



DIGITAL PEN SOLUTIONS
IN HEALTHCARE

*USE CASES
AND
WHY IT SUCCEEDS*

PRESENTED BY
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Hello

- **Introductions**
- **Digital Pen Overview**
- **How it works – technical functionality**
- **Features & Benefits**
- **Use cases in healthcare – videos Sweden & Switzerland**
- **FAQ**

BACKGROUND



Digital Pen Technology since 2001

Founded in 2004

Big Prairie is dedicated to digital pen Consultancy with a world-wide team of Subject Matter Experts (SME) representing over 30 years of digital pen experience and knowledge.

We design, architect, and validate digital pen Solutions for our clients utilizing our experience, knowledge and relationships since 2001.

Big Prairie pioneered the first Chinese-language Forms as well as the use of Bluetooth nodes for Pen data transmission.

Our experience includes most industry segments.

Healthcare - patient records, prescriptions, ancillary service requests, patient menu, body check

Hospitality – Back of house / housekeeping, facilities management, events planning, job applications, customer surveys, promotions

Utilities – Safety Inspections, Surveys, Architectural drawings, Operations Logs, Backend applications (SAP/CCMS/SP)

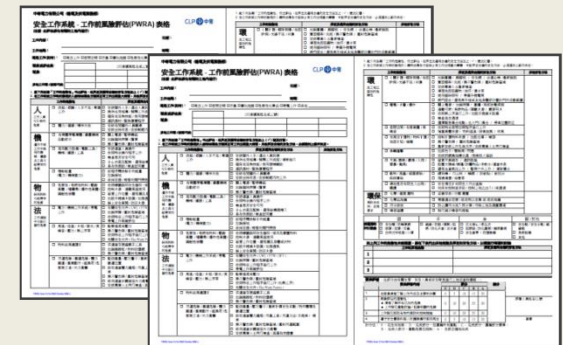
Logistics, Supply Chain & FMCG - proof of delivery, sales, inspection reports, inventory, R&D

Financial Services – insurance claims, letter of credit, account creation, commodities exchange



OVERVIEW

- Paper is rich with information – already ‘input’
- Fit To Purpose vs. Purpose to Fit
- Consider the user - minimal training
- Minimal organizational disruption
- Digital benefits





FOCUS TODAY



Healthcare -
patient records,
prescriptions,
ancillary service
requests,
patient menu,
body check

Hospitality – Back of house /
housekeeping, facilities management,
events planning, job applications,
customer surveys, promotions



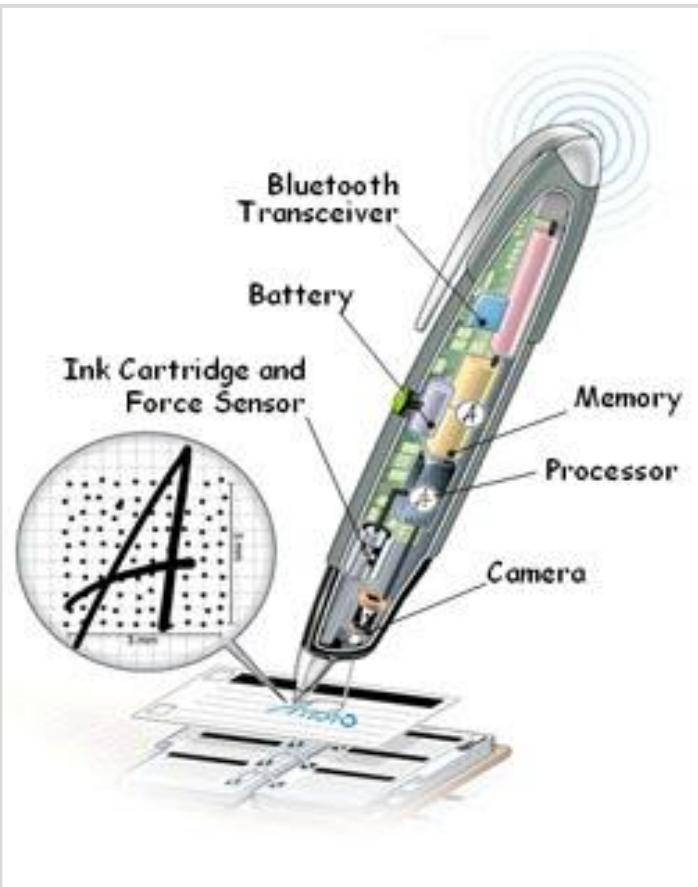
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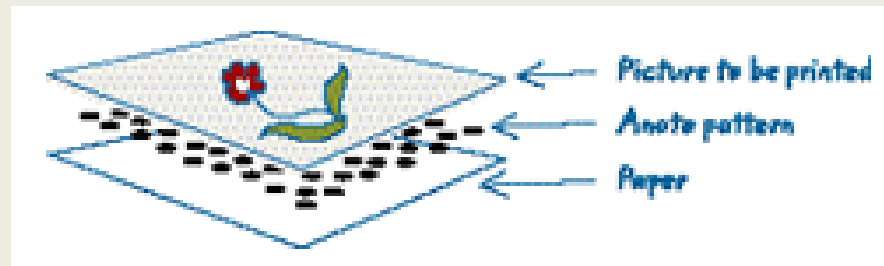
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THE DIGITAL PEN



- The digital pen captures and stores writing.
- The writing is sent via USB or Bluetooth.



- The pattern is an algorithm of unique dots.
- The pattern defines which paper form is being used and exactly where you are on the paper.

Key Technology Components

using *Anoto* functionality is...



INSTANT



INTUITIVE



INDIVIDUAL

Regardless of age, gender and cultural background *Anoto* functionality allows anyone to communicate digitally using pen and paper as the natural interface.

MANY BENEFITS

Streamline Workflow & Process = Productivity improvement

- **Paper is rich with information already 'input'**

Compliant PDF record = Risk reduction & Incident management

Analytics = Track trends & Faster decisions

Brand = Innovative Use of Paper & Green aspect

User = Minimal training & Minimal disruption

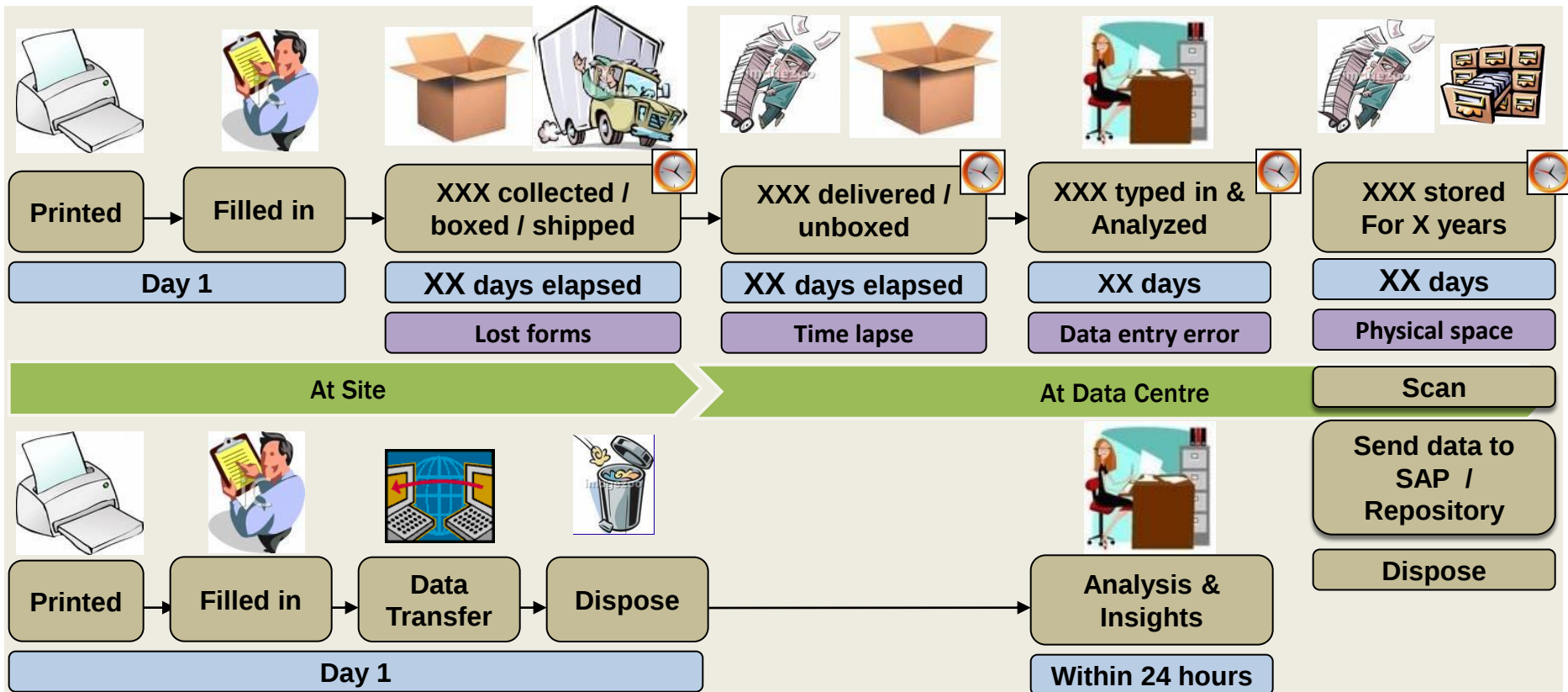
- **Since the age of 3... using pen and paper**
- **Fit to purpose or purpose to fit?**



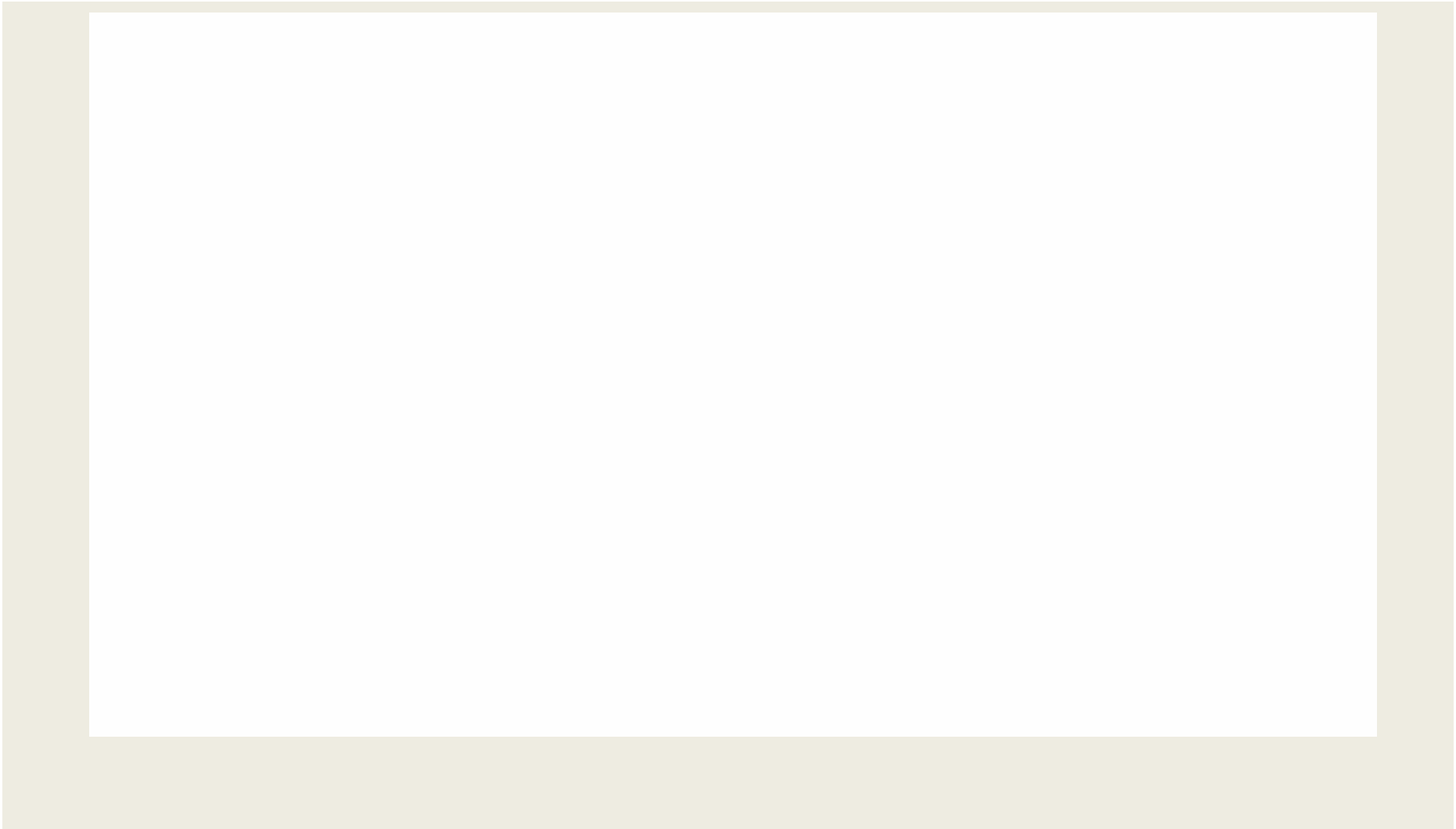
CLP VIDEO

- China Light & Power
 - Generation – with Chinese & Smartphone push
 - Distribution
 - Retail – with SAP/CRM and SharePoint
 - Corporate
- Hong Kong – architectural drawings / inspections / surveys / maintenance / analytics /
- China – operations logs
- Australia – safety logs / signature sheets
- India – inspections / delivery / inventory

STREAMLINE PROCESS



Focus on high value processes – data analysis - instead of data entry





A workforce enablement tool

Consider content creation – it happens:

- in the field, down the hall, away from the desk
- easily on paper

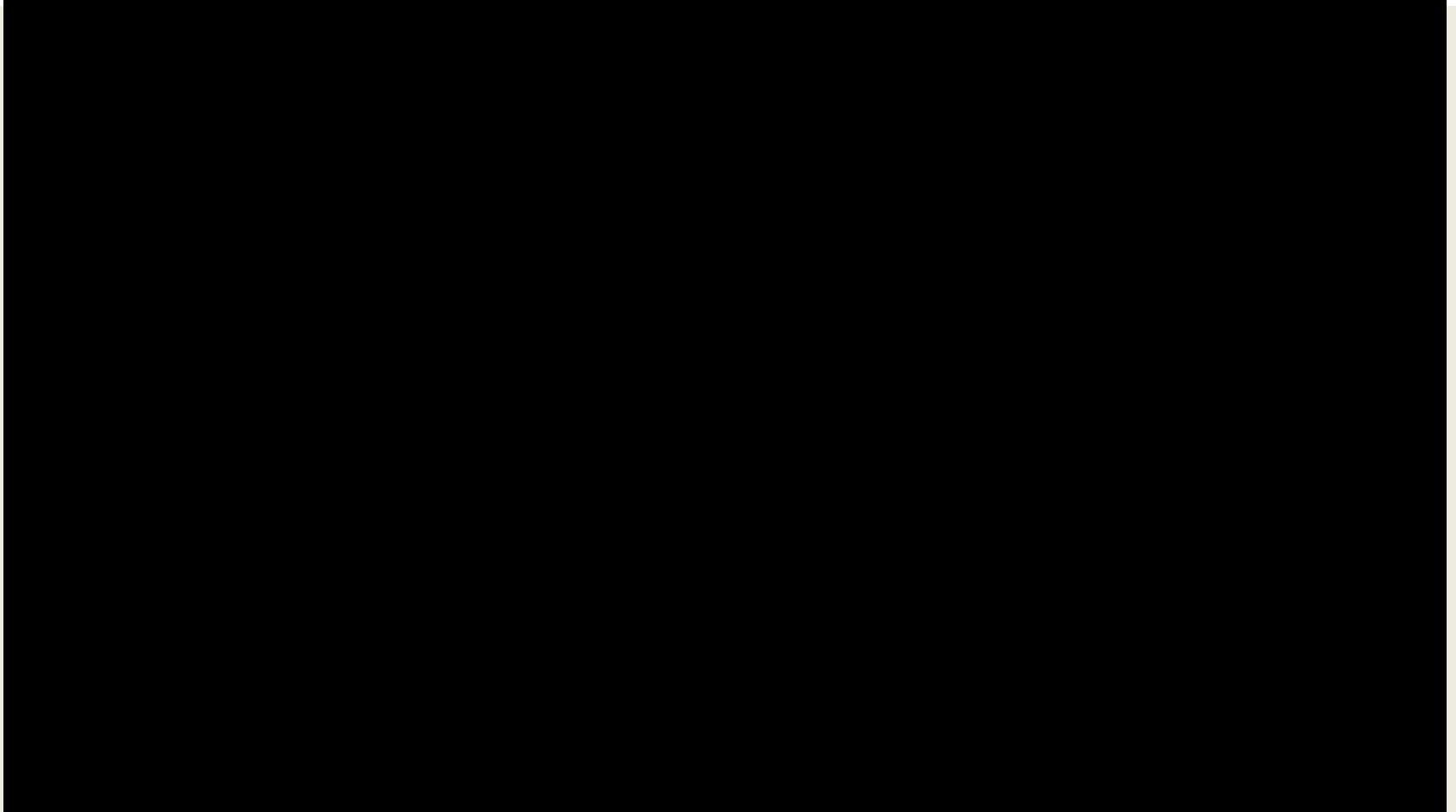
Consider content consumption – it happens:

- On an iPhone, iPad, tablet, laptop, desktop
- Most useful at the point of viewing
(consuming) already ‘input’ data or media.



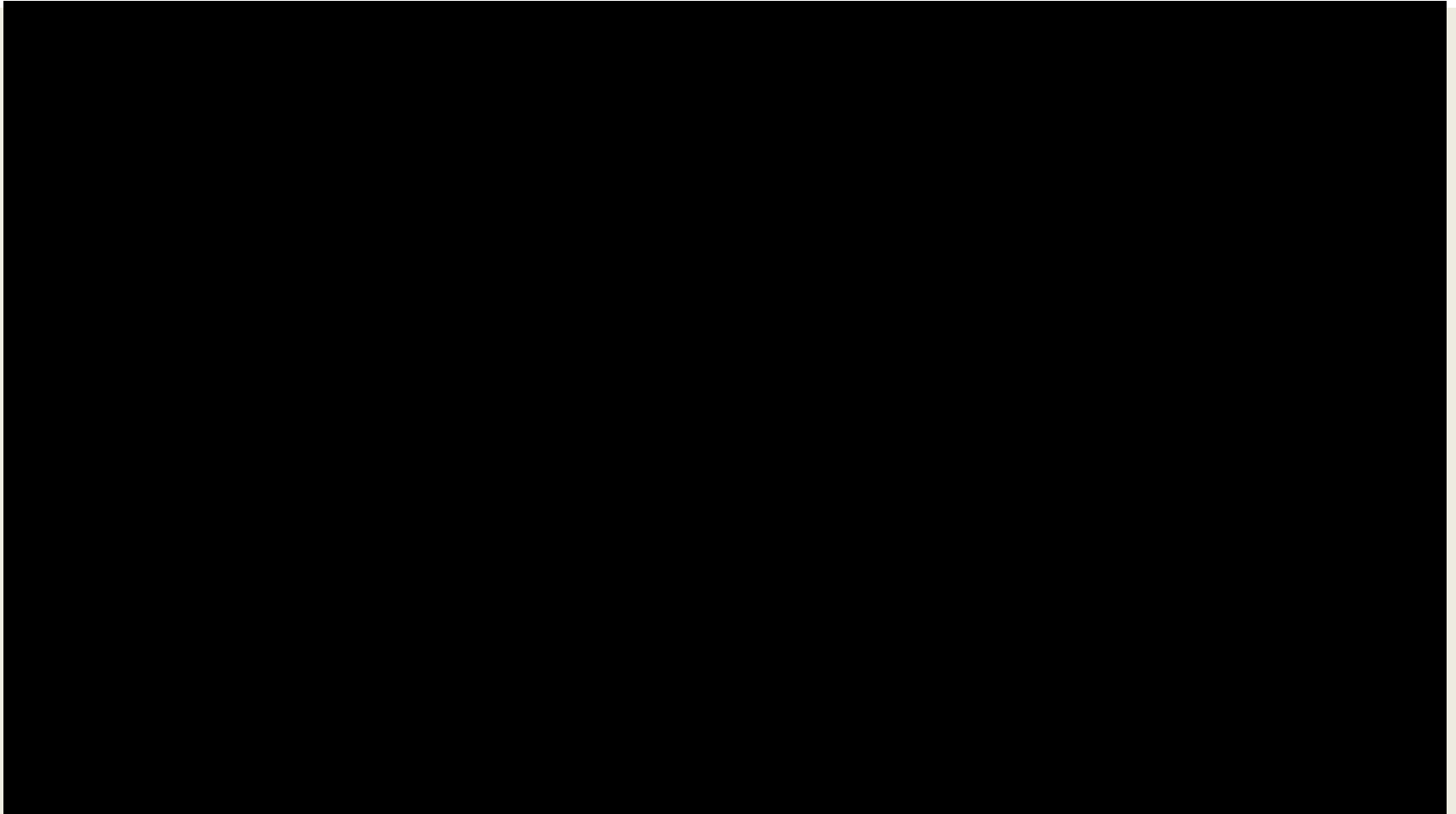
Video

“MORE TIME FOR **CARE** WITH DIGITAL PEN AND PAPER”



Video

“MORE TIME FOR CARE WITH DIGITAL PEN AND PAPER”





Training is minimal - Disruption is minimal

Win-Win Scenario

- **The user, management and the client win.**
 - **No 'tapping and head down' scenario.**
-
- **Easily convert forms already in use to 'dot' forms.**
 - **No need to build systems for a tablet that may be dropped, a target for theft, misuse and not as intuitive to use as paper to write, draw and sketch.**
- 

DEMO – SEEING IS BELIEVING / UNDERSTANDING

- Anoto pen – forms and notes
- Livescribe Smartpen – notes with audio
- **Booth B3**





THANK YOU

QUESTIONS & ANSWERS

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SPEAKER INTRODUCTION



Melanie J. McFarland



(Ms.) Melanie J. McFarland 麥雅蘭女士, Big Prairie Limited / BiMobi Limited 董事長

Melanie J. McFarland 麥雅蘭女士，至2004年起創立並擔任了Big Prairie 有限公司的董事長，同時也是旗下數碼筆解決方案諮詢部門，BiMobi有限公司的董事長。她負責監督及專注在亞洲太平洋地區及北美區客戶端中的業務發展，同時亦協助負責全球區域的業務活動。

迄今至2001年以來，**Melanie J. McFarland 麥雅蘭女士**，已經在數碼筆專業領域上，累積了九年以上的經驗。她在營銷，市場銷售策略及營運業務上具有特殊專長，透過她所擅長之數碼筆解決方案，可以有效協助企業精簡文件表格處理，滿足合規規範要求。透過轉化現行企業端手寫之表單內容，能提供企業進階報表分析功能，更能協助企業提昇自我品牌形象與價值。

2004年之前，遠在Big Prairie與BiMobi還未執行任何業務活動前，她曾經加入瑞典Anoto公司（這家業界首區一指的前鋒型創新企業，整合了多功能技術與無線數碼筆及數碼紙解決方案，包括數碼筆，數碼紙，伺服器及列印技術），透過上述技術，亞太區跨國公司可以聚焦在市場業務流程重造及變革管理。她最近的文章是關於亞太地區資訊科技人才趨勢，標題為“CIO們，你該注意的是 - 時代是不斷變化的”，這篇文章發表在企業創新 - 資訊科技及商業策略匯集專文中（Questex出版）。

最近，她帶領她的團隊夥伴成功的將此業界先行之數碼筆應用與端到端的解決方案帶到中國大陸客戶手上，上述技術整合了SAP，SharePoint，以及簡體中文書寫辨識功能支援。同一時間她亦關注數碼筆在香港，中國，印度和澳大利亞區之應用發展，在2011年3月之顧問諮詢服務中，她亦協助客戶探究數碼筆應用在南極探險上的可能性。

SPEAKER BACKGROUND



Melanie J. McFarland



(Ms.) Melanie J. McFarland 麦雅兰女士, Big Prairie Limited / BiMobi Limited 董事长

Melanie J. McFarland 麦雅兰女士, 至2004年起创立并担任了Big Prairie 有限公司的董事长, 同时也是旗下数码笔解决方案咨询部门, BiMobi有限公司的董事长。她负责监督及专注在亚洲太平洋迄今至2001年以来, **Melanie J. McFarland 麦雅兰女士**, 已经在数码笔专业领域上, 累积了九年以上的经验。她在营销, 市场销售策略及营运业务上具有特殊专长, 透过她所擅长之数码笔解决方案, 可以有效协助企业精简文件表格处理, 满足合规规范要求。透过转化现行企业端手写之窗体属性, 能提供企业进阶报表分析功能, 更能协助企业提升自我品牌形象与价值。

2004年之前, 远在Big Prairie与BiMobi还未执行任何业务活动前, 她曾经加入瑞典Anoto公司 (这家业界首区一指的前锋型创新企业, 整合了多功能技术与无线数码笔及数码纸解决方案, 包括数码笔, 数码纸, 服务器及打印技术), 透过上述技术, 亚太区跨国公司可以聚焦在市场业务流程重造及变革管理。她最近的文章是关于亚太地区信息科技人才趋势, 标题为“CIO们, 你该注意的是 - 时代是不断变化的”, 这篇文章发表在企业创新 - 信息科技及商业策略汇集专文中 (Questex出版)。

最近, 她带领她的团队伙伴成功的将此业界先行之数码笔应用与端到端的解决方案带到中国大陆客户手上, 上述技术整合了SAP, SharePoint, 以及简体中文书写辨识功能支持。同一时间她亦关注数码笔在香港, 中国, 印度和澳大利亚区之应用发展, 在2011年3月之顾问咨询服务中, 她亦协助客户探究数码笔应用在南极探险上的可能性。

SPEAKER INTRODUCTION



Big Prairie / BiMobi



Big Prairie是一个以香港为基地的资讯科技咨询服务公司，专门从事数字笔技术（**DPT**）。自**2001**年以来，由于长久以来累积的知识，经验与关系，我们的强项在于能协助企业内部简化内部纸张流程，快速的处理结构化和非结构化信息，同时更能将此项技术广泛的运用在票据，表单及绘图等专业领域上。

董事长**Ms. Melanie J. McFarland** (麦雅兰女士)，除了负责商业上的业务活动外，更曾任美国商会资讯科技及电讯委员会前任主席及身兼美国商会理事会成员及互联网专业协会（**iProA**）国际委员会联合主席。

Big Prairie业务服务的对象，广泛的横跨在电信，公益事业，金融服务，医疗保健，快速消费品，物流，房地产，酒店，政府及媒体等等产业。