

The Business Case for Private Cellular in Healthcare

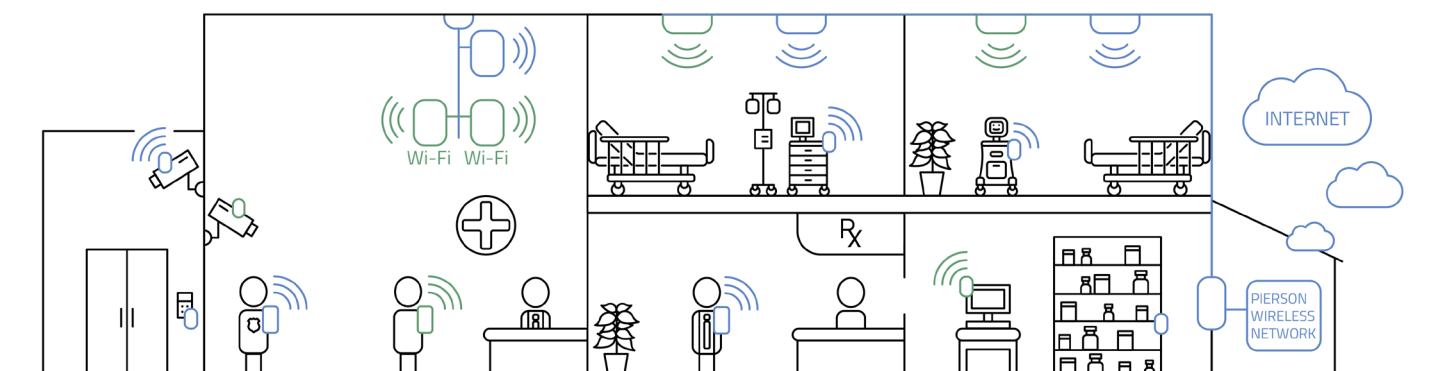
Connectivity is an operational investment

Hospitals depend on wireless connectivity for staff communications, mobile clinical devices, patient observation and facilities systems. As these demands grow, **leaders have an opportunity to evaluate whether existing networks support how their teams actually work.**

THE EXECUTIVE QUESTION

What could the organization gain by reducing disconnected workflows, staff search time and the complexity of maintaining separate systems?

The business case extends beyond network coverage. It includes the **time clinicians spend locating equipment, the cost of maintaining disconnected systems, and the operational impact of unreliable communications.** Understanding these factors can help healthcare leaders identify where private cellular may deliver measurable value—and where investment makes the most sense.



The operational challenge

Hospital staff move between departments and buildings while carrying communications devices, accessing patient information, and coordinating care. In environments where **connectivity is inconsistent or systems operate independently**, even routine tasks can require additional steps, interrupt workflows, and consume valuable staff time.

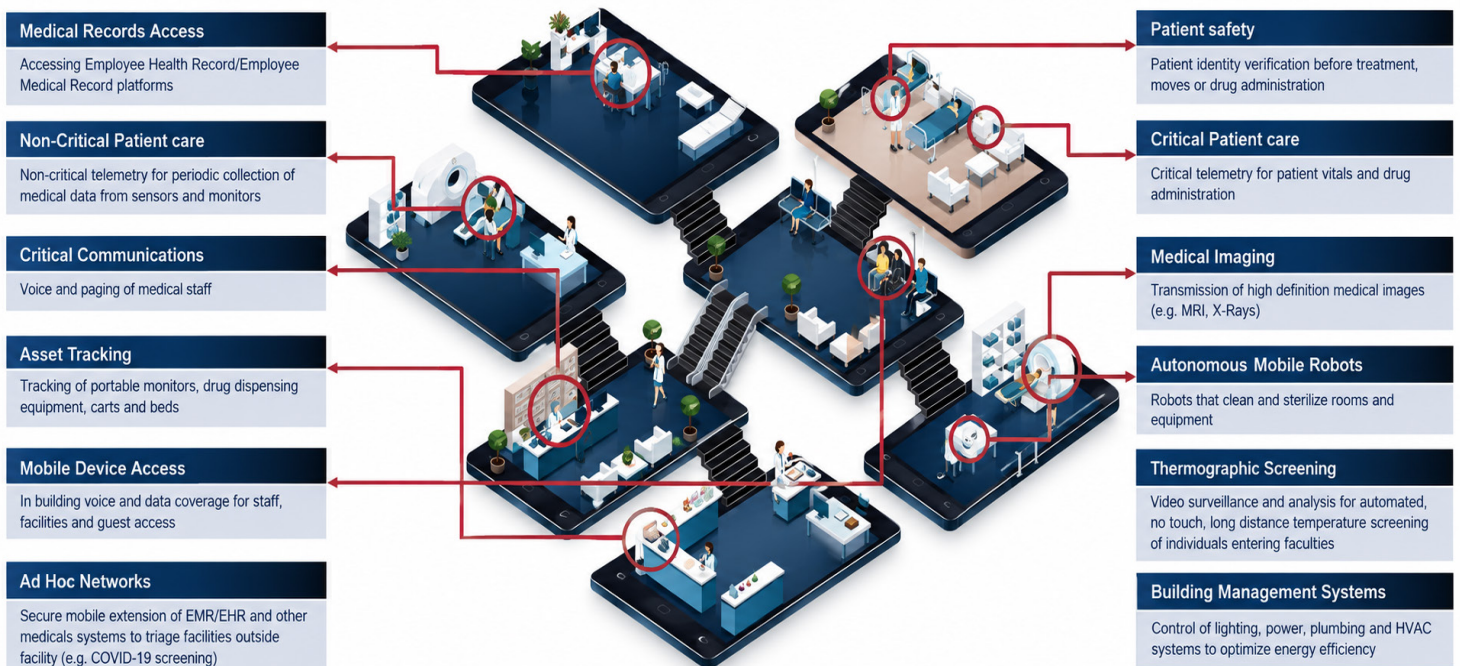
As hospitals introduce more connected medical devices, real-time monitoring, and location-based applications, these challenges become increasingly complex. The opportunity is not simply to improve wireless coverage, but to create a **more consistent communications environment** that supports clinical mobility, **reduces unnecessary administrative work**, and allows staff to focus more of their time on patient care.



“When you look at the range of applications—from clinical operations to building management—the flexibility that private cellular provides is really powerful.”

- Don Gawf | Director of Private Networks -

Applications at Glance



The ROI is in the operations—not just the network

The cost of a network is only one side of the equation. A financial assessment should consider staffing, equipment, maintenance, integration and operational disruption.

01 Staff time

Measure minutes spent locating equipment, reconnecting devices or repeating communications. Validate how much time can realistically be recovered.

02 Asset utilization

Track equipment availability, unnecessary rentals and underused inventory. Better visibility may support more efficient purchasing.

03 Legacy system costs

Compare pagers, DECT, radios and siloed networks with the capital and operating costs of a shared architecture.

04 Continuity and quality

Evaluate measurable delays and manual work-arounds. Consider patient-care impact separately from financial estimates.



"This is not just about the latest and greatest technology and the biggest throughput ... **all of this means dollars and cents.**"

DAVID O'BYRNE / DRUID SOFTWARE

Understanding the Full Investment

Current operating costs

Existing labor, equipment, maintenance, and network expenses.

Potential applications

Clinical and operational use cases with opportunities for measurable value.

Total investment

Infrastructure, integration, deployment, and ongoing support costs.

Measurable outcomes

Changes in efficiency, utilization, reliability, and operational performance.

Evaluating the Business Value of Private Cellular

For healthcare organizations, the value of private cellular depends on operational priorities, existing infrastructure, and long-term connectivity needs. Several considerations can help frame the conversation around potential efficiencies, investment, and future growth.

01

Operational Challenges

Where could connectivity gaps or disconnected systems be creating unnecessary operational challenges?

02

Cost & Efficiency

What opportunities exist to reduce costs, save staff time, or improve operational efficiency?

03

High-Value Applications

Which clinical or operational applications could benefit most from dedicated wireless connectivity?

04

Existing Infrastructure

How could private cellular complement existing Wi-Fi, DAS, and clinical systems?

05

Long-Term Scalability

How might connectivity requirements evolve as new devices, applications, and technologies are introduced?

Explore What's Possible for Your Healthcare Network

Every healthcare environment has unique connectivity requirements. Pierson Wireless works with organizations to evaluate their wireless infrastructure, identify opportunities for improvement, and explore solutions that align with operational and long-term technology goals.

Let's start a conversation.