



Press Release  
Paris, December 9, 2014

## 3M chooses Orange Business Services to help with the digital transformation of its healthcare business thanks to the launch of an innovative oral-care solution

In Europe, 3M now relies on Orange Business Services' secure cloud platform – Flexible Computing Healthcare– to host both its medical applications and patient information. Orange Business Services support will be implemented with the launch of the 3M™ True Definition Scanner – a digital scanner developed by 3M's Oral Care Business Unit.

### Flexible Computing Healthcare: the core of the new 3M Oral Care digital solutions

3M and Orange Business Services designed an advanced solution, illustrating 3M's digital connectivity transformation. 3M™ True Definition Scanner, an intra-oral digital camera, provides highly accurate digital scans and handles secure data transmission to production centers where prosthetic and orthodontic works or moldings are produced via 3D printers. It provides better patient care, saves time and maximizes the comfort offered to dentists, orthodontists, dental technicians and patients.



This platform also requires the storage and sharing of patient data. With the Orange Flexible Computing Healthcare solution, 3M implemented a solution complying with the legal requirements of the French Ministry of Health. The French legislation, one of the most stringent in Europe, requires that the data be hosted by an organization approved by the Ministry of Health.

### Digital transformation of 3M's healthcare business

The development of e-health technologies, symbolized by the migration from hardware tools to connected systems, responds to a genuine desire to transform its business model. The main challenge faced by 3M on this project was to implement a flexible infrastructure to deploy its solutions in its various European subsidiaries, while complying with local regulations.

3M, a world leader in medical and oral care systems, has set the ambition to strengthen its health business by offering its solutions via the cloud "as-a-service" available in Europe.

To provide the best possible support, Orange Business Services and the Orange Healthcare business unit implemented the Flexible Computing Healthcare solution and leveraged its extensive e-health expertise and knowledge of the legal and local requirements applicable to the storage of personal and administrative information. On this project, Orange Business Services also leveraged the expertise of the Orange Consulting business unit to design the international implementation strategy – from market research to actual country-by-country implementation.

*"With Flexible Computing Healthcare, we support the introduction of the new 3M e-health platform and actively contribute to its integration to a connected market. We are particularly proud of this collaboration with 3M, which comes at an important time in their history." said Thierry Zylberberg, Director, Orange Healthcare.*

*"The Orange Flexible Computing Healthcare hosting solution is a perfect fit for our development strategy in the field of digital solutions for healthcare professionals. As a major player on this market, 3M must comply with all legal frameworks to offer to its customers improved security levels and ease of use. In addition, the protection of health data is a sensitive issue, and that's why 3M wished to partner with a globally recognized partner, " added Karim Mansour, General Manager of Health Markets, 3M France.*

With this first experience, 3M expands its family of digital solutions and now offers its new Unitek™ Treatment Management Portal (TMP) for Incognito™ also hosted by Orange. TMP is an online order management platform connected to the Lingual Incognito™ orthodontic production system. This platform handles information exchanges, visualization of patient dental scans, malocclusion models, setup proposals, and more.

3M True Definition Scanner is an Im class medical device according to Directive 93/42 EEC. CE0123 marking. 3M Deutschland GmbH. Germany. Carefully read the information on the package leaflet or package before use. Distributed by 3M France, 95006 Cergy-Pontoise Cedex. 3M and True Definition Scanner are trademarks of 3M Deutschland GmbH. © 3M. All rights reserved. June 2014.

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### **About 3M Health Care**

3M Health Care offers solutions in the medical, oral care, drug delivery, food safety and health information markets. We have an unparalleled ability to connect people, insights, science and technology to think beyond today, solve problems, and make better health possible. Our culture of collaboration empowers us to discover and deliver practical, proven solutions that enable our customers to protect and improve the health of people around the world.

### **About 3M**

3M captures the spark of new ideas and transforms them into thousands of ingenious products. Its culture of creative collaboration inspires a never-ending stream of powerful technologies that make life better. 3M is the innovation company that never stops inventing. With \$31 billion in sales, 3M employs 89,000 people worldwide and has operations in more than 70 countries. For more information, visit [www.3M.com](http://www.3M.com) or follow [@3MNews](https://twitter.com/3MNews) on Twitter.

### **About Orange Business Services**

Orange Business Services, the Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in more than 160. Offering a comprehensive package of communication services covering cloud computing, enterprise mobility, M2M, security, unified communications, videoconferencing, and broadband, Orange Business Services delivers a best-in-class customer experience across a global landscape. Thousands of enterprise customers and 1.4 million mobile data

users rely on an Orange Business Services international platform for communicating and conducting business. Orange Business Services was awarded four of the telecom industry's highest accolades at the annual World Communication Awards 2013 – Best Global Operator, Best Cloud Service, Best Enterprise Service and Best Small Business Service. Orange Business Services is the only seven-time winner of Best Global Operator. Learn more at [www.orange-business.com](http://www.orange-business.com) or follow us on LinkedIn, Twitter or Facebook.

Orange is one of the world's leading telecommunications operators with annual sales of €41 billion in 2013 and has 159,000 employees worldwide at September 30, 2014. Orange is listed on the NYSE Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

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#### Orange Healthcare, the health division of Orange

In the last decade, Orange has gained substantial experience through close collaboration with healthcare stakeholders, and this was reinforced at the end of 2007 by the creation of Orange Healthcare, its Health division. Within Orange Business Services, Orange Healthcare has the technological know-how to be able to develop solutions which are not only simple, reliable and effective for medical and personal care services, but also contribute to bringing innovative solutions to the needs of patients and healthcare professionals.

These new technologies play a crucial role in modernising and improving healthcare solutions, by optimising medical practice whilst guaranteeing quality and equal access to care services. Facilitating the transmission of medical data, reducing administration costs, improving patient monitoring, developing systems for observation and risk management to increase prevention rates, optimising and customising disease management by the patient, helping dependent people stay in their own homes... these are all new services developed by Orange Healthcare.

Find out more at: [www.healthcare.orange.com](http://www.healthcare.orange.com)

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