Holy Cross Hospital

Vidyo's Telemedicine Platform Delivers Life-Changing Visual Interactivity and Data Sharing Between Hospitals, Extended Care Facilities, Patients and Families

Located in Silver Spring, Holy Cross Hospital is one of the largest hospitals in the state of Maryland. Founded in 1963, the facility is today a 448-bed teaching hospital offering a full range of inpatient, outpatient and community-based healthcare services, with specialized expertise in women and infant services, senior services, surgery, neuroscience and cancer. It is the only hospital in Maryland to receive the Workplace Excellence Award from the Maryland Work-Life Alliance every year since 1999.To maintain that level of outstanding achievement, Holy Cross prides itself in making sure that its patients have access to the most state-of-the-art healthcare innovations currently available, and that its medical staff is equipped with equally cutting-edge tools with which to achieve a high level of success in their positions.

When Dr. Andrew Barbash, Medical Director of Neurosciences and Virtual Care Services at Holy Cross, was given the responsibility of identifying a video conferencing and collaboration system for the new Virtual Care Services program at the hospital, he knew that not many existing products or technologies would satisfy the criteria that was essential to the program's success. The specialists at Holy Cross had very specific requirements for their program. They needed an exceptional quality video communications product that would support its critical internal and community health programs. Physicians and other staff needed to easily connect with patients, caregivers and other providers beyond the limits of the hospital, including extended care facilities, nursing homes, rehabilitation facilities and even the homes of patients and their families.

According to Barbash, there have been, traditionally, two missing ingredients that are necessary in order to provide the best patient care possible: 1) The ability for medical professionals to visually collaborate quickly and easily with each other about a patient's condition and treatment, and 2) Immediate, clear and natural communication with the patients and their families – regardless of any geographical distances - to build a solid understanding and trust of medical staff and whatever treatment is recommended. He was determined to address these critical concerns in the planning and launch of Holy Cross's Virtual Care Services.

Barbash and his team needed to overcome a variety of communication challenges at the hospital, including access challenges; making sure all medical staff and patients had access to visual communications, from wherever they were, both inside and outside of the hospital campus. They also needed a system that would allow impromptu, unscheduled video meetings when needed. Barbash searched for a flexible video conferencing platform that could be easily and affordably deployed and maintained without the need for a fulltime IT staff; one that allowed him and other physicians to visually communicate and share important test results, scans, and other critical data when they were "on the go" … not just from their respective offices or conference rooms. When they witnessed Vidyo in action for the first time, in early 2010, Barbash felt confident that the goals of his Virtual Care program could be accomplished.

CHALLENGE:

Delivery of quality care to remote clients; need to schedule travel and sessions weeks ahead; inflexible video conference systems; heavy IT support requirement, no on-demand video access from inside or outside; lack of visual communications mobility.

SOLUTION:

Vidyo for Healthcare as a Cloud service from ID Solutions.

RESULTS:

Vidyo is now an integral component of the Virtual Care Services at Holy Cross Hospital used in a variety of setting by physicians, clinical staff, nurses, patients and their families, saving money, reducing travel time, lowering stress levels of patients and their families, and raising the level of efficiency, quality and reach of communications throughout Holy Cross Hospital and its community clinics and the many patients who depend on them.

Vidyo®
Personal Telepresence

MORE INFO:

www.vidyo.com
www.holycrosshealth.org

VIDYO, INC:

Phone: +1.866.99.VIDYO
+1.866.998.4396
+1.201.289.8597

Fax: +1.201.490.5340

Email: VidyoInfo@vidyo.com

Web: www.vidyo.com

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VidyoConferencing: A Revelation for Virtual Care

According to Dr. Barbash, "When I first discovered Vidyo and realized the amazing quality and simplicity of this visual communications tool that could be accessed via the Internet and other public networks – from any device, I knew this was the solution for us." Barbash contacted Vidyo, who introduced him to ID Solutions, one of the leading value-added resellers in the United States, who assisted Holy Cross in deploying Vidyo as a service, further demonstrating the many features and benefits of Vidyo for Healthcare via their Cloud/Hosted solution called "ID VideoPhone," a co-branded service based on Vidyo's platform.

The Virtual Care program's main objectives included offering its users access to expert, specialty care in a secure, reliable, very high quality, but virtual manner that would address not only workflow needs but also respect the time and necessary efficiency of both the Hospital clinics and the specialists. "I believe that visual communication is necessary for any meaningful clinical interaction and clinical decision making to take place," said Barbash.

Vidyo: The Best Prescription for Curing Telehealth Ailments

Vidyo is now at the core of Virtual Care Services at Holy Cross Hospital. "VidyoConferencing for Healthcare has eliminated a host of concerns and limitations at Holy Cross," said Barbash. Citing ease of use and minimal IT support as two of the top advantages of Vidyo for Healthcare, Dr. Barbash also notes that Vidyo's ability to integrate with existing desktops, laptops and mobile devises is another key benefit. "Vidyo's limitless versatility and scalability allows us to add new, innovative devices to the system as they come to market." Today, through the Holy Cross Virtual Care program, Vidyo is being used for a variety of communication needs such as: patient-physician consultations, remote patient diagnostics, patient-family member collaboration, remote surgical consultations, tele-stroke and tele-neurology, behavioral health consultations, tele-home care and home health care, remote physician-specialist consultations, Resident and Intern training and education (CEU – Continuous Education Units), geriatric home health care, remote triage and Speech Language Therapy.

Dr. Barbash couldn't be happier: "I've been actively using and sampling virtual communications and collaboration tools in my practice since 2006, and for almost as long I've been a crusader, urging my medical colleagues to do the same. Since I found Vidyo and ID Solutions, I've moved from being an advocate to an evangelist. My mission is to convince medical practitioners to stop using the phone for communications and help them realize how important it is to SEE the people with whom they're communicating. Vidyo is the best platform available to make that a widespread reality in healthcare; easy, affordable, flexible … simply outstanding."

Dr. Barbash sums it up like this: "As soon as people actually use Vidyo they instantly 'get it.' Vidyo delivers a clear, natural, secure and reliable means of communicating … as simple as a phone call. With the added dimension of seeing the people with whom I'm speaking, I get the value of interacting with added information. It takes me far less time to understand a situation and exchange information than when I'm using a voice-only telephone. That adds up to an enormous amount of time and effort saved. Vidyo is a revelation."