Case Study:
Cyberfish

Cyberfish® Builds Its Interdisciplinary International Cybermedical Community® on Vidyo

Summary

Vidyo improves patient care and helps save more lives in Switzerland by securely connecting international medical professionals with Cyberfish.

RESULTS

90+   International Hospitals Access More Medical Professionals

2.5k+   Physicians and Specialists Registered

CHALLENGE

Provide medical professionals with a video conferencing-based service that would enhance interdisciplinary collaboration and create an exclusive community to improve patient care, first in Switzerland and expanding worldwide

SOLUTION

VidyoRouter
VidyoPortal
VidyoGateway
VidyoProxy
VidyoRoom
VidyoDesktop
VidyoMobile on iPad2 tablets

ABOUT CYBERFISH

Cyberfish specializes in audio and visual communication solutions, equiping aircrafts with the latest communciations technology.

FOUNDED: 2005

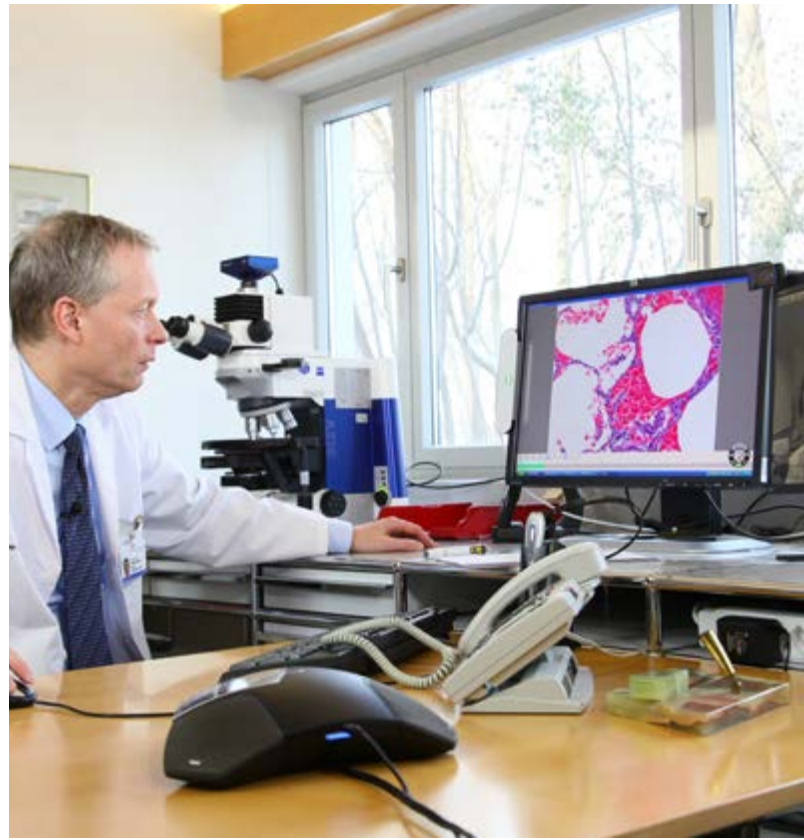HEADQUARTERS : Bennau, Switzerland

The practice of medicine is inherently collaborative. When primary physicians, pathologists, radiologists, and other medical professionals workvtogether, they can treat patients more effectively. Telemedicine promises to make collaboration more efficient, by substituting video-based communications for travel by medical providers and their patients, improving patient care and saving lives.

Cyberfish, Switzerland-based audio-visual experts, realized that providing just any video conferencing technology wasn't enough for effective telemedicine. They recognized the need for a connected community of medical professionals made possible by one video conferencing platform. Their vision is now Cyberfish's interdisciplinary, international Cybermedical Community®, built on Vidyo® technology.

"We knew that the telemedicine technology underlying the Cybermedical Community must be able to work anywhere, transmit high-quality images over normal Internet connections, provide real-time access to case data such as lab results and histological sections, allow several people to interact simultaneously, be easy to operate, and include the stringent security features required for medical communications," said Urs Wattenhofer, Chairman of Cyberfish. "Vidyo was the only platform with everything we needed. It is as easy to deploy and use as Skype, but with security and reliability features built in. Vidyo adds the flexibility of operation everywhere from telepresence rooms to desktop and laptop computers and now even iPad tablets."

"We spent a lot of time talking with medical professionals of all kinds to determine their unique, individual requirements before putting together a turnkey service that we manage for our medical community customers," said Wattenhofer. Responding to a Swiss hospital's request for proposals, Cyberfish competed against established industry giants to get started in telemedicine. Using the Vidyo codec as the basis of its solution,

Cyberfish was the only vendor that offered a live telepresence demonstration with a doctor in the hospital's own environment, and the only solution that offered Vidyo's invitation feature for instant connection.

Cyberfish was awarded the contract – which required approval by the Swiss government to ensure that medical data was being adequately protected during video conference transmissions. Since that first success, the Cybermedical Community has expanded to more than 90 hospitals in Switzerland as well as to medical facilities in Germany, Nepal, the United Arab Emirates, and Palestine. More than 2,500 physicians have registered with the Cybermedical Community, including leading specialists. The Vidyo-based technology is also used in medical education and training, allowing medical students to watch surgeries without requiring dedicated video conferencing installations and communications networks.

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> *-Urs Wattenhofer, Chairman, Cyberfish*

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The Cybermedical Community is a closed community for authorized medical professionals only, making it more secure for physicians to participate. One of those physicians is Prof. Dr. Joachim Diebold, Director of the Institute of Pathology at Cantonal Hospital Lucerne, Switzerland.

"The main advantage of Vidyo, is being able to access video conferences from our desktops," Prof. Dr. Diebold said. "We have used Vidyo since 2009 for optimizing our Tumor Boards, where the pathologist, radio-oncologist, and oncologists of the central tertiary hospital provide their expertise to smaller peripheral hospitals for tumor cases. Using Vidyo, we can share X-ray images and live microscope images. We have also created a network on the Cybermedical Community of all the major university and non-university pathology departments in the country, which gives our institute access to the expertise of all our colleagues."

"No matter where they work and what their specialty might be, medical professionals everywhere now consider themselves part of a single medical community," said Wattenhofer. "The Cybermedical Community taps into this, allowing doctors to work directly with other doctors, without the need for any special hardware equipment to be installed at their sites. With the Vidyo technology as our base, we have the flexibility to add requested features in short time"

Previously, collaboration might have meant a doctor preparing diagnostic images, putting them on a CD and sending them to colleagues or top specialists to review, then physically traveling to discuss the results and recommendations for treatment. Now, Cybermedical Community physicians can exchange and discuss diagnostic images and other data in real time, without delays or travel time. It can speed diagnoses and treatment plans, while allowing medical professionals to serve more patients in the same amount of time and improve the quality of the diagnoses.

"The hospitals that are part of the Cybermedical Community couldn't live without the Vidyo technology now," said Wattenhofer. "They depend on it to run regular meetings between sites, including weekly Tumor Board meetings or live surgeries. Physicians can more easily and regularly attend the meetings when they can participate from their desks or iPads, rather than traveling for miles."

"We have used Vidyo for urgent consultations between two pathologists discussing a difficult case in which a life-threatening disease is suspected," said Prof. Dr. Diebold. "We now have video conferences every day, and the patients of central Switzerland benefit from the high quality of our interdisciplinary conferences."

Patients are starting to notice, as well. "In the future, we expect the Cybermedical Community will expand to more private-practice doctors' offices, so patients can get access to the range of medical advice and care available at hospitals, but from their local doctor's office," said Wattenhofer. "Cyberfish is using Vidyo technology to reach our vision: a truly global medical community that will raise the level of medical care for people worldwide."

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> *-Urs Wattenhofer, Chairman*

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