

International marketing

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Show as following picture: Objectives: Workstation - This refers to the hardware that holds everything in a room for office staff worker to perform their jobs: word/excel processing, practice management software, ERR software, scan and copy, etc. Desktop - This describes a fixed, hard-wired computer that does not move around. This cost around \$4-5000 per each. Laptop - This is a portable computer. It is a fully functioning computer that can be carried or placed on a cart and moved around the place. This cost around \$3-4000 per each.

Tablet PC - Those contain built-in handwriting recognitions software that allows the user to "write" on the screen. Tablet PC's can have add-on keyboards when typing is preferred. This cost around \$600-900 per each.

Desktops The basics: A desktop computer usually has a standard configuration and specification with consisting of a CPU, monitor, keyboard, and mouse. It is stationary; it resides in one location and cannot be moved from room to room. It can stand alone or work with any of a variety of applications on network arrangements. Advantages: Desktops are low-cost, available and easy to purchase.

Because desktop PC's are standardized, it is relatively easy and inexpensive to find or replace parts and support. Desktops will have less difficulty to run and install software or applications. It is less hassle than carrying a computer around all day, worrying about batteries running out or losing wireless connectivity or dropping the computers. On cost saving - such as microphones, speakers, and headsets are available at low cost.

Disadvantages: Because it's stationary, you need to buy a desktop PC for each room in which you need access to your ERR software.

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Desktops typically take up more space than a laptop or tablet PC. While flat screen monitors and tower units save actual desktop tablet PC. You must purchase additional equipment to take full advantage of voice recognition and/or handwriting recognition programs. Laptops A laptop is a fully functioning computer that is small enough to be portable. Laptops can take advantage of wireless as well as traditional wired networks. A laptop can easily serve as a desktop computer to perform in a larger monitor.

Advantages: A laptop can easily be turned to allow patients to view information on the screen.

A opt is less unpleasant during patient interviews. Disadvantages: Although laptops are portable, some laptops has wider inches of the screen they can be heavy to carry Repairs and maintenance tend to be more expensive because laptops use non-standard or proprietary parts. You may have to send a laptop off-site for diagnosis and repair. Overall benefits of laptops: 1 . Laptops can open and find the note and chart easily on patient's interview before entering the room 2. Laptops can close the note right outside the room if you want to go ahead and have the patient leave before finishing a note. Laptops can have all settings and programs handy all the time - appointments, links, hospital links, etc. 4. Using laptops can look at patient easily over the top of the laptop and can easily show patients information with it. Tablet PC's Using ERR technology requires a certain adjustment in the way you're used to interacting with patients and their charts by using Tablet PC's. The first method is through tapping on a screen-based keyboard with the stylus. The second is through straight handwriting recognition.

Advantages: Tablets are truly portable and lightweight.

It is as powerful as a PC, but it doesn't require a keyboard. Instead, you add information by writing on the screen with a digital pen or stylus. Tablet PC's have integrated capability with voice recognition software that transcribes directly into the patient record. Disadvantages: Need longer learning curve to get used to it. Handwriting recognition dictionaries may not have fully integrated medical terminology yet. It may require more correction. There is not as much standardized software yet available for tablets. Screens are easily scratched and can become unusable without screen protectors.