

# **Airlines and Technology vs. Healthcare and Technology**

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# Airline Industry

- ④ Highly cyclical/regulated/privacy law
- ④ Elements the industry does not control:
  - Fuel price
  - Sept 11
  - Ash cloud
- ④ Elements the industry controls
  - Value to the Customer
  - Revenue Generation
  - Efficiency

**How does I.T. partner with the business?**

# I.T. and Value to the Customer

Customer



Information

Choice & Transparency

- Tango
- Tango Plus
- Latitude
- Executive Class
- FlightPass
- IFE

Self-Service

- Kiosks
- Mobile Phones
- [www.aircanada.com](http://www.aircanada.com)
- Self Baggage Tagging
- Electronic Boarding Pass
- Delayed & Cancelled Flight Service

# I.T. Revenue Generation and Cost Efficiency



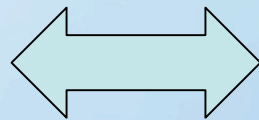
## Tools

- Optimum Flight Plan
- Fuel Optimization

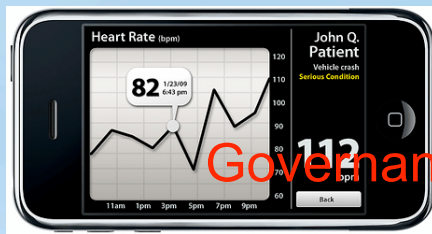
# How can this translate into the healthcare environment?



Access tools



Electronic System  
Medical Records



Clinical decision

Governance/Optimize Processes

- Optimized treatments
- Reduced medical errors
- Better health outcome
- Improved delivery of healthcare
- Optimized resources (bed count, staff, operating rooms, etc.)
- Better billing



Bed and equipment  
management and  
scheduling tool