

KODAK SERVICES FOR HEALTHCARE

Global reach with a
personal touch from
the name you trust

HEALTH IMAGING
A BETTER VIEW OF LIFE.



THE KODAK COMMITMENT TO SERVICE

Delivering optimal patient care at a competitive cost is a major challenge in medical imaging. Patients demand the highest level of care, whether in the hospital, clinic, physician's office, or at home. At the same time, healthcare providers must lower costs, increase productivity, and improve performance in all areas: staffing, processes, systems, and equipment.

SIMPLIFY
YOUR LIFE

- Solutions, services, and support that suit your unique situation, goals, and budget.
- Global reach and expertise—with service professionals throughout the world, state-of-the-art service technologies, healthcare IT, and 100-plus years of experience in medical imaging.
- Experts who truly understand the unique characteristics of your imaging chain, healthcare data, IT environment, and clinical operations.
- Best-in-class partners and a network of Kodak certified service providers dedicated to delivering quality service on a broad range of medical imaging equipment.
- One contact for all your medical imaging equipment needs regardless of manufacturer—to cut complexity and save administrative time and money.

KODAK IS YOUR PARTNER OF CHOICE IN HEALTHCARE.

workflow processes presents a special challenge. Meeting this challenge requires a partner with a thorough understanding of your clinical, healthcare IT, and organizational environment—and the expertise to deliver the solutions you need.

Kodak is that partner. Trust one of the most reliable names in the industry to help take your medical imaging performance to new levels. And simplify your life with one point of contact for all your service needs.

The need to take advantage of the latest clinical applications and digital technologies is more critical than ever. But achieving a smooth, seamless integration of new technologies and procedures into your organizational and

EXCELLENCE

PROMPT, EXPERT IMAGING EQUIPMENT SERVICES

Providing fast and accurate diagnoses, minimizing downtime, optimizing equipment performance, and extending equipment life are key objectives for most healthcare facilities. Kodak medical imaging equipment services can help you meet all these objectives with prompt, reliable, expert service using original Kodak parts and specifications. We'll help you reduce administrative costs and free resources for other vital needs. And you'll enjoy the timely, dependable, cost-effective services that have brought Kodak customers peace of mind for more than 100 years.

We understand the critical importance of providing the service you need *when* you need it. Kodak has invested in the resources to meet your unique needs. Our call centers are located around the globe to receive your calls. Well-trained field engineers can diagnose and fix problems remotely or on site—around the clock if necessary—to maximize your equipment uptime.

Senior service experts and advanced service technology leverage our capability for quick troubleshooting. Flexible service options allow you to get the preferred response and uptime that meet your operational goals.



KODAK. YOUR SINGLE SOURCE SOLUTION

Our expertise does not stop with Kodak equipment. Kodak service experts also can support equipment from other vendors and offer a service plan tailored to your needs—including hours of coverage, response times, parts coverage, application consulting, and technology training.

You'll be able to allocate maintenance and service funds without having to budget for large, unexpected out-of-pocket expenses. And enjoy the 100% customer satisfaction offered with Kodak service agreements.

KODAK REMOTE MANAGEMENT SERVICES

Using state-of-the-art software applications, Kodak intelligent monitoring capabilities enable proactive scheduling of repairs before an "equipment down" situation occurs. We can securely monitor system performance and capacity, and diagnose problems over the Internet *in real time*.



Our service personnel can view and control your equipment as if they were on-site in your facility. Error conditions can be identified *before* downtime occurs—before you even know a potential problem exists. "No problem found" calls are reduced, and disruptive emergency calls become scheduled service. Also, automatic downloads of software updates and upgrades can be downloaded on demand.

The remote management services can be integrated into your institution's security practices with just minor modifications to existing IT security policies. Authentication is done through user name and password with digital certificates in a public key infrastructure. Data is encrypted using Secured Sockets Layer (SSL) or through IP-Sec VPN connectivity. An audit trail of system access and activity is maintained.



A BROAD RANGE OF HEALTHCARE IT SERVICES



OBSOLESCENCE PROTECTION FOR KODAK SYSTEMS

Investing in a state-of-the-art PACS, enterprise archive, or RIS system is an important decision for your facility. You need to ensure that you will maintain high clinical or workflow productivity by keeping pace with advancing technology. You also want predictability in budgeting, and easy ordering and billing.

Kodak offers technology obsolescence protection for the KODAK DIRECTVIEW PACS System 5, KODAK DIRECTVIEW VIParchive*, and KODAK RIS 2010 through the KODAK Software Refresh Program.

This convenient program can be fully budgeted, and is available with Kodak service agreements or through Kodak's storage and archive services.



Your current software licenses will be upgraded automatically.

Advanced Kodak clinical and workflow applications can be purchased as they become available, and our experts will work with you to plan hardware upgrade requirements to maximize new feature performance.

*KODAK DIRECTVIEW Versatile Intelligent Patient Archive

- **Project management services**
- **Network services**
- **Integration services**
- **Education services**
- **Storage and archive services**
- **Privacy and security services**

Kodak professional services can help you maximize the performance of your clinical personnel, patient information system, and imaging equipment with services that suit your operations, goals, and budget.

Being able to add and leverage advanced functionality and system capabilities with existing infrastructure—on time and on budget—is vital to your success. Kodak project managers have the healthcare expertise needed to drive technology and organizational change, prevent budget overruns and installation delays, and help you attain expected results through effective execution.

Study sizes are expanding, patient image volumes are growing, and information flow in and out of the imaging department continues to increase. Your staff needs quick, seamless communication to make critical decisions that optimize patient outcomes and reduce the cost of care.

Understanding how your information and storage systems interface with diagnostic modalities from multiple vendors, to assure they work together in an automated process, can

be challenging. Kodak professionals have helped healthcare providers meet this challenge starting with the first networked laser imager and continuing today with highly technical and complex digital healthcare infrastructures.

These experts can drive the transformation of existing infrastructures into a powerful image and information network by linking diverse applications and technologies. They use “open” non-proprietary architecture to leverage your existing investment and make diverse digital components work together.

Kodak professional services experts provide successful, reliable network solutions by combining proven planning and execution processes such as IHE 4, an understanding of clinical workflow, expertise in digital transformation, industry standards, and agreements with leading vendors—and more.

They can support your successful transition to new tools and technologies, no matter where you are in the film-to-digital imaging spectrum. And their broad portfolio of services can be blended and tailored to meet your unique challenges and performance goals.

EXPERTISE IN DIGITAL TRANSFORMATION



COST-EFFECTIVE TRAINING FOR BETTER PRODUCTIVITY

Kodak can also help increase the productivity of your staff with advanced training options. Practical, cost-effective education offerings also can help facilitate your transition from film to digital or upgrade of your existing digital system.

Choose from options that include imaging technologies, image quality optimization, processes, workflow, and change management. Continuing education credits are available for many of Kodak's education programs.

SECURING YOUR MOST VALUABLE ASSET: PATIENT DATA

Rapid retrieval, security, and storage of patient images and information are critical to daily operation. Kodak healthcare storage and archive services can help with a choice of data storage options. These options expand your archiving capacity without additional equipment ownership and maintenance costs. They also provide a framework for future data management based on operational, legal, and regulatory requirements.



HL-7 DICOM IHE

Secure remote and transitional storage solutions are tailored to your unique needs. Business continuity planning services protect your valuable images and information from catastrophic data loss. And our data migration experts assist with the transfer of images and data from legacy systems into any open standards storage system.

PROTECTING PATIENT PRIVACY

Today, patient information flows beyond the safe walls of your institution, as referring physicians, insurers, billing partners, and sometimes patients need to receive or exchange information.

The digital revolution has made information readily and inexpensively accessible on a worldwide basis. Kodak healthcare privacy and security services can provide the expertise, strength, and stability to help you safeguard your digital medical images and information, and comply with regulatory and legal requirements in our digital world.

From network and vulnerability assessments to secure e-mail and remote equipment service options, Kodak has solutions to protect your most valuable asset—your patient data.





INTEGRATING IMAGE AND INFORMATION RESOURCES

Integrate your PACS/RIS/EMR and modalities for fast, easy access to images and information with Kodak integration services. You'll boost your



return on investment with higher productivity, cost savings, and better patient care.

- Workflow integration enables you to synchronize patient data, schedules, images, and reports between HIS/RIS/PACS/modalities and dictation systems.
- Enterprise storage integration allows you to implement a centralized storage infrastructure, or link your enterprise storage with a new or existing PACS to reduce total cost and improve performance.
- Modality integration lets you efficiently and effectively connect current and future modalities to your RIS, printers, and PACS while maintaining high image quality.

KODAK TECHNOLOGY AND INNOVATION CENTERS

Strategically located throughout the world, Kodak technology and innovation centers serve customers across the film-to-digital spectrum with comprehensive technical support, validation of new equipment and system concepts, and pre-staging of customized solutions.

These centers also provide state-of-the-art workflow environments for Kodak products, applications, and services. Best practices in technical expertise, training, and customer service and support are applied in an atmosphere of innovation and collaboration. Teams of product and service specialists, integration and digital

solutions experts, and product development leaders focus on the unique market needs of their region.

These centers also link to key corporate initiatives and to major Kodak disciplines (R&D, manufacturing services, marketing, sales) to improve system performance and timely communications with customers.

The technology and innovation centers reflect Kodak's commitment to meet customer needs by providing advanced medical imaging technologies, solutions, and support that enable healthcare professionals to provide better diagnosis, treatment, and patient management.



KODAK SERVICES FOR HEALTHCARE



"ONE-STOP SHOPPING" FOR IMAGING NEEDS

Streamline procurement with "one-stop shopping" for accessories and consumables used with Kodak's imaging solutions. KODAK Accessory Services allows you to simplify ordering, delivery, and support for an array of ancillary products—all at competitive prices.

What's more, you can be assured that your purchases meet Kodak's high standards for quality, performance, and productivity. A wide range of accessories is available for supporting Kodak film, systems, and solutions.

These accessories include film sleeves, desktop equipment, tables, network servers, storage hardware, RAID, LCD displays, flat-panel displays, CRT monitors, laptops, DVDs, and more. And they're from names you trust, such as Kodak, AFC, Cisco, Dell, IBM, NEC, Planar, Sony, TDK, Totoku, and Verbatim.

A SINGLE SOURCE FOR EQUIPMENT SERVICE

Let Kodak simplify your life with expert, reliable service for a broad range of medical imaging equipment. Our established network of service personnel, support resources, and certified service providers can keep you up and running—while eliminating your need to deal with multiple vendors. Count on Kodak service to do what we do best, so you can do what you do best. Call Kodak today for one-stop shopping for all your service needs.

LEARN MORE ABOUT KODAK SERVICES

For more information about the wide range of Kodak service and support, contact your Kodak representative. Or visit us on the Web at www.kodak.com/go/medical.

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