

Love at First Sight

LifeSize videoconferencing solution from IPC Technologies brings benefits into focus for Bon Secours Charity Health System.

“
IPC was very helpful, especially initially in helping me become familiar with the technology. They provided a lot of insight into how this stuff works, the choices of equipment and the options for implementation.
 ”



It turns out that seeing really is believing when it comes to the latest videoconferencing solutions offered by IPC Technologies. A brief on-site demonstration was all it took to persuade executives of the Bon Secours Charity Health System in New York that a videoconferencing system from LifeSize could be an important collaborative tool with numerous cost and business benefits.

“We’re very cost-conscious at Bon Secours — we carefully evaluate anything we’re considering spending money on to make sure it is a wise investment,” said Bernard Berger, Manager of Telecommunications for Bon Secours Charity Health System (BSCHS). “IPC arranged the on-site demonstration between two of our facilities. They came in, hooked it up over our network and ran a conference among some of our key administrators, who fell in love with it immediately.”

BSCHS includes three hospitals in southern New York: Good Samaritan Hospital in Suffern, Bon Secours Community Hospital in Port Jervis,

and St. Anthony Community Hospital in Warwick. It is part of the Bon Secours Health System, a \$2.9 billion not-for-profit Catholic health system that owns, manages or joint ventures 18 acute-care hospitals, one psychiatric hospital, five nursing care facilities, four assisted living facilities and 14 home care and hospice programs in seven states.

BSCHS administration asked Berger to investigate videoconferencing solutions as a means for reducing travel time and costs for executives, managers and physicians at the three hospitals, which are about an hour apart.

“Because we are a system of hospitals with three different facilities under one umbrella, a lot of our departments are intermingled,” said Berger. “The manager of one department here at Good Samaritan — the director of nursing, for example — might have responsibility for the same departments in Port Jervis and Warwick. As a result, we had a lot of people driving two hours, back and forth, every day for meetings.”



IPC is one among a short list of this country's premier IT solutions providers, delivering to our clients award-winning Consulting Services, Managed Services, and Training. Delivering solutions that make good economic sense to businesses and organizations, IPC supports an ever-changing array of "Best of Breed" Technology Products. Our clients, ranging from Fortune 50 firms to start-up enterprises, have experienced attractive returns on investment from technologies implemented and supported by IPC since 1981.

In the Neighborhood

Berger had limited experience with videoconferencing systems, so he contacted his counterpart at Bon Secours Richmond (Va.) Health System, which had recently purchased a LifeSize system from IPC Technologies. Although IPC is headquartered in Richmond, Berger was pleased to learn that the company has four branch offices in New York and northern New Jersey.

In IPC, Berger found a vendor that not only had exceptional knowledge of videoconferencing solutions through its partnership with LifeSize, but also the strong local presence to help with procurement, implementation, technical support and troubleshooting.

"IPC was very helpful, especially initially in helping me become familiar with the technology," said Berger. "They provided a lot of insight into how this stuff works, the choices of equipment and the options for implementation. Coming to our facilities in New York and setting up the on-site demonstration was a huge benefit."

Picture Perfect

IPC worked with BSCHS to acquire and implement a combination of LifeSize Express and LifeSize Team 220 systems to provide multipoint conferencing with dual high-definition video display and camera support, digital input and output connections, an embedded four-way, full HD multipoint control unit and dual microphones.

BSCHS actually had an older videoconferencing system from another vendor, but it wasn't used much. That is a common occurrence with legacy systems that simply aren't sophisticated enough to replicate the experience of a face-to-face meeting. Lip-syncing problems, audio distortion and other time-delay issues can result in a poor user experience.

However, LifeSize has changed the game with a family of solutions that deliver the highest-available resolution on the market and the best motion handling with half the latency — even at low bandwidths. The technology research firm Frost & Sullivan presented LifeSize with a 2010 Best Practices award, naming LifeSize HD video communications solutions as the most effective for health-care providers, with the highest overall rating for features, ease-of-use and service, and price competitiveness.

Like Being There

The key for Berger and the BSCHS administration is that the LifeSize solutions deliver an astounding sense of realism. People appear life-size on screen and the meeting can take place in stereo

surround sound. Conference participants make real eye contact and observe non-verbal signals such as body language or facial expressions that can contribute to a productive meeting.

"As long as you have a good-sized Internet connection, it's literally like you're sitting in a room together," said Berger.

The LifeSize systems allow users to share desktop content such as graphics files, spreadsheets and PowerPoint presentations between locations, which leads to better communication, improved collaboration and faster decision making. In addition, the LifeSize Desktop application allows BSCHS executives and mobile workers to join conferences from a laptop or a PC, enabling anywhere/anytime connectivity.

IPC also provided mobile carts that allow BSCHS to easily move the entire conferencing solution between departments, eliminating the reliance on a static conference room environment. The carts provide support for a 42-inch monitor, multiple camera mounting options, integrated cable management, and generous component storage.

"We just wheel them from room to room. As long as there's a network jack, we're in business," said Berger.

The Big Picture

Mobility, ease of use and the quality of communication has made the LifeSize systems extremely popular throughout Bon Secours Charity Health Systems.

"Everyone is so happy with it. Those of us in IT/telecommunications are getting a real pat on the back for bringing this in," said Berger. "We've saved a significant amount of money on travel, but more important is that our executives have dramatically reduced their travel time for taking care of administrative decisions and face-to-face meetings. Plus, they love being able to conference in when they are working at home or on the road. Our doctors are also using it now to conference with other medical facilities for learning purposes."

BSCHS uses the system for conferencing with other hospitals in and out of the Bon Secours system, all along the East Coast and occasionally with facilities in other countries. There are already discussions about expanding the system.

"It's proven to be a form of communication that saves a lot of time and money and encourages more collaboration," Berger said. "We have been extremely pleased, and we have a very good impression of IPC. They've been very helpful and have been a good resource for us. They are certainly a good company to deal with."