

Healthcare

Professional Services



Yorktel Professional Services did a comprehensive assessment of a major health system client's video communications environment and Telehealth platform. After the assessment, Yorktel's recommendations became a key driver to enabling the client to realize greater revenue streams by serving more patients.

CUSTOMER PROFILE

Yorktel's customer is an Idaho-based, not-for-profit health system with 14,000 employees and 294 facilities based in the northwest region of the United States. It has grown rapidly through mergers and acquisitions over the last six years. A study conducted by the client revealed that physicians and other healthcare clinicians were traveling more than 2.6 million miles each year to meet with patients. The customer recognized that it needed to improve its video communications strategy to reduce clinicians' travel times and see more patients, and it contracted with Yorktel Professional Services for assistance.

THE HEALTH SYSTEM'S VIDEO COMMUNICATION CHALLENGES

An assessment of the customer's communication infrastructure revealed that it employed disparate video platforms for collaborative meetings. Each platform had been deployed independently from the others, resulting in a lack of uniformity in process and experience as well as incompatibility in various situations. While some endpoints

By employing best practices for video and an ITIL-based service design methodology, Yorktel delivers communications strategies that support the usage models that users demand, while integrating seamlessly with IT practices.

were highly utilized, these platforms fell short of delivering synergistic UC for ubiquitous enterprise collaboration and gaps existed across all three video platforms (i.e. Lync, Vidyo, and Polycom). For example, whenever Lync for data collaboration and Polycom for audio/video were used at the same time, these two systems acted independently of one another. As a result, clinical and healthcare staff were not able to collaborate since they were using different systems, which not only reduced productivity and efficiency of service delivery, but also the quality of healthcare. With regard to its Vidyo implementation, the gateway facility had not been implemented to allow incoming calls due to security and compliance concerns within the healthcare system.

The customer's Telehealth service runs on the Vidyo platform. As such, the lack of cross platform integration between Polycom, Lync and Vidyo impacted the ability of teams across different healthcare service functions such as:

- Remote services — administration, specialist doctors, nurses and patient monitoring
- Bed side care — clinical staff, nurses

The results were a reduction in efficiency and quality of patient care while increasing response time and diagnosis to patients and, more importantly, an increase in healthcare costs.

EXECUTIVE SUMMARY: YORKTEL PROFESSIONAL SERVICES ASSESSMENT

Yorktel worked directly with 30 key stakeholders at the health system and over a two-month period assessed the customer's video communication situation, examining where current practices could be improved with best practices for video content user experience and standard operating procedures (SOP).

The Yorktel Professional Services team utilized the following four-step consulting process throughout its engagement with the client:

- 1. Discovery and Assessment.** The initial phase entailed gathering documentation, conducting 30 on-site and remote interviews, performing analyses, generating reports, and presenting feedback to the client.

- 2. Support and Staffing Model.** Phase two consisted of assessing the customer's video communications equipment and infrastructure, identifying performance gaps, and sharing best practices and recommendations.

- 3. Documentation and Training.** In the third phase, Yorktel provided Lync training to designated "super users" and first line of support personnel. Additionally, it provided Polycom service and support training along with Vidyo training for desktop users and first line of support personnel.

- 4. UC/Telehealth Integration Improvement Strategy Plan.** The final phase entailed providing the client with an integration strategy and implementation plan to converge its Lync, Polycom, and Vidyo platforms.

During the evaluation, seven key challenge areas were identified, including:

1. Rapid growth through mergers and acquisitions led to a plurality of UC initiatives without a common strategy.
2. A vision and strategy for delivering ubiquitous UC services to the customer's user base and tie it into its Telehealth practice had to be created.
3. A Telehealth roadmap was needed to support the client's growing Telehealth portfolio.
4. A lack of defined support and a staffing model for the health system's UC initiatives.
5. Confusion by the user base regarding which systems were available and how they worked.
6. A limited number of doctors and specialists in the region, which contributed to the high degree of travel among facilities.

VIDEO COMMUNICATION ASSESSMENT DETAILS AND RECOMMENDATIONS

The customer enlisted Yorktel's Professional Services Team to provide an assessment of its internal corporate video communications processes and recommend a mitigation strategy. Yorktel worked directly with key decision makers at the health system to ensure established best practices were in place and to analyze current video content user experience and standard operating procedures (SOP).

Current State of Conferencing Capabilities					
End User Connecting From	Connects To Another	Lync Client through the Lync Server	Vidyo Client through the Vidyo Platform	Polycom Client through the Polycom Platform	B2B (external user/partner), any connection from specified client to an external client
Lync Desktop Application (Client)		Point to Point and Multipoint	Not Available	Not Available	Point to Point and Multipoint (Lync)
Vidyo Group System (Client)		Not Available	Point to Point and Multipoint	Not Working or Deployed	Vidyo Only
Vidyo Personal Video Application (Client)		Not Available	Point to Point and Multipoint	Not Working or Deployed	Vidyo Only
Polycom Group Conference Room System (Client)		Not Available	Not Working or Deployed	Point to Point and Multipoint	Not Working or Deployed
Polycom Personal Video Application (Client)		Not Available	Not Working or Deployed	Not Deployed	Not Working or Deployed
VMR (Virtual Meeting Room)		Multipoint	Multipoint	Not deployed	Not deployed

Figure 1

Yorktel identified several areas for improvement, using a grid to illustrate the client’s current state of conferencing capabilities (e.g. the Lync Desktop Application could not interface with someone on a Vidyo Client through the Vidyo platform) contrasted with the functionality to be gained by following Yorktel’s best practices recommendations (see Figure 1).

Yorktel also identified areas for improvement in the customer’s video communication support model. For example, the client had consistent gaps between level 1 and level 4 support, which caused its senior technicians to be pulled away regularly from higher level strategic initiatives in order to address basic video communications problems.

Following the assessment, Yorktel delivered multiple training sessions on Polycom Meeting Services best practices in addition to delivering two levels of Live Lync training to 200 of the health system’s users. Yorktel then provided a customized Lync Quick Reference Guide, which included recorded trainings to enable the client to more easily train new employees and offer refresher training to existing employees.

Yorktel also provided Vidyo Desktop end user training and first line of support training to the customer’s Vidyo support team.

BUSINESS IMPACT/BENEFITS

Following Yorktel’s thorough examination and assessment, the health system customer now has a UC roadmap to follow, which includes both a corporate and Telehealth strategy (see grid below for projected improvements in the customer’s Telehealth strategy). The customer’s video communication users also now have a better understanding of how to use and leverage Lync, Polycom and Vidyo, and their Telehealth IT support teams are now working hand-in-hand with the corporate IT team (see Figure 2).

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Figure 2

In the few short months following the assessment and training, the health system already has seen an increase in productivity and collaboration, which is directly attributed to the increased knowledge of collaboration technology by the clinical teams and staff.

The health system customer now has the ability to create and realize revenue streams across its integrated Telehealth strategies, which will enable it to reach more patients than it could previously.

