



## The Dynamic Health Care Landscape: Responding to the many needs of a changing industry



**F**rom nanotechnology to one of the largest legislative endeavors in U.S. history, both the science and business of healthcare are changing at an unprecedented rate.

Hospital leaders are balancing multiple priorities ranging from the need for constant quality improvement to the decreasing availability of physicians and health care professionals, all while net revenues continue to decline. Community hospitals and health care systems across Oregon have fewer hands on deck and ever-growing expectations placed upon them. How are you responding?

### LEVERAGING TECHNOLOGY

Success in this new environment will require resourcefulness and forward thinking. Your organization must rely on every asset it currently has, while

developing a clear strategy for meeting future needs.

Cost-effective, dedicated broadband connectivity, as provided by the Oregon Health Network (OHN), can be a cornerstone of your strategy. A high speed interconnected healthcare community will strengthen existing clinical and business relationships and foster new possibilities with other community providers, critical referral centers and health professions educators. Electronic patient data exchange, remote patient consultations and distance learning are just some of the benefits you can take advantage of through OHN. Our ability to interconnect with one another has evolved from would-be fiction to reality, creating immediate possibilities that can help reshape our delivery system to meet tomorrow's challenges today.

## HOSPITALS & HEALTH SYSTEMS

### Oregon Health Network: Connecting to the Future

The Oregon Health Network is bringing this future to hospitals, clinics, and community colleges statewide. With a robust broadband network in place, your facility stands to benefit in multiple ways, including:

- **Improved quality of care** – Collaborating with regional, national, and *international* specialists offers a world of clinical expertise to you, your physician community and your patients.
- **Extended reach** – Bring state-of-the-art healthcare to rural and underserved populations around the state, contributing to the overall strength of our region
- **Advanced educational services** – Your incumbent workforce and community members can now take part in remote training and certification programs offered through our partners in community colleges across Oregon.

#### LONG-TERM ADVANTAGES

OHN's most immediate goal is to bring low-cost high-speed broadband to every healthcare provider, clinic, hospital, pharmacy, and community college in Oregon. But what can you expect from OHN after the cables are laid and the signal is strong? As a member, you will help shape our direction as we watch new

developments, help to establish Best Practices for all participants and advocate for policies in Salem and Washington D.C. that support our overall mission.

#### TAKE THE LEAD: BECOMING AN OHN MEMBER

OHN is a dues based membership organization. Our dues structure for hospital members is based on the same framework used to determine annual dues for the Oregon Association of Hospitals (OAHHS), one of our core partners. As with OAHHS, dues are based on an organization's annual operating revenue. Our fee structure is outlined in the enclosed packet.

As a member, you will have a seat at the table as we shape the future of OHN. We need to count every hospital in Oregon as a member in order to optimize the potential of the network. Can we count you in?



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