



# Innovating the Future of Health Sciences

Health Sciences applies science to the study of health-related topics. The roles in this department include: department chair, program directors, deans, and leaders in developing plans and budgets. For students and faculty to thrive, medical schools need to be able to create highly individualized curriculums and will need a device that can keep up with these demands while maintaining security features.



## Challenges the Health Sciences Department Faces:

- Faculty whose research is highly focused
- Working efficiently in a range of environments: on the go, in the office, in a clinic
- Accessing information quickly and securely
- Disruptive innovation and keeping up with changes
- Funding
- Security breaches



## Their Ideal Device:

- Eliminates the delays of logging into multiple devices throughout the day
- Can capture electronic signatures or write progress notes with the Surface Pen
- Is lightweight and portable
- Is HIPAA compliant
- Has a long battery life
- Has HD cameras for documentation
- Has state-of-the-art security features



## Important Questions to Ask the Health Sciences Department:

- How many students do you have in your program?
- Would your students prefer to carry one device instead of two or more?
- How effectively are your students getting their work done?
- How much time do your students spend traveling between locations?
- How often do they typically replace or upgrade their laptops?
- Do their devices protect their data against the latest security threats?
- Do you need an evaluation unit to make a determination on a recommendation?
- What is the criteria for making a recommendation? Do you have minimum specifications or warranties?
- When do you need to have your product ready to go? What is your ideal date?
- When does your budget get approved?
- Who makes the final decision?



## Main Objections and How to Handle Them:

### “We already have laptops.”

Surface Go or Pro does everything a laptop can do without the bulk or weight. It runs on powerful Intel® processors to keep up with the most demanding day.

### “Our students don’t want to carry a ton of devices around.”

With Surface Go or Pro, your Health Sciences students and staff will no longer need to juggle tablets, laptops, and other devices. They can use Surface in tablet mode or in laptop mode.

### “It’s time-consuming to take notes in the office, then transfer that data again later on.”

Surface eliminates the delays of logging into multiple devices throughout the day. All software runs seamlessly across Surface devices and multiple user accounts, so users can access patient information quickly and securely. And, exceptional battery life supports extended hours working on the move. Surface allows professionals to get all their documentation done during patient visits instead of waiting until after hours.

### “We don’t have the capability to manage another device like tablets.”

Surface is more than a tablet—it’s a powerful business device with state-of-the-art Intel® Core™ or Intel® Pentium Gold processors. Which means it easily fits standard policies/practices already in use for Windows laptops. Health Sciences students and faculty will be more productive with the tablet-to-laptop functionality.



## Recommended Products:



### Surface Go 3

For a more pocket-friendly Surface device, the Surface Go 3 is a good solution. The Go 3 is perfectly portable and measures to be 10.5”, easily fits in a lab coat pocket, and has up to 11 hours of battery life. And compared to its predecessor, the Surface Go 2, the Go 3 is 64% faster.



### Surface Pro 9

Health Sciences students and faculty love the lightness, portability, and performance of the Surface Pro 9. With powerful new processors, optional 5G connectivity, and an ultra-portable design that starts at just 1.94 lbs., Surface Pro 9 is the 2-in-1 that can handle it all. The Pro 9 offers seamless support for patient care and is HIPAA compliant.



## Upsell Opportunities:

Complete the user experience with these Surface accessories. All accessories mentioned or shown are sold separately.

### Surface Go Signature Type Cover

Does your customer prefer to type their notes instead of handwriting them? Recommend the Surface Go Signature Type Cover. This accessory comes in a variety of colors making it more customized for the user.



### Surface Pen V4 Stylus

When customers use the Surface Pen, Surface devices have the option to transcribe those digital handwritten notes into typed-out notes.



### Surface Pro Signature Keyboard/ Slim Pen 2 Bundle

Add a touch of luxury to everyday tasks with the Surface Pro Signature Type Cover in Alcantara material - a perfect blend of sophisticated style, comfort, and technology. It is infinitely adjustable and designed to last in order to provide a full keyboard experience. The New Surface Slim Pen 2 stores securely and recharges in the New Surface Pro Signature Keyboard.

