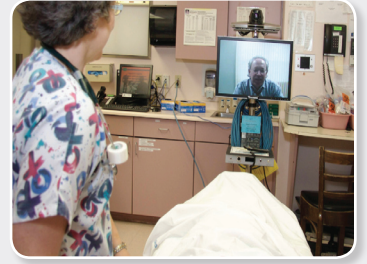


10 Ways Healthcare Facilities are Using Video Conferencing to Improve Patient Outcomes, Increase Revenues, and Reduce Expense.

Whether managing a large urban hospital or a small rural facility, healthcare IT managers report that video conferencing has successfully addressed a host of educational, managerial, and patient challenges.

After conducting lengthy interviews with seven healthcare IT managers across the U.S., researchers report that video conferencing helps solve at least 10 key challenges which have impacted their organization positively. Specifically, video conferencing has helped healthcare facilities to:

- 1. Increase patient access to specialists and improve level of care.** Video conferencing has allowed one hospital access to more trauma specialists from other locations. By providing residents the ability to remain in their home community for care, patient outcomes are improved. Says one IT manager, "We can't seem to recruit physicians, specialists in particular, to this location. They leave after a year. Video conferencing has enabled us to have access to certain specialized services."
- 2. Improve delivery of treatment.** The creation of a central monitoring station that is remote to any hospital in the system has changed the way ICU care is delivered at a 600-bed teaching hospital and associated network in Pennsylvania. Vitals and status of patients are monitored constantly from a control console. The staff can call codes, initiate treatment orders, and determine if patients are ready for a step down unit. "We have never changed the level of staffing on the floor even though we have increased the usage of and advanced the level of care in the ICU," reveals the IT manager.
- 3. Reduce the need to transfer patients and thus retain revenues.** By using video conferencing to provide specialized ongoing care to patients, it creates more revenue opportunities for a hospital and network of clinics in upstate New York. In the past, these patients would be transferred to other hospitals.
- 4. Recruit top doctors.** Technology, like video conferencing, has proven to be an important element in recruiting physicians. "As younger doctors become the power brokers in the hospital, more technology is being used because they demand it," says an IT manager.
- 5. Achieve acquisitions strategies below budget.** An upstate New York hospital has been able to add new facilities to its portfolio without significant incremental travel spending by integrating the new facilities into their system through video conferencing.



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"As we move into high-definition video conferencing, clearer pictures and shorter time lags make it easier for doctors to support clinical diagnoses and consult with patients."

6. **Recruit and train more nurses.** Video conferencing helps address the nurse shortage in many hospitals. One hospital found that nurses who are trained in their local communities through video conferencing tend to remain in those communities in larger numbers than those who are trained elsewhere.

7. **Improve ongoing staff training.** At a Midwestern network of clinics, new employees are trained in larger groups across multiple locations for common issues like benefits, hospital policies, or compliance. In addition, new information can be presented to several locations in a single session. For example, if the nursing desk application has been updated, teams of nurses can be trained at the same time rather than one at a time.

8. **Reduce meeting overload.** Regularly scheduled management and staff meetings are conducted via video conferencing. By making it easier for staff to attend, meeting attendance has improved. "There is no way we can afford the inefficiency of having managers or residents travel three or four hours for a meeting," says one IT manager. Plus this healthcare facility is able to reduce travel costs and increase patient care as there are fewer staff absences.

9. **Satisfy C.M.E. requirements.** At New York and Philadelphia-area hospitals, doctors who had trouble finding time to travel to continuing education courses kept their skills sharp and certifications up-to-date by taking the courses through video conferencing.

10. **Meet green initiatives.** Video conferencing reduced the amount of travel and the associated carbon footprint, meeting the environmental objectives of one hospital.

Consider HealthCare Solutions from TANDBERG.

Providing healthcare services in today's world includes constant pressure to increase the quality of patient care, reach new markets, provide new services, and control costs. TANDBERG® HealthCare Solutions have aided medical professionals in increasing patient care by ensuring that they are doing what they do best — treating patients. Inspired by customers and their demand for continual innovation, TANDBERG has become the proven technology leader with the strongest end-to-end total solution in the industry. And, only TANDBERG has the exclusive endorsement of the American Hospital Association (AHA).

To learn more about how your healthcare facility could improve patient care, increase operating efficiency, boost revenues and decrease expenses through video conferencing, or to set up a personal demo, visit www.tandberg.com/learn or call TANDBERG now at 877-213-1979.



"We've been able to connect and see children in ERs where, unequivocally, a picture is worth a thousand words. We've been able to consult at a distance and even offer a diagnosis in child abuse cases. We've been called up in ERs, as well as ICUs."

"There is no way we can afford the inefficiency of having managers travel three or four hours for a meeting."



TANDBERG's Video conferencing Solutions have the exclusive endorsement of the American Hospital Association (AHA).