wholly integrated approach to business that simultaneously drives human, economic, and environmental progress. It's how we advance the overall health and well-being of people, help businesses and economies thrive, and work to strengthen the environment as we grow.







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# HP Living Progress key messages

HP Living Progress—creating a better future for everyone through our actions and innovations

HP Living Progress is how we do business. It's the way our people and technology come together to help solve society's toughest challenges. By applying HP Living Progress to our every action, we create a stronger, more resilient company and a more sustainable world.

We consider human, economic, and environmental impacts as we develop our products, services, and solutions; manage our operations; and drive interactions with our customers, partners, and communities.

### Human progress

Advancing the overall health and well-being of people

### Economic progress

Helping businesses and economies thrive

### Environmental progress

Making the environment stronger as we grow



The eHealth Center initiative is a powerful example of our commitment to Living Progress.

The initiative reflects how we direct our talent, technology, and partnerships to tackle the world's most pressing challenges and priorities, from confronting the inequity of rural healthcare access to driving global human progress. If we can empower local governments around the world to provide essential healthcare services to more of their citizens, imagine what else we can do for society and business.



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### eHealth Center overview

The eHealth Center initiative leverages HP expertise and technology to provide quality, affordable primary healthcare services to people living in resource-poor locations around the world. eHealth Center facilities—which can be transported by air, land, or rail—are designed to fit and deploy within a standard shipping container, or are retrofitted to work with a pre-existing clinic, depending on a community's existing infrastructure. They serve communities that often lack doctors, functional clinics, Internet access, or even electricity.



Developed in partnership with reputable, leading healthcare providers and nongovernmental organizations (NGOs), eHealth Centers come fully equipped with key medical diagnostic equipment and HP workstations, in addition to open electronic medical records (EMR) systems and HP cloud-enabled technology. This groundbreaking framework allows on-site staff members to perform diagnostic tests and send results to doctors half a world away for a remote diagnosis, or consult off-site specialists in real time using the solution's integrated videoconferencing features.

The HP cloud solution also assists in collecting and analyzing data to further personalize the healthcare experience and facilitate community-wide health monitoring and management.

The eHealth Center initiative is a powerful example of HP Living Progress—our vision for how HP can create a better future for everyone through our actions and innovations. The initiative demonstrates how we can bring 21st-century healthcare to traditionally underserved populations and encourage a healthier, more vibrant global community.



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# eHealth Center key messages

### Technology leadership

eHealth Center medical facilities—which are designed to fit within a standard shipping container or are retrofitted to work with a pre-existing clinic—tap HP technology to connect underserved populations with healthcare providers anywhere in the world, showcasing our ability to improve access to quality, affordable primary healthcare for millions of people.

### Cloud-enabled technology solutions

HP leverages the power of cloud-based technology to overcome barriers to equitable healthcare provisioning—proof that the same HP technologies that help businesses run more effectively also have the power to tackle complex global challenges.

### Commitment to human and economic progress

The eHealth Center initiative is a powerful example of HP Living Progress, demonstrating our long-standing commitment to approaching social challenges holistically and promoting human progress to encourage a healthier, more vibrant global community.





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# **eHealth Center key stories**

## **Delivering 21st-century healthcare to underserved populations**

The eHealth Center initiative is transforming public healthcare access in resource-poor locations. Designed to fit in a standard shipping container or pre-existing clinic, the eHealth Centers are fully equipped with essential medical diagnostic equipment, HP workstations, and cloud-enabled technology, and then placed in communities where people live without access to clinics, electricity, or the Internet. Now people who may not otherwise have access to basic medical services are able to receive quality preventive care from trained nurses and healthcare workers for themselves and their families, as well as proper medical assistance for serious, life-threatening illnesses.

## **Leveraging the power of the cloud to transform access to quality, affordable healthcare**

The eHealth Center initiative showcases the ability of HP cloud-enabled technology solutions to increase the accessibility, quality, and efficiency of healthcare provisioning around the world. The fully functional mobile facilities are quickly and cost-effectively customized with HP workstations equipped with software networking capabilities, an open and accessible web-based electronic medical records system, and essential diagnostic equipment integrated into the cloud. These cloud-enabled technologies provide the tools necessary for on-site staff to perform routine diagnostic tests, and make the results available online so that physicians hundreds of miles away can provide a remote diagnosis, reducing the need for highly skilled medics on-site.

## **Assisting governments with community-wide health monitoring and management**

The eHealth Center initiative provides the tools and technology governments need to collect, track, and analyze big data—such as disease patterns and risk factors—to facilitate real-time disease surveillance. Governments can also use this highly secure, protected patient health information to analyze for patterns and trends, and develop healthcare policies and programs to benefit the entire community. By doing so, governments are able to bring quality healthcare to people living in resource-poor locations—a critical contributor to building healthy, vibrant communities and strengthening local economies.

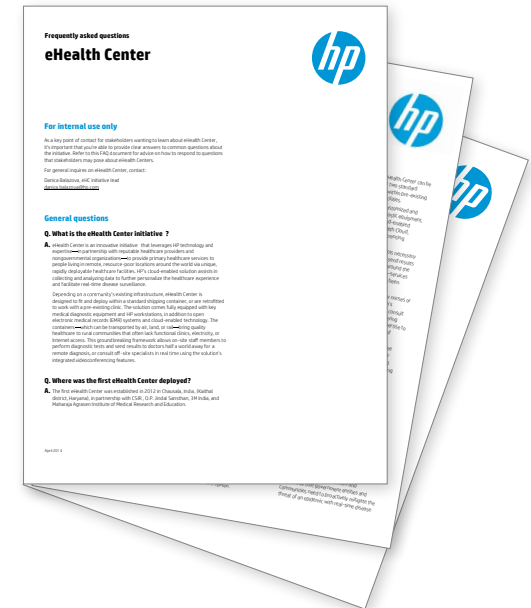


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# How to use these tools

This toolkit unites and simplifies our expression of the eHealth Center initiative. While the document is for internal use only, all of the copy has gone through our legal-approval process. Use it as the foundation for your conversations about the initiative. Navigate to specific pages to read a synopsis of the content available, or click the accompanying links to access the full tools.







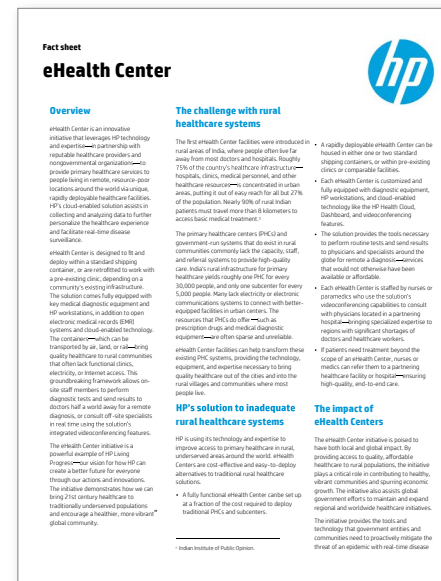
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# eHealth Center fact sheet

The eHealth Center initiative provides essential healthcare services to people living in resource-poor locations around the world.

Read the eHealth Center fact sheet to learn more about the groundbreaking initiative, including the innovative cloud-based technology HP brings to each eHealth Center, how these fully functional mobile healthcare facilities are set up and deployed, and how the program provides high-quality medical services to underserved populations virtually anywhere in the world.



### Fact sheet

## eHealth Center

### Overview

eHealth Center is an innovative initiative that leverages HP technology and expertise in partnership with regional healthcare providers and non-governmental organizations to provide primary healthcare services to people living in remote, resource-poor locations around the world. As a unique, rapidly deployable healthcare facility, HP's cloud-enabled solution assists in collecting and analyzing data to further personalize the healthcare experience and facilitates real-time disease surveillance.

eHealth Center is designed to fit and deploy within a standard shipping container, or be retrofitted to work with a pre-existing clinic, depending on a community's existing infrastructure. The solution comes fully equipped with key medical diagnostic equipment and HP workstations, as well as open electronic medical records (EMR) systems and cloud-enabled technology. The compact modules can be transported by air, land, or rail—making quality healthcare to rural communities that often lack functional clinics, electricity, or internet access. This groundbreaking framework allows on-site staff members to perform diagnostic tests and send results to doctors half a world away for a remote diagnosis, or consult off-site specialists in real time using the solution's integrated videoconferencing features.

The eHealth Center initiative is a powerful example of HP using its technology to improve access to primary healthcare in rural, underserved areas around the world. eHealth Centers are cost-effective and easy-to-deploy alternatives to traditional rural healthcare solutions.

- A fully functional eHealth Center can be set up at a fraction of the cost required to deploy traditional PHCs and subcenters.

### The challenge with rural healthcare systems

The first eHealth Center facilities were introduced in rural areas of India, where people often live far away from most doctors and hospitals. Roughly 75% of the country's healthcare infrastructure—hospitals, clinics, medical personnel, and other healthcare resources—is concentrated in urban areas, putting it out of easy reach for all but 27% of the population. Nearly 50% of rural Indian patients must travel more than 10 kilometers to access basic medical treatment.<sup>1</sup>

The primary healthcare centers (PHCs) and government-run systems that do exist in rural communities commonly lack the capacity, staff, and referral systems to provide high-quality care. India's rural infrastructure for primary healthcare serves roughly one PHC for every 30,000 people, and only one subcenter for every 5,000 people. Many lack electricity or electronic communications systems to connect with better-equipped facilities in urban centers. The resources that PHCs do offer—such as prescription drugs and medical diagnostic equipment—are often sparse and unreliable.

eHealth Center facilities can help to surmount these existing PHC system, providing the technology, equipment, and expertise necessary to bring quality healthcare out of the clinic and into the rural villages and communities where most people live.

### HP's solution to inadequate rural healthcare systems

HP is using its technology and expertise to improve access to primary healthcare in rural, underserved areas around the world. eHealth Centers are cost-effective and easy-to-deploy alternatives to traditional rural healthcare solutions.

- A fully functional eHealth Center can be set up at a fraction of the cost required to deploy traditional PHCs and subcenters.

### The impact of eHealth Centers

The eHealth Center initiative is poised to have both local and global impact. By providing access to quality, affordable healthcare to rural populations, the initiative plays a critical role in contributing to health, vibrant communities, and economic growth. The initiative also assists global government efforts to maintain and expand regional and worldwide healthcare initiatives.

The initiative provides the tools and technology that government entities and communities need to proactively mitigate the threat of an epidemic, with real-time disease

Indian Institute of Public Opinion

Download this tool.



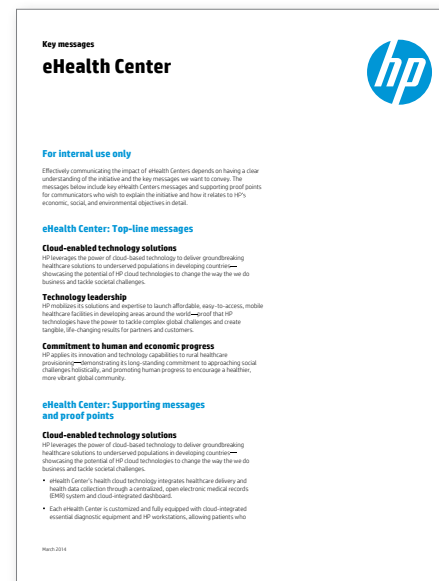
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# eHealth Center key messages

With so much to say about the eHealth Center initiative, communications can quickly become complex. That's why we've created this key messages guide.

The guide includes key messages and supporting points written in priority order and in approved language. The messages will help you understand and convey the impact of the eHealth Center initiative with power and brevity.



Download this tool.



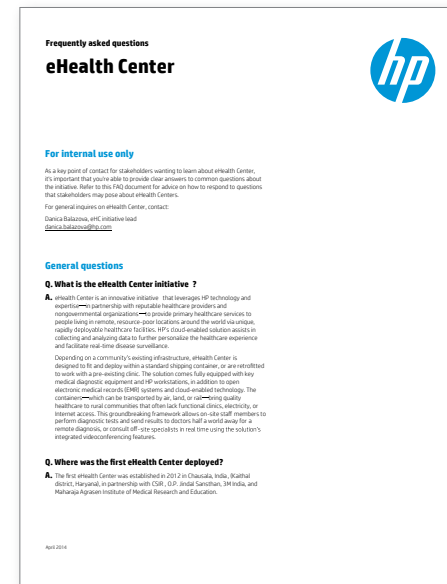
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# eHealth Center frequently asked questions (FAQ)

Providing clear answers to common questions about the eHealth Center initiative is critical to your success as an ambassador of HP Living Progress, and our work at the intersection of cloud-enabled technology solutions and healthcare provisioning. Refer to our FAQ document to find answers to such common questions as:

- What is HP's objective in establishing the eHealth Center initiative?
- How is eHealth Center different from other eHealth initiatives?
- What impact do eHealth Centers have in the areas they serve?



Download this tool.

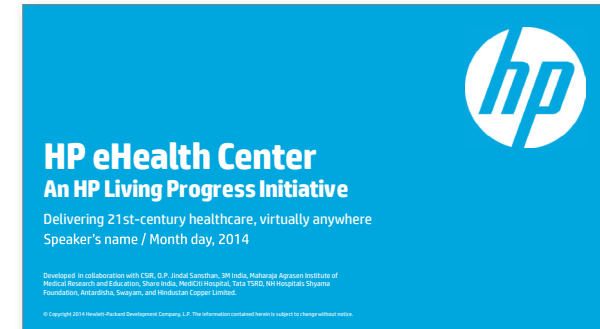


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# eHealth Center PowerPoint slide set

This ready-to-use PowerPoint slide set provides a high-level overview of the eHealth Center initiative, including a program overview, challenges, objectives, and impact. Incorporate the slides into your existing presentation to help give audiences a clear understanding of how eHealth Center is delivering 21st-century healthcare to the most resource-poor areas around the world.



**Download this tool.**



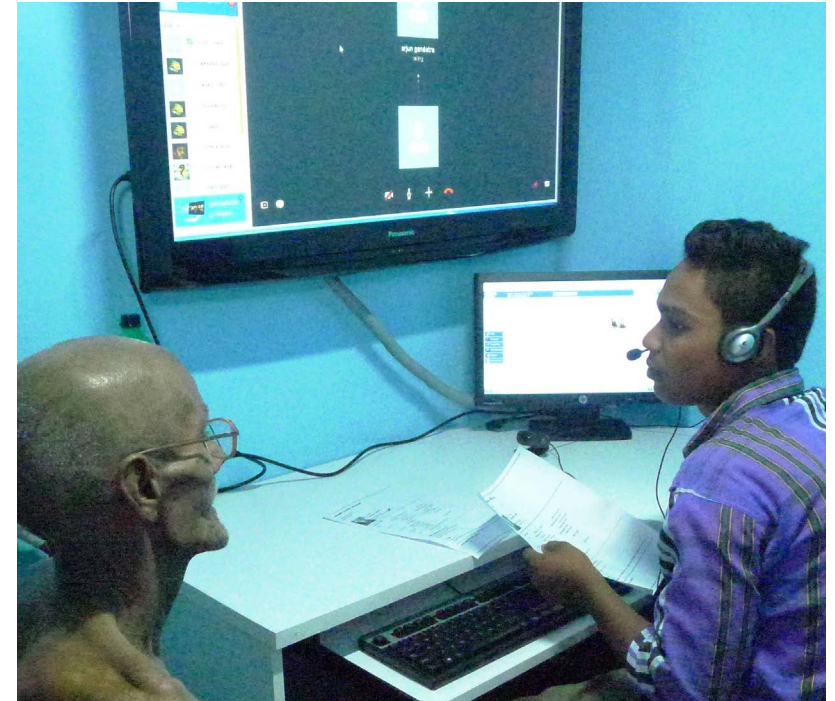
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# What's next for eHealth Center?

While we are still in the early stages of rolling out the eHealth Center initiative, we look forward to seeing how it can continue improving healthcare access and contribute to healthy, vibrant communities all over the world.

In 2014, HP plans to deploy additional centers in India, as well as establish an eHealth Center ecosystem to help foster communication and collaboration among existing eHealth Center and partnering healthcare systems. HP will replicate the initiative outside India when it expands to Bhutan and the Philippines, and will continue to explore opportunities for expansion in other regions around the world.



HP and our partners are also focused on enhancing the solution's technical capabilities, including improving the functionality of its electronic medical records system and dashboard features. Finally, HP is working with the public sector to create a program that will assist governments in collecting, tracking, and analyzing big data, and to explore how the eHealth Center concept may be employed to support global disaster relief efforts.



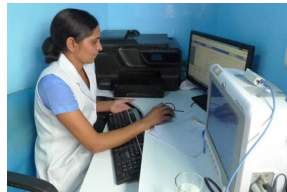


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# Media assets and resources

As an initiative dedicated to improving healthcare access for individuals and families around the world, eHealth Center lends itself to visual storytelling. Use this collection of digital media assets to help visually illustrate the impact of the eHealth Center (eHC) initiative in your communications.



**eHC Chausala  
(Haryana)  
photo gallery**

**eHealth  
Center  
video**



**eHC Hyderabad  
(Andhra Pradesh)  
photo gallery**



**eHC Lakhimpur  
(Uttar Pradesh)  
photo gallery**

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