


## Information Systems ISM 3011

Fall 2003  
Unit 2B

**This unit does not contain audio narration.  
Please use the icons to navigate!**

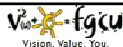
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## Assignment for Next Class

- Read chapter 3 (p. 84 - 123)
- Self-Assessment test (p. 123 - 124)
- Check that you know the key terms listed on p. 124
- Prepare review questions 1, 4, 5, 7, 8, 10, 11, 12, 15, 16, 20, and 22

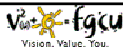
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## Chapter 2: Case Studies

This unit summarizes important aspects of the Case Studies 1, 2 and 3. The points are meant as a learning aid for you only. They are the key aspects, not a complete coverage of the issue. Please **compare** the following suggestions **with your own findings**.

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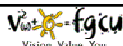


## Case 1, Question 1

*GE Medical System Builds Nation's First All-Digital Hospital*

- The Staff at the Indiana Heart Hospital will have to be literate in information systems.

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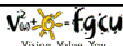


## Case 1, Question 2

*GE Medical System Builds Nation's First All-Digital Hospital*

- A major concern when developing a central health system would be the protection of patients' medical history from illegitimate usage.
- Modified entries can have lethal consequences.

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## Case 1, Question 2

*GE Medical System Builds Nation's First All-Digital Hospital*

- Patients want to control information about their health risks, as it influences insurance conditions and employment opportunities.
- Not every member of the medical staff needs the same access rights (doctors vs. nurses)
- Implement password protection with a co-signing mechanism (patient and staff have to enter their password)


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**Case 1, Question 3**  
*GE Medical System Builds Nation's First All-Digital Hospital*

- It would unify hospital communications among medical devices and information systems.
- Change management will be key to convince physicians.

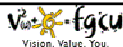
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**Case 1, Question 4**  
*GE Medical System Builds Nation's First All-Digital Hospital*

- Having central repository for medical records need not mean a monopoly. It could as well be regulated by the government and based on open standards.

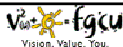
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**Case 1, Question 4**  
*GE Medical System Builds Nation's First All-Digital Hospital*

- Having central repository for medical records will save health care professionals valuable time, as doctors and nurses will not have to search for paper files. They will also be able to have up to date information about patient records.

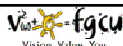
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**Case 2, Question 1**  
*Delta and Tellabs Seek Higher Return on Investment*

- The CIO should first explain to the staff that return on investment investigates the additional profits or benefits that are generated as a percentage of the investment in information systems technology.

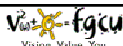
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**Case 2, Question 1**  
*Delta and Tellabs Seek Higher Return on Investment*

- The risk of job loss is always present.
- However, the company's profitability is a condition for its future existence.
- Automation increases productivity, which improves job security for the remaining employees.
- One cannot preserve employment by delaying the use of IT.


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**Case 2, Question 2**  
*Delta and Tellabs Seek Higher Return on Investment*

- Empowerment is more at the operational level and usually excludes strategic issues, which require a general view on the organization.
- Design of centralized information systems must be controlled, as every action might have side-effects.


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**Case 2, Question 3**  
*Delta and Tellabs Seek Higher Return on Investment*

- Very strict ROI standards prevent innovative, long-term projects, and tend to ignore strategic and intangible advantages.
- Jobs in the maintenance of legacy systems will be reduced.
- An employee can be crucial for the operation of the whole department, though his contribution might not be measurably associated to a project or task.

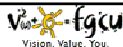
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**Case 2, Question 4**  
*Delta and Tellabs Seek Higher Return on Investment*

- They could use the data collected by their computer information systems to generate custom-tailored offers and to improve customer satisfaction.

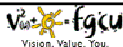
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**Case 3, Question 1**  
*Pressplay: Defining the Internet Music Industry*

- Pressplay should consider offering trial membership.

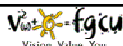
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**Case 3, Question 2**  
*Pressplay: Defining the Internet Music Industry*

- Introduce superior technological solutions
  - Payment systems
  - Suggest custom-tailored music collections

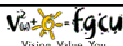
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**Case 3, Question 3**  
*Pressplay: Defining the Internet Music Industry*

- Similar industries/products
  - Books
  - Maps
  - Movies


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**Case 3, Question 4**  
*Pressplay: Defining the Internet Music Industry*

- Current problems that technology could help solve:
  - Payment & billing
  - Enhance usability
  - Increase download speed


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## Thank you!

Any questions? Please send an e-mail to [mhepp@computer.org](mailto:mhepp@computer.org)!

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