# Health Information Services

## Applications: Telemedicine/Medical Education

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PRIME CONTRACTOR:

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## PROFILE:

Health Information Services is a television based information platform for the distribution of medical and general information for doctors and medical personnel in surgeries and at other medical sites and for the information and entertainment of patients waiting at these sites.

The basic considerations for implementation of this new service offer are:

- Health Care is one of the key topics for the global community
- An ageing society has an increasing need for information in the sectors of medicine, prevention, health-systems
- Doctors are facing a large and rapidly changing offering of scientific information and education
- Certification of Qualification will build further need for dedicated training and information platforms
- Market participants such as the Pharmaceutical Industry, Health Insurance Companies, Medical Associations and Public Services are looking for more efficient ways of B2B and B2C communication

Patients receive **TeleSana** ***live***, a continuously broadcast live-programme covering selected health issues embedded in news-orientated infotainment.

For doctors and medical staff **TeleSana** ***professional*** provides a platform for specialized information for use on demand at any time and with an interactive response possibility.

These channels can be customized to supply individual content to selected user groups in connection with regional demands or medical service specializations. Health Information Services will use satellite communication to reach both target groups – patients and doctors – with a mixed content stream of DVB and IP.

The results of an independant market research showing approving ratings of the different issues up to over 80% are confirming the TeleSana concept in its entirety, among others especially the programming based on health issues and news.