

## Three Healthcare Providers Take a New View — Reduce Treatment Costs

Providing healthcare services today brings constant pressure to increase the quality of patient care, reach new markets, provide new services and control costs. See how TANDBERG® Telehealth Solutions solve a variety of healthcare challenges to:

- ▶ Permit remote neurologists to see patients at bedside in minutes, allowing them to save lives with time-critical stroke medication
- ▶ Use interpreters as needed — instead of paying them to come to the hospital and wait while patients sleep after surgery
- ▶ Allow residents to attend important lectures, without reducing their time with patients

### SPECIALISTS ON CALL: Neurologists to Bedside in 15 Minutes

Specialists On Call (SOC), a remote telestroke program, uses TANDBERG video conferencing technology to get critical care neurologists and other specialists to patients' bedside within 15 minutes.

For victims of stroke, time of treatment is critical especially for those who qualify for treatment with the clot-busting drug known as tPA, which must be administered within three hours of the onset of symptoms.

The national average of patients with clot-related strokes who receive tPA is just 5 percent — and the number is so low because many patients don't get to the Emergency Department, and a capable neurologist in time. SOC patients are two to three times more likely to receive this life-saving drug.

John Moynihan, Chief Technology Officer of SOC, says "The nurse just wheels the unit to the end of the bed and flips a switch — that's it. Our physicians are the ones who initiate the call and control the system from their end. This is important in the chaotic environment of an Emergency Department. Once the call is initiated the doctor is at the patient's bedside, providing one-on-one attention. The patients love it because they feel that the doctor is totally focused on them."

In addition to shortening time to treatment, Specialists On Call is actually increasing the number of hospitals who use tPA. As Dr. Colin McDonald, SOC founder, says: "tPA can be a life-changing drug, but it is also a very intimidating drug to administer because of side effects such as intracranial bleeding. All of the patients who received tPA from our neurologists did so at hospitals that otherwise had no ability to administer the therapy. We're bringing this therapy to patients and hospitals who otherwise would not have the chance to benefit from this revolutionary therapy."



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— John Moynihan  
CTO  
Specialists On Call

## HOLY NAME HOSPITAL: Saving 80% on Interpreters

For years, Holy Name Hospital used telephone interpreters to treat its non-English speaking patients. But the lack of visual cues between the interpreters and the patients sometimes led to confusion.

Today, Holy Name uses TANDBERG video conferencing for immediate access to interpretation services. Patients do not have to wait for an interpreter to arrive to receive care, and they never have to rely on family members who may not be trained in medical terminology or able to handle the stress of an emergency situation. What's more, the hospital saves both time and money, vastly improving their ability to get patients the right care at the right time.

"TANDBERG's ease of use, picture and audio quality, and innovations like the TANDBERG Tactical MXP really put them at the forefront in choosing a vendor," says Jonathan Hirsch, Director of Guest Services and Patient Advocate at Holy Name Hospital. "Patients are immediately comfortable using them — in fact, I had one gentleman hug me because he was so happy to have had such a great experience at a hospital."

In addition to non-English speaking patients, Holy Name also treats patients who are deaf or hard of hearing. This might require a sign language interpreter to be onsite during a 10-hour procedure "even if the patient were asleep for five of those 10 hours," Hirsch says. "With video, we connect visually with the interpreter only when needed, which can result in over an 80% savings for a single incident."

## NYU MEDICAL CENTER: Helping Residents Treat More Patients

At the New York University (NYU) Medical Center's Department of Pediatrics, a TANDBERG solution allows residents to provide a high level of patient care while keeping up with their demanding educational regimen.

The department requires residents to attend daily conferences at three different locations. Trekking across the huge campus continually reduced the amount of time they could spend with patients.

"Our residency program lasts three years," says chief resident Dr. Erica Shapiro. "During their time with us, of our 58 residents, only 30% to 50% of them were able to attend any particular lecture, usually because they were concerned about a patient they were treating."

NYU Medical Center installed a total video network consisting of three customized distance learning rooms at each campus, the TANDBERG Content Server for streaming and archiving video calls, as well as the TANDBERG Management Suite for easy scheduling, monitoring and overall system management. The solution proved to be a perfect fit for NYU pediatrics instructors and students.

Attendance has improved dramatically, from 30% to 50% available residents to more than 90% on a consistent basis.

"The TCS product has helped ensure all our residents gain access to the lectures and presentation materials," Shapiro says. "Even those who can't attend the conference due to night float, patient emergencies, vacations or other commitments. Now, during their available time, everyone who missed a lecture can view it — from any PC, at any time of day, easily."



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Founder  
Specialists On Call

## CONTACT US:

TANDBERG technology is inspired by our customers and their demand for continual innovation. To talk with a TANDBERG representative to see how TANDBERG can get your organization connected in an instant, go to [www.tandberg.com/learn](http://www.tandberg.com/learn). Click on the call-me button to set up an appointment or call us at **1-877-213-1979**.

## ABOUT TANDBERG

TANDBERG is a leading provider of telepresence, high-definition video conferencing and mobile video products and services. TANDBERG Solutions have aided medical professionals in increasing patient care by ensuring that they do what they do best – treating patients. TANDBERG products and services provide patients with universal access to healthcare no matter where they reside. The Company has dual headquarters in New York and Oslo. TANDBERG designs, develops and markets systems and software for video, voice and data communication. The Company provides sales, support and value-added services in more than 90 countries worldwide.

TANDBERG is publicly traded on the Oslo Stock Exchange under the ticker TAA.OL.



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

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