

divine Healthcare Solutions

Rapid innovations and increasingly complex relationships are dominating healthcare. divine can show you how to leverage technology to maximize your investments.



The divine Difference

divine focuses on delivering high quality, economical solutions that maximize return on technology and infrastructure investments. Effective, industry-specific strategy is complemented by innovative technologies and best-of-breed software.

divine's Healthcare solutions will help you:

- ❖ Leverage Web technologies to extend physician, patient, and business partner relationships.
- ❖ Optimize HIPAA as a channel for positive change.
- ❖ Enhance productivity and product development cycles through improved access to and sharing of information.
- ❖ Advance and extend your brand in the digital realm.
- ❖ Improve connectivity within the healthcare supply chain.

EXTENDING THE HEALTHCARE ENTERPRISE

Rapid growth, heightened competition, increasing federal regulations and emerging technological innovations are creating new, complex challenges for the healthcare industry. As knowledge and power shift to an actively engaged consumer, healthcare organizations are seeking new methods and channels to engage both consumers and business partners, while simultaneously increasing operating and business efficiencies.

To successfully attack the emerging challenges they face, healthcare organizations must reconsider how they interact with their partners and customers. How do you adequately protect the security and confidentiality of personal health information? What types of collaboration can accelerate the development and launch of new products and services? How do you access, manage and share relevant, timely information across multiple constituencies?

Today, healthcare organizations, business partners and patients find themselves irrevocably linked as each begins to actively engage the systems and knowledge bases of the others. divine calls this quest extending the enterprise — one that moves you towards multi-channel, multi-media relationships.

divine Solutions for Healthcare

Are you searching for innovative ways to interact with patients and partners?
Are you looking for ways to successfully leverage the Internet to introduce new products and solutions?

Advanced Branding – The Internet provides the ideal platform for launching and supporting new drugs and medical devices as well as enhancing or refining an existing brand strategy. divine's solutions help healthcare organizations create intelligent interactions via the Internet — activities that are personalized, aligned with your organization's brand, sensitive to privacy and regulatory issues, and focused on the metrics and measures that are critical to your success.

divine Content Server™ – This single, cost-effective platform for deploying information-rich applications and initiatives powers solutions such as portals, marketing campaigns, catalogs and publications. From managing detailed product information to facilitating a new Web product launch, divine Content Server helps healthcare organizations efficiently and effectively manage critical, complex content.

Do you need help navigating HIPAA to ensure timely, cost effective compliance?

HIPAA Compliance Services – divine's HIPAA compliance services assist healthcare organizations through the intricate compliance process. In addition, divine helps you accelerate the process through our Web-based HIPAA tool, which allows for online data collection, tracking and analysis.

divine's Customers in the Healthcare Industry

divine delivers Healthcare solutions across a variety of industry segments. Some of our customers include:

HEALTHCARE PROVIDERS

Aurora Healthcare
Dana Farber Cancer Institute
Evanston Northwestern Hospital
Health & Hospitals Corporation
Providence Health System
St. John's Health System
University Hospitals Health System

PHARMACEUTICAL AND MEDICAL DEVICES

Amgen
Baxter Health
Eli Lilly
Ethicon Endo Surgery
Ethicon, Inc.
Janssen Pharmaceuticals
KV Pharmaceuticals
Medtronic
Novartis
Roche Diagnostic

HEALTHCARE INFORMATION AND SUPPLY CHAIN

Caremark
CorSolutions
Cardinal Health
Eckerd Health Services
Longs Drugs
Mid America Clinical Labs
Ohio Department of Health
Seneca Medical
Walgreens

HEALTH INSURANCE

Anthem BCBS
Amerigroup
BlueCross BlueShield of Arizona
BlueCross BlueShield of Kansas City
Kaiser Permanente
Managed Health Network
Priority Health
Westfield Insurance
Zurich Life

MEDICAL SOCIETIES AND ASSOCIATIONS

American Academy of Neurology
American Hospital Association
American Medical Association
American Physical Therapy Association
American Public Health Association
American Speech-Language-Hearing Association
American Urological Association
Sigma Theta Tau International

divine SOLUTIONS FOR HEALTHCARE (CONTINUED)

Do you want to increase your organization's operating and business efficiencies?

divine Conversations™ – Increase the effectiveness of physician, patient and business partner interactions by using divine's outbound telephony collection of voice-based customer contact tools. divine Conversations is currently being leveraged to notify patients when prescriptions are ready, confirm appointments, refill/renew prescriptions over the phone, aid in collections and accounts receivables, and perform surveys and telemarketing.

Secure Managed Applications – Greater reliance on Web-based technologies is increasing pressures for application uptime, reliability and scalability. divine provides hosting and managed services in a secure, scalable environment. Leveraging new technologies that exceed the stringent requirements of HIPAA and other industry benchmarks, divine Managed Services leaves you more time to focus on core business operations.

Do you need improved access, management and sharing of clinical information and content?

MedInfoNOW™ – Healthcare professionals face a deluge of medical information, yet much of it is irrelevant, incomplete and hard to digest. MedInfoNOW offers comprehensive clinical content direct from Medline® and an extensive database of books and software, categorized by medical specialty and customized for the user. Available in a portal or branded email, this eliminates the need for healthcare professionals to continuously scour multiple sources for relevant information.

Medical kStore™ – While organizations continue to invest in clinical data and research, much of it is not fully leveraged due to inadequate systems and limited resources. Imagine a comprehensive view of all clinical periodicals, industry reports and research within your organization. divine provides one-click procurement for over 4,000 healthcare publications and a comprehensive view into your knowledge library. That means fewer duplicate orders, online order tracking and online content incorporated into a function that can be quickly added to your intranet or portal.

divine Participant Server™ – This is the platform of choice for healthcare organizations wanting to decentralize processes for online editing and publishing; by providing a streamlined interface, users can update your Web site without having to learn new tools. This interface offers multi-facility or departmental hospitals and health insurers an effective option for managing Web content.

divine SinglePoint™ Search – This content integration service helps you search all of your information resources — customized healthcare news feeds, comprehensive industry content, subscription content and even internal content — with one login, one search and one interface. divine SinglePoint Search integrates content and classifies it to a uniform standard so you can easily compare results across sources. With a 17,000-node taxonomy rich in terms for all healthcare segments, SinglePoint Search becomes the reference center for your knowledge workers.

Healthcare Content Resource Center – If you require medical and business topics, the Special Collection provides both, along with a search interface that easily finds what you need. More than 70,000,000 pages of full text content from over 7,000 publications provide a valuable research tool. Flat fee packages let you roll out access to the entire enterprise, keeping your workforce informed, on time and on budget.

CONTACT

For a complete list of divine's global locations, please visit www.divine.com/locations

About divine

divine, Inc., (Nasdaq: DIVN) is focused on extended enterprise solutions. Through professional services, software services and managed services, divine extends business systems beyond the edge of the enterprise throughout the entire value chain, including suppliers, partners and customers. divine offers single-point accountability for end-to-end solutions that enhance profitability through increased revenue, productivity, and customer loyalty. The company provides expertise in consulting, collaboration, interaction, hosting and knowledge solutions that enlighten, empower and extend enterprise systems.