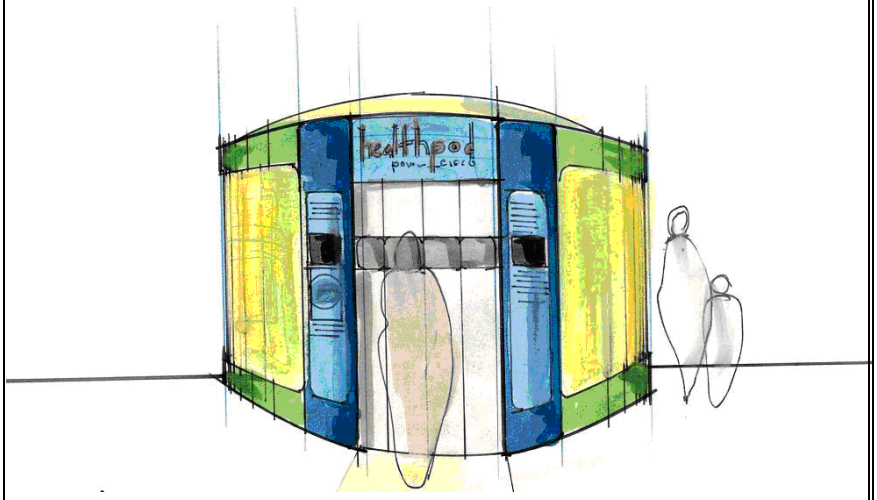
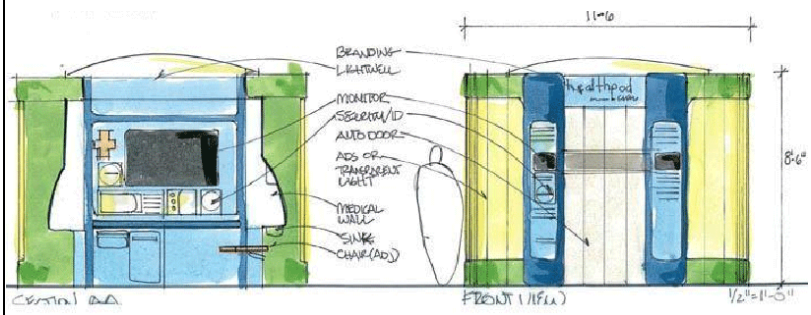
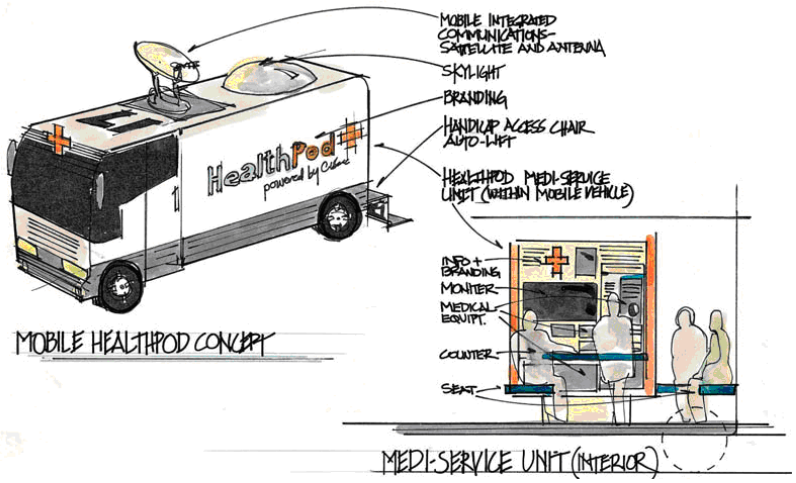
HST.921 Project Proposal

Company Name	Cisco Systems
Primary Contact	Danny Sands Director of Medical Informatics
Specialty area of interest	N/A
Project title/proposal	Cisco MediPod Strategy and Marketing Plan
Brief description of project	Cisco's MediPod is a design for a self-contained modular unit combining high-fidelity video conferencing, physiologic monitoring equipment, and a IP call center (linking requests for consultations to physicians) to deliver medical care in diverse settings such as retail stores, shopping malls, corporate and college campuses, and secured public spaces in general.  Figure 1: Exterior View of MediPod  Figure 2: Exterior View of MediPod A mobile MediPod unit has been designed but not prototype. The mobile unit is best suited for remote low traffic regions or for disaster relief.

	 Figure 3: Mobile MediPod Although the technical components have been assembled and a working prototype of the stationary MediPod has been built, work remains to be done to make the prototype deployment-ready. For example: Better integration with the IP call manager technology is necessary to realize the benefits of a completely virtualized "call center" infrastructure. The Mobile MediPod exists as a concept only - no development work has been done to date. Initial technical review suggests that Cisco satellite technology is well suited for the Mobile MediPod but no prototype for the mobile unit has been built.
Rationale/significance	Cisco is a $26B business with a rapidly expanding footprint in the health care market. While historically a network infrastructure company, Cisco has been accelerating its development of technologies that "sit on top of" network infrastructure, such as IP Communications, (telephony, videoconferencing, IPTV and others), location-based services using RFID, and TelePresence (a high-fidelity videoconferencing technology). The MediPod is a technology prototyped by Cisco that combines a variety of technologies from across the company into a healthcare-specific solution. The MediPod is important for at least two reasons. The technology itself is important to the healthcare system, because it has the potential to improve access to care by shifting the locus of care to where the patients are rather than where the medical office happens to be. The physician involved in a MediPod encounter can be geographically distant from the point-of-care: the call center application connects the patient with a physician that is available and appropriate for the situation. Also, the MediPod is emblematic of Cisco’s involvement in the health care industry. Finally, this is important because Cisco is not yet organized

	optimally to handle industry-specific solutions, making it particularly challenging to move industry specific prototypes to products.
Target Audience	Cisco Systems
Goals/Objectives	1. What should our go-to-market strategy be? 2. Describe scenarios of how the MediPod might be used. 3. Who are potential customers? 4. What is the business model for the MediPod? 5. Should Cisco manufacture this device or should Cisco license the technology to partners to produce and sell the MediPod? 6. What are key considerations for pricing the MediPod? Please provide price range(s) for the MediPod 7. Should the MediPod be targeted towards insurance-based reimbursement typical in the healthcare industry , or should this be targeted towards retail and cash business? 8. How can we model costs and benefits for potential customers?
Comments or suggestion for the proposed method of implementation	
Other	Mentoring for this project will be by Nick Augustinos and Danny Sands. Nick created the MediPod concept and took it through prototype phase. Some of the mentoring sessions might take place via TelePresence at the Boxborough Cisco office.