



Bring Healthcare to Life.

High Definition Videoconferencing
Brings Quality Care to Patients

- ✓ Specialized Care.
- ✓ Real-Time Access.
- ✓ Quality You Can Depend on.

High Definition Videoconferencing

Face to Face Care

Healthcare is delivered best when patients and physicians are face to face. Sharing medical history, symptoms and information helps care providers determine the best course of action. As people become more distributed across geographic boundaries, access to specialized care can be compromised. Even in the world's metropolitan areas, patients need timely access to doctors trained to treat a specific disease or injury.

Bring Doctors to the Exam Room in HD

High definition (HD) videoconferencing enables virtually every specialty to examine patients using telemedicine with confidence. From oncology and neonatal care to telepsychiatry and speech therapy, the applications for telemedicine in HD are boundless.

LifeSize HD telemedicine promotes

Increased Patient Reach – Provide care to patients in hard to reach places including isolated areas, prisons and in large metropolitan areas that have a shortage of specialists or need for additional consultations.

Timely Access – In healthcare, timing is critical. Emergent care can be provided real-time and on demand, without transferring patients when time is of the essence.

Reduced Costs and Burden – Provide quality care more cost effectively by reducing costly transfers and travel, lowering the burden on patients and families.



Experience Healthcare in HD

- ✓ Remote access to specialty care: Neonatology, Telepsychiatry, Oncology, Emergency Care, Nephrology, Radiology and many more
- ✓ Rural telemedicine
- ✓ Pharmaceutical research and innovation
- ✓ Teleconsultations for second opinions
- ✓ Continuing medical education
- ✓ Telementoring to teach new methods and techniques
- ✓ Home health monitoring
- ✓ Administrative meetings without costly travel

Bring Specialists to Patients in HD

With high definition videoconferencing, the patient can be seen in high resolution along with standard use of medical devices, cameras and technology to make a diagnosis rapidly and effectively. Because of the quality of HD videoconferencing, the ease of use for care providers and low cost, the applications in medicine are expanding rapidly.

Timely Specialty Consults in HD

- ✓ **On-demand access to specialists and second opinions** – rapid connection to the right care at the right time improving diagnosis and outcomes.
- ✓ **Expand reach for specialists and caregivers** – providing patient care in underserved rural areas, distributed metropolitan locations, prisons, schools and other locations.
- ✓ **Reduce expensive patient transfers** – in some applications, transfers are reduced by over 50%, with positive outcomes and dramatically reduced costs for both patients and care providers.

Pharmaceutical Innovation in HD

Because pharmaceutical researchers and patient trial groups can be scattered around the globe, HD videoconferencing plays a vital role in bringing a new drug to market in a timely manner. Researchers are able to connect to review experimental lab testing and correlate results quickly. Live face to face discussion and data analysis means better, faster decisions. The result is reduced costs and timely drug availability for patients.

- ✓ **Real-time clinical trials** – monitor patients and information to test new therapies and drugs using HD video to increase quality and reduce cost.
- ✓ **Connect global research experts** – the cost of bringing a new drug to market is in the hundreds of millions of dollars. Connecting experts early and often equates to faster time to market and cost efficiencies.
- ✓ **Education and training** – provide advanced information and education for widely distributed healthcare providers.


Bring Advanced Techniques to More Clinicians in HD

The quality of healthcare continues to improve due to global development and research and so it's crucial to get information and advanced training distributed quickly.

High definition videoconferencing enables crystal clear, real-time remote instruction that was not possible in the past. LifeSize is used in surgical suites, providing direct high resolution video for remote clinicians. The video resolution is as high as the eye can detect and probing questions can be addressed instantly.

Crystal Clear Continuing Education in HD:

- ✓ **Immerse doctors and students with live rounds to live surgeries** – in HD, the quality is ready for virtually any application.
- ✓ **Share microscopic images to fast frame digital visuals** – connect cameras, medical equipment and modalities to provide a full view of the patient.
- ✓ **Quality continuing medical education** – for busy caregivers, nurses and doctors.



Videoconferencing allows for earlier meetings and therefore quicker care. It can also improve treatments by permitting more consultations, which in the past, may have been impossible.

Dr. Richard Steyn, Consultant Thoracic Surgeon, National Clinic Lead for Cancer Modernization

LifeSize Means Confidence in Healthcare

Healthcare is clearly the most demanding application for videoconferencing and no solution is as well-suited as LifeSize. With LifeSize, doctors are able to see and hear as clearly as if they are there in person.

Look inside an ear canal, view a radiology film, and see vivid, true colors to determine a patient’s well-being. With HD, clinicians have full confidence that they can provide the care their patients deserve.

The LifeSize Difference:

✓ **Quality & Flexibility** – LifeSize systems are suited for use in virtually any care environment and have been proven to deliver the best quality picture and performance at any bandwidth level. From a small patient room to the auditorium to the emergency department, use LifeSize where you need it.

- ✓ **Ease of Use** – LifeSize is so simple to use that doctors are in control themselves, allowing for natural interactions and increased use.
- ✓ **Integration with Medical Equipment and Content** – LifeSize connects with a wide variety of medical scopes and cameras, mobile medical carts, digital stethoscopes, and content, thereby encouraging physicians and educators to share visual diagnostic information and training material.



LifeSize® Express™ Series
HD priced for any organization

	Express™	Express™ 200
Video	720p30	720p30 720p60 decode
Content sharing	Integrated H.239	Integrated H.239
Display support	Single HD	Dual HD
Integrated multipoint	N/A	N/A
Camera / microphone options	Focus camera / integrated mic PTZ camera / mic pod	Focus camera / integrated mic PTZ camera / mic pod
Bandwidth	720p30 @ 1Mbps up to 2Mbps	720p30 @ 1Mbps up to 2Mbps 720p60 decode @ 1Mbps up to 2Mbps



- ✓ **Secure to Protect Patient Privacy** – See patients in high resolution with complete security for privacy compliance (ex. HIPAA), by using strong AES, 128-bit encryption without performance degradation.
- ✓ **Unmatched Price Performance** – All of this priced for broad deployment. With the lowest acquisition cost and lowest total cost of ownership, LifeSize is making videoconferencing an affordable extension of today’s healthcare networks.

- ✓ **Video Management & Infrastructure** – LifeSize offers standards-based IP management tools that manage multi-vendor networks complete with web-based interfaces and reporting to help healthcare institutions cost-effectively administer reliable videoconferencing.



LifeSize® Team™ Series
Ideal for distributed workgroups



LifeSize® Room™ Series
Premium HD communications

Team™ MP	Team™ 200	Room™	Room™ 200
720p30	720p30 720p60 decode	720p30	1080p30 720p30, 720p60
Integrated H.239	Integrated H.239	Integrated H.239	Integrated H.239 Dual streams 720p30
Single HD	Dual HD	Dual HD	Dual HD
4 way 720p30	4 way 720p30	6 way 720p30	6 way 1080p30
PTZ camera / single mic pod	PTZ camera / dual mic pod support	PTZ camera / phone	PTZ camera / phone
PTZ camera / phone	PTZ camera / phone		
720p30 @ 1Mbps up to 4Mbps	720p30 @ 1Mbps up to 4Mbps 720p60 decode @ 1Mbps up to 4Mbps	720p30 @ 1Mbps up to 6Mbps	720p30 @ 768Kbps up to 6Mbps 720p60 @ 1.1Mbps up to 6Mbps 1080p30 @ 1.7Mbps up to 6Mbps



Healthcare in HD Case Studies

Adena Health System

Challenge – Limited access to doctors specializing in neonatal critical care forced Adena to transfer infant patients to another hospital, nearly 70 miles away, placing emotional and financial strain on babies and their families.

Solution – A telemedicine solution that included LifeSize Room HD video systems deployed at Adena and Nationwide hospitals running over their existing Cisco® Catalyst™ switches.

Results – 50% reduction in infant transfers. Specialists can evaluate infant patients with their own eyes and consult with other doctors in real-time. The burden for families is virtually eliminated.



Pan-Birmingham Cancer Network

Challenge – Pan-Birmingham Cancer Network has a wide range of experts and specialists working in multiple locations. Bringing these experts together for meetings was difficult, requiring schedules to be closely coordinated. Cross-town travel to attend these vital meetings cut into time available for patient care.

Solution – To design and implement a telemedicine system that would provide caregivers and clinicians the ability to meet and discuss patient treatment plans. Based on Pan-Birmingham's key needs - high quality, low cost, ease of use and manageability - LifeSize video communications systems were chosen as the network's video solution.

Results – By aiding a network responsible for the care of 1.6 million people, the LifeSize systems are playing a vital role in the diagnosis, treatment and care of cancer patients. Network clinicians, such as oncologists, pathologists and radiologists are using the technology to regularly review cases and adopt or change courses of treatment.



Apart from saving consultants lots of time, the LifeSize systems lead to better care – and, hopefully, will help save lives. There has been more input from the specialists from other sites who might ordinarily have been unable to attend – which is of incredible importance to patients.

Dr. Raji Ganesan, consulting histopathologist at The Women's Hospital, Birmingham.

Additional case studies available online: www.lifesize.com/case_studies



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