

KEY MESSAGING BY AUDIENCE:

Audience	Message 1	Message 2	Message 3
Physicians	With the maturity of EMR, IT isn't just a back-office concern anymore. The stakes include improved patient outcomes, staff productivity, and hard dollars. Time to stop thinking all PCs are alike.	Lenovo understands the unique needs of medical practices—including durability, mobility, cost, data, security, and comprehensive support.	You use one or more machines at home. You may have liked them so much you stood in line to buy one. But that doesn't mean it's the solution you want your manager to get for your business.
Practice managers	Your IT solution has a real impact on both business performance and quality of care. The keys to value are performance, reliability, security, support, and connectivity. And all machines are NOT created equal.	Medical IT has always posed challenges. Now EMR is making it even more complex. The best patient care starts with a machine that's always running and offers the best support.	Practice management IT comes from a plan, not a big box store. Evaluate your needs and think long-term. Replacement cycles can be long, so you may get only one shot at forging the right end-to-end solution.
Physicians' IT contractors (incl. some channel partners)	You know all hardware is not created equal. Your medical clients don't. Helping them understand the Lenovo difference makes you a trusted consultant, not just an order-taker.	Medical practices look to you for backup. Who backs you up? Lenovo knows healthcare IT, so working with us helps you build relationships with confidence. We'll be there for you so you can always come through for them.	A product sale happens in a moment. A relationship can last through many product lifecycles—but only if you give customers your best. With Lenovo you know our products will always live up to your reputation for dependability.
Channel partners	Lenovo is committed to healthcare—and committed to your success there. Partner with a manufacturer whose products and know-how will help you grow business in this evolving, highly technical market.	Lenovo has the products to exceed your healthcare customers' requirements, including the ThinkPad, ThinkPad Tablet, Edge all-in-one PCs, and others. Each delivers the performance and security medical <i>practitioners</i> need, along with the value and reliability medical <i>businesses</i> demand.	Lenovo's product support and in-house healthcare expertise add up to value you can pass through to your customers. Whether you're new to the field or a seasoned veteran, we have the perspective and experience to enhance what you have to offer.
Sales/Marketing	People in healthcare focus on excellent, efficient patient care. They know tech, but may not keep up to date on all its new potential. Lenovo has the solutions, value, and dependability our valued medical customers need to DO what they love—help people—with confidence.	Healthcare decision-makers are small business owners. They're as cost-conscious as any others, and they also face intense government scrutiny. Help them see how Lenovo's pricing and programs deliver long-term value through dependability, performance, security, support, mobility, and connectivity.	Our healthcare focus is part of a larger purpose. When you're showing how Lenovo PCs are better for healthcare in specific ways, don't forget to carry home the point that they're just better, period.

ELEVATOR SPEECH:

As EMR embeds technology deeper into healthcare, medical practices are quickly learning not all computers are created equal. Lenovo PCs offer specific innovative advantages that make them ideally suited to excel in the medical workplace. From patient check-in to patient rooms, from medical records to medical billing—Lenovo empowers healthcare professionals to DO more.

PRODUCT ATTRIBUTES:



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.
- Head-to-head with Apple iMac: Twice the graphics memory, more connection ports, and upgradable—at just over half the price.



ThinkPad Tablet

- Bigger screen and more connectivity options than an iPad 2.
- 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 high-intensity processes.
- NVIDIA NVS and Quadro 2000D graphics for accuracy and clarity in critical imaging jobs.
- Easy maintenance and upgrades with tool-less cards and hard drives, easy-access chassis doors.
- Cooler and quieter, better power management, 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. Lenovo Instant Resume maintains wireless connectivity.
- Dedicated VoIP features for HD video conferencing.
- Military-spec tested for the utmost in field durability.
- All-day battery life (with bottom slice pack).