GOR-HCR Symposium 2009

„Agfa HealthCare GmbH
and SIEDA GmbH
- a longstanding partnership in healthcare

Agfa HealthCare   SIEDA GmbH

Agfa HealthCare   SIEDA GmbH

- Software / HIS
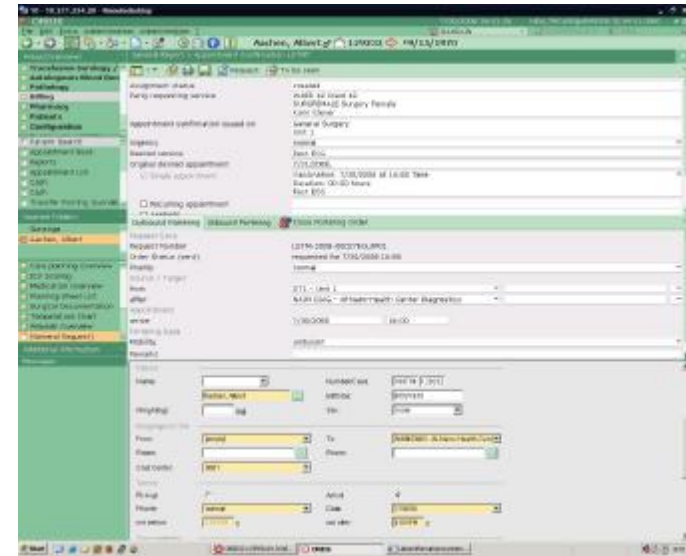- „ORBIS"
- EMR
- Germany 1996
- International 2006
- Scheduling

- Software / Optimization
- „Optimum Choices"
- Staff rostering
- Transport logistics
- Agfa partner 1998

Agfa HealthCare and SIEDA provide...

...Standard software packages for
- the administration of hospitals,
- for medical and nursing staff,
- for the medical workflow, and
- for scheduling and
- quality assurance of patient treatment
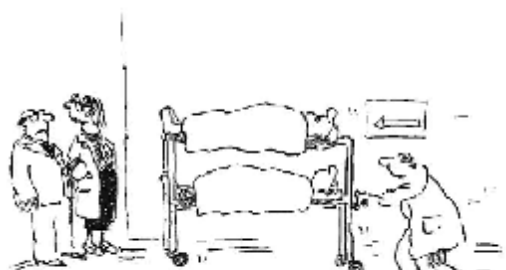
Selling standard software means

- Providing one single software solution to hundreds of customers with differing expectations.
- Customers expect a distribution process which is as simple as downloading a tool from the internet and subsequently using it in a „plug & play" way.
- Providing hotline and support to thousands of users – who see all problems from a completely different angle than software developpers.

Wie es der Analytiker entwarf

- OC:Planner
  Staff rostering, Time & Attendance
- „ORBIS Dienstplan"
  (Agfa OEM)
- 1998 – 2008
  10 years – 300 customers
- Automatic scheduling
  (Constraint solver)

- Opti-TRANS®
  Transport logistics
- „ORBIS Transport Logistics"
- 2006/2007
  Pilot stage (Frankfurt-Höchst)
- 2008/2009
  Several customers of different size

Was der Berater definierte.

Optimum Choices products are designed to provide optimization solutions for scheduling tasks:

- OC:Planner
  Staff rostering,
  Time & Attendance

- Opti-TRANS®
  Transport logistics for patients and materials/goods.

"Opti-TRANS ermöglicht auch Sammeltransporte - schlau, nicht?"

Questions arize...

- Do clients expect optimization solutions?
- Do clients buy optimization solutions?
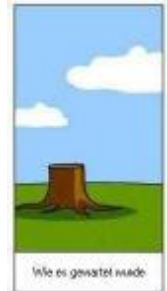- Do clients use optimization solutions?

Was der Programmierer programmierte.

- Some do. Many don't.
- If they do, expected benefits include reducing costs & workload as well as providing better results within a required process
- If they don't, it is a problem of awareness. Also, people don't like radical change of established procedures.

Was der Kunde erklärte

- Some do. Many don't.
- If they didn't expect them and
  - don't buy them, they thought they are weird or it can't really work.
  - buy them, we surprised them with the ease of achieving the expected results.
- If they expect them, and
  - don't buy them, we failed – or they see problems in running them.
  - buy them, oops, we met expectations (during the sales process, that is).

Was dem Kunden in Rechnung gestellt wurde

- Some do. Many don't.
- If they didn't buy them and
  - don't use them, that's what you expected.
  - use them, we are trying to show them they made a mistake and can increase efficiency.
- If they buy them, and
  - don't use them, we failed – or they see problems in running them.
  - initially use them, we met expectations (during the training process, that is).
  - permanently use them, we hit the target.

Wie es gewartet wurde

When hospitals buy optimization solutions, their managers expect an increase of efficiency / cost reductions.

Their IT departments and project managers implement the new solution, and set it up so it works nicely.

The key users are in real trouble, because the initial setup needs re-parametrization due to all kinds of changes in a hospital, and sometimes they are too busy.

The users are in real trouble, because they have to change their habits. Even if they try hard, there may be hazards because the key users didn't do their job in the first place.

Thank you very much.

Vielen herzlichen Dank.