



How to Enable Your Organization with Video Conferencing



Vidyo®

Interpersonal Challenges

As the world continues to fight the outbreak of COVID-19, limited human contact is starting to have its effect on people of all ages. We often take for granted the ability to interact with one another on a daily basis and the positive impact those interactions can have on our lives. Mandated periods of isolation can lead to higher stress levels and strained relationships as physical interactions are limited or, in some cases, restricted altogether. As a society, managing these heightened stress levels is vital, so it's important to look for safe and sustainable ways to communicate and collaborate regularly.





Economic Challenges

One of the most significant challenges associated with prolonged social distancing is financial instability. The recent outbreak of COVID-19 has led to unprecedented unemployment rates worldwide as businesses close their doors to follow social distancing protocols. Without the means to carry on their work remotely, many individuals have to sacrifice their financial well-being to maintain their safety and health. People need ways to connect with their financial representatives at a time of such high economic strain.

Healthcare Challenges

The healthcare benefits of social distancing can be a catch-22. While social distancing is primarily designed to minimize the dangerous spread of infection, it also limits the options for individuals to receive the healthcare they need. In some cases, mandated isolation reduces the ability for some to receive regularly scheduled doctor's appointments or treatments. It can also be detrimental to the health of elderly ones in care homes who are not able to receive all the levels of assistance they need.



Thankfully, while there are a number of challenges that social distancing has created, video conferencing technologies have helped many people to navigate them successfully. This is especially true when considering how these technologies have improved both the financial and healthcare sectors.

The Benefits of Video Conferencing in the Health Sector

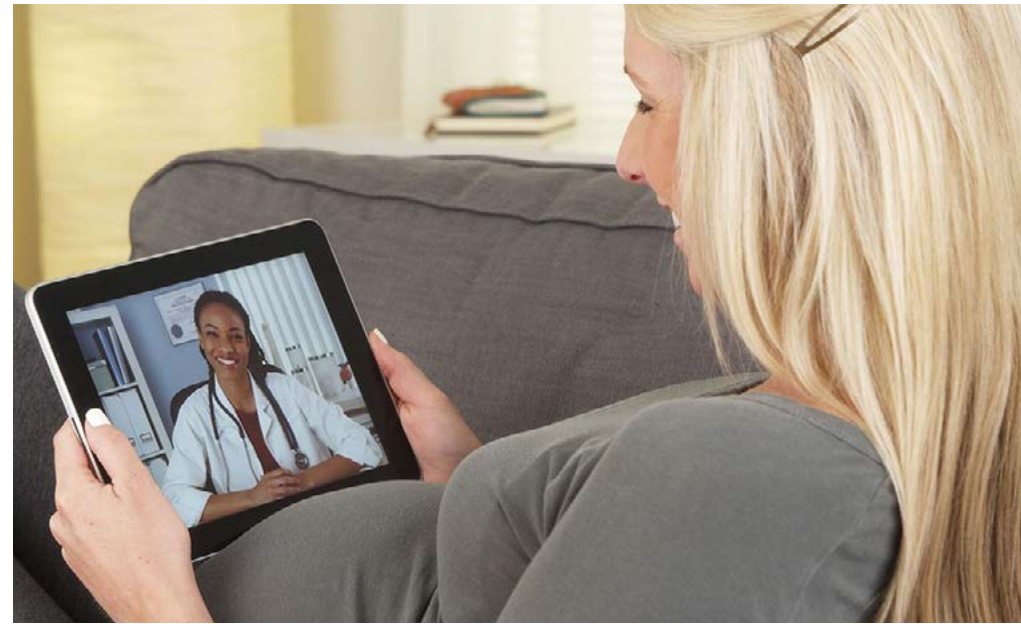
Video conferencing technology has made a significant impression on a variety of industries but has been impactful in the healthcare sector — especially today. Whether you're a patient, doctor, nurse, or hospital staff member, video conferencing technology can offer a number of benefits while helping to improve facility management.



Video Enhances Patient Care

The concept of telehealth isn't new. Even before COVID-19, healthcare providers have been relying on more modern technologies to provide remote clinical services to patients at home. In today's climate, however, the need for advanced healthcare technology solutions is necessary, whether at home or in-facility.

With video-enabled conferencing solutions, healthcare providers can ensure that patients receive the personal care they need, even outside the hospital or doctor's office. Physicians can coordinate the care necessary for their patients while also educating them face-to-face about their conditions and identify early intervention opportunities. Furthermore, patients can receive



access to on-demand specialists and obtain urgent care around the clock.

Inside a healthcare facility, video conferencing solutions facilitate multi-specialty and multi-disciplinary clinical collaboration. This not only helps to improve the outcome of complex medical cases but also optimizes hospital resources and staff management.



Video Improves Staff Training

Video conferencing in medical facilities accommodates consistent training standards for doctors, nurses, hospital staff, and caregivers. Most medical facilities require their team to obtain specific certifications, depending on their job profile. Video conferencing technologies enable staff to receive their training by experts from around the world while taking part in active medical discussions. By standardizing remote training programs, medical teams can be confident that patients are receiving the consistent care they need regardless of social distancing restrictions.



Video Reduces Operating Costs

While patient care is always the first consideration for any healthcare facility, operating costs are still a growing concern. As social distancing continues to put financial pressure on medical facilities around the world, facilities must take proactive measures to cut costs wherever it is safe to do so. Video conferencing has played a significant role in reducing operational costs of medical facilities without sacrificing standards of care. Also, video conferencing helps to reduce the costs of in-facility visits by maximizing the use of telehealth services and minimizing unnecessary hospital exposures to those with compromised immune systems. Video-enabled meetings are another way to present conferences and seminars, staff meetings, and medical conventions while significantly reducing hosting costs, air travel, and hotel stays.



How Video Conferencing Enables the **Financial Sector** to Cope

One major disruption caused by social distancing lies in banking and financial institutions. The lack of in-person interaction can hinder the efforts of personal banking consultants, financial advisors, and other service-based communicators. However, thanks to the integration of video conferencing solutions, the financial sector has been able to provide a high level of service to clients regardless of social distancing limitations.



Video Adds Convenience for Clients

Since most people now own a smartphone, tablet, laptop, or other mobile devices with an integrated camera, financial institutions can have face-to-face interactions with their clients over the internet. Before the coronavirus pandemic, many institutions had already been rolling out video conferencing solutions to their mobile applications, on websites, and in branches to improve levels of client service. **Many clients** like the convenience of chatting with a financial consultant when it's most convenient for them, and video conferencing gives them the ability to do that.



Video Improves Business Continuity

The great thing about video conferencing solutions in banking institutions is that it limits disruptions of day-to-day operations, regardless of the latest social distancing protocols. In fact, when financial institutions adopt these newer technologies, many of them see shorter sales cycles and stronger customer relationships than if simply having a voice or messaging platform. Whether opening an account or managing a claim, video conferencing adds a personal level of service to at-home clients, while also having a competitive edge against other banking institutions.

Video Optimizes Staffing Resources

Video-enabled branches are another way financial institutions are using video conferencing solutions to improve their client services. Private video-enabled rooms or kiosks give clients the financial support they need regardless of how many people at a branch are working. Having fewer staff members in a branch due to social distancing doesn't mean that the service given to clients should suffer. By incorporating video solutions in physical offices, institutions can optimize their branch staff and resources while giving their clients the personal touch they have come to expect from their banking experience. Even if the expertise they need is not available at that current branch, banking personnel can seamlessly transfer customers to the right financial expert.



Due to the significant economic impact caused by mandated social distancing, there has been a considerable increase in the use of money-lending services. However, the loan market remains incredibly competitive and can be challenging for any business to navigate. The use of video for customer engagement can help banking clients choose between a number of options. By establishing brand trust and credibility, video conferencing solutions can maximize the chance of closing deals and expediting the decision-making process.

The Future of Video Conferencing

COVID-19 and large-scale social distancing have taken a toll on a variety of industries worldwide. But while no one knows how long these mandated periods of isolation will last, it's essential to find ways to keep businesses operational and efficient.

Video conferencing technology has become a fundamental tool when addressing the disruption of social distancing protocols. In both the financial and healthcare sectors — as well as many other industries — video conferencing can bring a new level of service standard to clients and patients while helping organizations manage their operating costs effectively.





Vidyo is a global leader in video conferencing technology, visually connecting the world through high-quality, versatile, and scalable interactive video solutions for its clients and partners. Through its suite of video conferencing adoption and deployment services, Vidyo provides the expertise and support you to bring video-enabled services to your business.

If you have questions regarding how your business can benefit from a video conferencing solution, **contact Vidyo today.**



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