Honeywell CT50h

The Market

At Launch

Primary Focus:

- US Acute Care hospitals with Smartphone project plans.

Strength Applications:

- Nursing communication and Nurse Call

- Patient Alarm management

- Mobile Medication Administration and Specimen Collection

- Mobile in-room medical device monitoring

Customer (Hospital) Profiles

- All hospitals with mobile nurse application projects

- All Hospitals with VOIP system replacement projects

- All hospitals with cell phone replacement projects

Day-to-Day Challenges

- Hospital Issues

    o Government requiring more documentation be captured at the point of care

    o Alarm fatigue solution mandate for 2016

    o Government changing the compensation system to pay for results versus pay for service

    o No reimbursement for hospital caused issues like infections, errors, or quick readmissions

    o Greater need for voice and texting communication among staff

- IT Issues

    o Aging VOIP phone systems need to be replaced

    o Care Team communication needs are growing and staff wants secure texting

    o Remote patient monitoring is a growing demand

- Nursing Issues

    o Nurses must verify all electronically captured patient data from medical devices in the room

    o Nurse must more effectively respond to patient alarms

    o Nurses need to communicate with other staff more timely and effectively

    o Nurses need reference data constantly to avoid making errors

Probing Questions

- What would you say is hindering your nurse's effectiveness the most today?

- What are your plans for addressing the Alarm Fatigue government mandate?

- What issues are negatively impacting your patient satisfaction scores?

- What medical errors are most common with your nursing staff?

List Price Model

- CT50h with charging accessories will average $1250 per device

    o 3rd party software cost will vary depending on the number of applications deployed

- Annual cost – TBD

- 300 Unit Opportunity – Year one cost $375,000

Elevator Pitch

- Today hospitals are purchasing thousands of smartphones to improve staff communication, address patient alarm issues, and assist nurses with patient documentation.

- Clinical Mobile computers with nursing smartphone features are providing the platform for these systems as well as many other clinical supporting mobile applications.

- Converging an industrial barcode capable mobile computer with the user experience and application support of an Android smartphone is the leading platform of choice because it is more durable, compatible, and provides a more stable solution than a consumer smartphone.

- The Honeywell CT50h has been verified compatible with Epic and Cisco smartphone applications and soon to be Cerner, Voalte, Allscripts and other mobile applications as well.

Why Choose CT50h over the Others

- CT50h has the fastest processor and twice the memory of an competitive device. This means EMR, clinical and communication applications will run noticeably faster.

- CT50h starts with Android 4.4.4 and will run Android 6.0 in the future affording hospitals the peace of mind that their future applications will be supported on the CT50h for many years to come.

- The 12+ hour battery will save the nurses time during their busy shift and it will also save hospitals money because the CT50h requires fewer replacement batteries over it life.

Return On Investment

- Mishandling patient alarms not only cost lives but cost hospitals millions of dollars. The CT50h helps nurses monitor alarms more effectively throughout their shift.

- Having one device for voice calls, texting, paging, email, and mobile applications reduces the number of devices hospitals must purchase and support for their nursing staff. The CT50h is a powerful replacement for a VOIP phone, a pager, a computer, and a barcode scanner which will save hospitals capital and support costs.

Competition

- Motorola MC40-HC- List price $1770

  o Small VGA display will limit nurses from clinical apps that require hi-res graphics

  o 3x slower processor and limited memory means slow app performance and fewer apps can be loaded

  o The MC40-HC is limited to Android™ 4.4 meaning future applications won't run.

  o The MC40-HC's 10 hour battery will cost nurses swap time during their shift and more replacement batteries per year.

  o Moto advertises 8-10 hour battery life versus the CT50h's 12+ hour battery

  o Drop and tumble test results did not match the datasheet and display breakage was common failure point

- Spectralink PIVOT – List price under $1440

  o The PIVOT processor is 3X slower than the CT50h and its display is 28X lower resolution which means apps will run slow and look less focused than when running on the CT50h.

  o The PIVOT has an 8-10 hour battery which will require more replacement batteries and more interruptions during a nurses shift.

  o The PIVOT also does not support a camera

Go to Market Strategy

- All Healthcare sales will be through channel partners

- With the need for Android applications key reseller ISV's like Cerner, Voalte, and Allscripts are expected to be most supportive in the sales cycle and are expected to quickly start leading the Honeywell CT50h upon release.

  o Certifications for these ISV's and many others are in process and will continue throughout 2016 as the ISV's applications are developed

  o Contact Lee Rogers for up to date ISV certification status

- Influential but non-reselling ISV's like Epic will provide limited assistance in the sales cycle and many of their customers will turn to VAR's and NBR's for the CT50h.

  o The EPIC Rover Application version 4.2 is already available in the Google Play store and the release notes mention the Honeywell CT50h has already been verified.

- Leads will come from the HIMSS database hospital surveys, telemarketing, and tradeshows where the NEW Honeywell CT50h will be highlighted.

Honeywell