

WE HELP PUT THE DO IN DOCTOR

THE HEALTHCARE IT LANDSCAPE: ISSUES AFFECTING BUYING DECISIONS

Practice managers look to their IT partners for guidance. But who guides the IT partners? Lenovo is committed to healthcare and has a track record of proven results. Lenovo's healthcare partners know IT well enough to know all PCs are not created equal—and they know Lenovo is the only choice when they stake their reputations on an IT solution.

PAIN POINTS: WHAT IS KEEPING MY PROSPECTS UP AT NIGHT?

- Market confusion
- Growing complexity of the healthcare industry
- Federal mandates on electronic medical records (EMR)
- Higher stakes, higher costs, tighter margins

THE EXPERTISE LENOVO BRINGS TO HEALTHCARE IT

We know the technology requirements. Some computer makers read articles about how to serve the healthcare industry. We write them.

We know the business challenges. Medical customers demand the best prices, the best value, support that keeps them running, and financing options to keep it all manageable.

We have the goods. What are medical customers looking for today? Security. Flexibility. Reliability. Value. When you tick off the specs, Lenovo PCs are made for healthcare like no other machines.

THE LENOVO DIFFERENCE

Your customers are buying a healthcare business tool to grow their practices. Other products may be popular in other settings, but the medical environment brings critical needs. Why has Lenovo remained the preferred PC of top DOers year after year?

- Reliability
- Connectivity
- Value
- Security
- Mobility
- Support

COMPETITIVE HIGHLIGHTS

Edge 91z vs. Apple iMac:

Twice the graphics memory, more connection ports, and upgradable—at just over half the price.

ThinkPad Tablet vs. Apple iPad2:

Bigger screen (10.1" vs. 9.7") and better port connectivity (full USB, Micro USB, Micro HDMI, Micro, and full SD card vs. HDMI adapter only—which Apple makes you buy separately).

Lenovo X220t vs. HP2760p:

Almost 5 ounces lighter (3.67 lbs. vs. 3.97 lbs). Three hours more battery life with standard pack (8.8 vs. 5.5)—and all-day power with optional slice battery. Meets more military specs (all 8 vs. only 6), and features Super Speed USB.

Lenovo T420 vs. Dell E6420:

4-in-1 media card reader instead of only SD. Firewire capable. Full display port vs. none. Enhanced security through Hardware Password Manager in BIOS. Full built-in manageability software (ThinkVantage Technologies). Green packaging. Drainage keyboard. Meets 8 military specs vs. only 4. Microphone mute button for VoIP privacy

Lenovo T520 vs. Dell E6520:

4-in-1 media card reader instead of only SD. Full display port vs. none. Enhanced security through Hardware Password Manager in BIOS. Full built-in manageability software (ThinkVantage Technologies). Green packaging. Drainage keyboard. Meets 8 military specs vs. only 4. Microphone mute button for VoIP privacy.

FREQUENTLY ASKED QUESTIONS

Why should I recommend Lenovo to my customers?

Lenovo's trademark attributes are the same ones healthcare demands from IT: durability, connectivity, mobility, security, reliability, and value.

Shouldn't I wait to buy until all the federal requirements and incentives shake out?

The requirements and details of these programs are already known. Compliance and qualifying for federal funds starts now.

I just met with someone who can beat your price.

First, we work extremely hard to ensure our list prices are competitive with the market. Second, we offer a variety of promotional programs, including "stackable" offers for new partners and discounts on selected models. And third, you have to look at TCO (total cost of ownership). The purchase cost of a PC can represent as little as one-fifth what you'll pay to own and maintain it over a typical lifespan.

My customers come in with preconceived notions about what computer brands they like to use.

What people enjoy at home is suited to home use. Medical practices need proven enterprise computing backed by a company that knows how to help people who DO.



ThinkCentre Edge 91z

- An all-in-one desktop solution that lets practices do more with less—less investment, less headache, less space.
- Data encryption and anti-virus software safeguard patient information in the switch to EMR.
- Cuts workplace clutter by 70 percent versus a traditional desktop and monitor.
- Easily mounts to wall, cart, or extendable arm if desired.



ThinkPad Tablet

- Onboard Tablet Pen supports handwriting, signatures, and fine control when a finger isn't enough.
- Healthcare-ready security thanks to data encryption, SD card encryption, anti-virus software, and remote wipe for lost devices.
- Visit the Lenovo App Shop for healthcare-specific Android-based tools like Epocrates, Harrison's Manual of Medicine, and Medicine Central.



ThinkPad X220t

- Can't choose between a laptop layout and a tablet? Don't. The X220t works both ways.
- EMR-ready security thanks to ThinkVantage tools like Password Manager.
- Multi-touch panel and SimpleTap software for easy data entry and signatures by tablet pen or finger.
- Passes all 8 military specification tests for durability so you know it will keep performing in your practice.



ThinkStation workstations

- 2nd generation Intel® Core™ processors with Intel QuickPath, Intel Hyper-Threading, and TurboBoost 2.0 for proven healthcare industry effectiveness in high-intensity processes.
- NVIDIA NVS and Quadro 2000D graphics for accuracy and clarity in critical imaging jobs.
- Easy tool-less maintenance and upgrades for cards and hard drives.
- Cooler and quieter than the competition. Built to manage power consumption efficiently. And up to 65 percent recycled content.



ThinkPad T Series laptops

- The best combination of thin, light mobility with business-class performance.
- Incredibly fast boot times speed productivity for mobile professionals who open and close their PCs on the go—and Lenovo Instant Resume maintains wireless connectivity during sleep or even with the lid closed.
- Dedicated VoIP features enhance clarity, power, and privacy for the best HD videoconferencing experience.
- Military-spec tested for the utmost in field durability.
- All-day battery life (with bottom slice pack).