



# Healthcare Opportunities

Powered by Juniper

The U.S. healthcare industry is expected to spend over \$400 billion on information technology next year. Hospitals, clinics, and pharmacies need reliable and secure infrastructure to connect clinicians, and staff with the patients who rely on them.

In this guide, you'll learn how healthcare decision makers are modernizing their networks and access resources to expand into the growing healthcare market.



# Healthcare market opportunity

Keeping today's healthcare delivery system up and running is a challenge. Providing a safe, secure, and reliable pipeline for the deluge of data generated every day is just the beginning. Connecting patients to the information they need to monitor and manage their own care bolsters positive outcomes.

To successfully expand into the healthcare market, technology resellers must first understand what decision makers need to provide the best experience for patients, clinicians, and staff.

These are top priorities for healthcare network decision makers:

## Enhance patient outcomes

- ☐ Accelerate information retrieval
- ☐ Increase collaboration
- ☐ Upgrade Wi-Fi connectivity
- ☐ Enable turn-by-turn directions
- ☐ Enhance staff and patient safety

## Simplify day-to-day management

- ☐ Integrate Wi-Fi, IoT, Bluetooth Low Energy (BLE)
- ☐ Provide asset location
- ☐ Reduce support burden
- ☐ Simplify network complexity
- ☐ Predict and resolve network issues
- ☐ Locate and track assets
- ☐ Reduce mean-time-to-repair (MTTR)

## Modernize network security

- ☐ Keep patient data secure
- ☐ Provide safe and secure connectivity
- ☐ Eliminate eavesdropping into medical records
- ☐ Find and stop botnet and ransomware attacks

Consider these survey responses:

52%

of healthcare CIOs say **patient engagement** is a top priority.

50%

of IT department **time** is spent on upgrades and applying patches.

75%

of patients wish their healthcare experiences were **more personalized**.

With Juniper Networks, healthcare providers can seamlessly connect with patients and their devices across wired, wireless, and SD-WAN improving patient outcomes while keeping their data secure.

Let's see how →



# Juniper understands healthcare

Juniper Healthcare Solutions are ideal for medical provider groups of any size who need to:



Reduce operational costs and IT burden with real-time insights from Mist AI.



Enable personalized messages, notifications, and alerts to enhance patient experiences.



Deliver maximum uptime and performance for Juniper cloud-connected healthcare applications.



Protect sensitive patient information across the entire network with Juniper security solutions.



Provide AI-driven assured patient connectivity with real-time wayfinding and guest Wi-Fi.

# How can Juniper Partners help?

Juniper's AI-driven network streamlines operations, maximizes network reliability, and delivers the best experiences for patients, staff, and providers—for greater patient engagement.

## Essential Experiences

[Juniper technology keeps patients involved in their care](#) through integration with tools to monitor wait times, determine provider availability, and send vaccination reminders. Location services enable turn-by-turn directions to help patients arrive on time for medical appointments.

## Seamless Experiences

Integrating [Juniper's AI-driven solutions](#) allow IT departments in healthcare settings of any size to reimagine data centers and cloud operations with turnkey software solutions that automate the entire network lifecycle in a single system. With proactive insights to predict and address network problems and performance issues before they happen, Juniper customers have achieved up to 70% faster time to problem resolution.

## Secure Experiences

Operating in an always-connected environment bristling with cybersecurity threats, [Juniper's Security Solutions](#) detect, adapt, and enforce security policies faster with network-wide visibility, orchestration, and control. Simplify network security management with a unified platform for creating, deploying, and replicating common security policies across your entire healthcare enterprise. Find and stop botnet and ransomware threats to maintain both privacy and security.





# Juniper has the right solution

To understand the needs of your healthcare customers, take the time to understand their needs by asking these questions:

## How do you know your clinicians and staff are having a great network experience?

- Upgrading to a network from Juniper lets healthcare providers scale and adapt to a growing number of devices and applications.
- A multi-cloud network with tunnel-free architecture helps healthcare systems looking to expand connect multiple hospital and clinic facilities with up to 85% fewer IT staff visits.

## How do you typically troubleshoot issues? How do you integrate new technology into current infrastructure?

- A network solution that provides ability to resolve problems quickly would help ease the burden on IT staff.
- AI-driven insights and proactive troubleshooting to reduce trouble tickets by 90% and eliminate excessive time and cost to troubleshoot issues.

## How are you tracking patients and assets throughout your facilities?

- Integrate Wi-Fi and BLE with IoT to better manage asset location, patient engagement, and security.
- Engage with patients through their mobile phones with greetings, health information, and step-by-step directions.

## Is your current security solution taking up too much of your IT department's resources to protect confidential patient information and billing records?

- Deploy an AI-driven solution to detect, adapt, and enforce security policies faster with network-wide visibility, orchestration, and control.
- Simplify management with an autonomous platform that proactively detects and prevents malware and cybercriminals from infiltrating your network.

# Where can you find healthcare sales resources?

[The Hub](#) hosts a variety of professional sales tools you can use to make a great impression with your healthcare prospects.

- [Email templates](#) you can modify and send to healthcare customers and prospects.
- Pre-made [social media graphics](#) and captions.
- The [Healthcare Go-To Market Seller's Guide](#) gives you the high-level messaging and sales information you need to make the best impression with your healthcare prospects.
- [Healthcare case studies](#) you can share with your prospects.
- [Healthcare Use Cases](#) to show how Juniper integrates into healthcare.
- And much more!



## We're here to help

Scan the code to access the Hub. →

Still not sure where to start?  
Email us and we'll help you create an action plan:  
[juniper-partner-marketing@juniper.net](mailto:juniper-partner-marketing@juniper.net)

