

HEALTH FIRST LINKS OFFICES AND HOSPITALS USING RADVISION VIDEOCONFERENCING AND DATA- COLLABORATION

Highlights:

- Client:** Health First, a not-for-profit health care provider in Rockledge, FL, near Cape Canaveral and the Space Coast
- Products:** RADVISION viaIP 400 with Gateways, a 60-port Multipoint Conferencing Unit (MCU), as well as Video Processing Server (VPS), Enhanced Communication Server (ECS) and Data Collaboration Server (DCS).
- Number of sites:** Five and growing: the Corporate Headquarters, the Business Center, three hospitals and several diagnostic centers
- Application:** Remote consultations, collaboration, tele-working and broadcasts between executives, managers, and a health care staff including 400 physicians, working in six facilities otherwise separated by 30 to 60 minutes of driving time and two rivers spanned by causeways.

Introduction

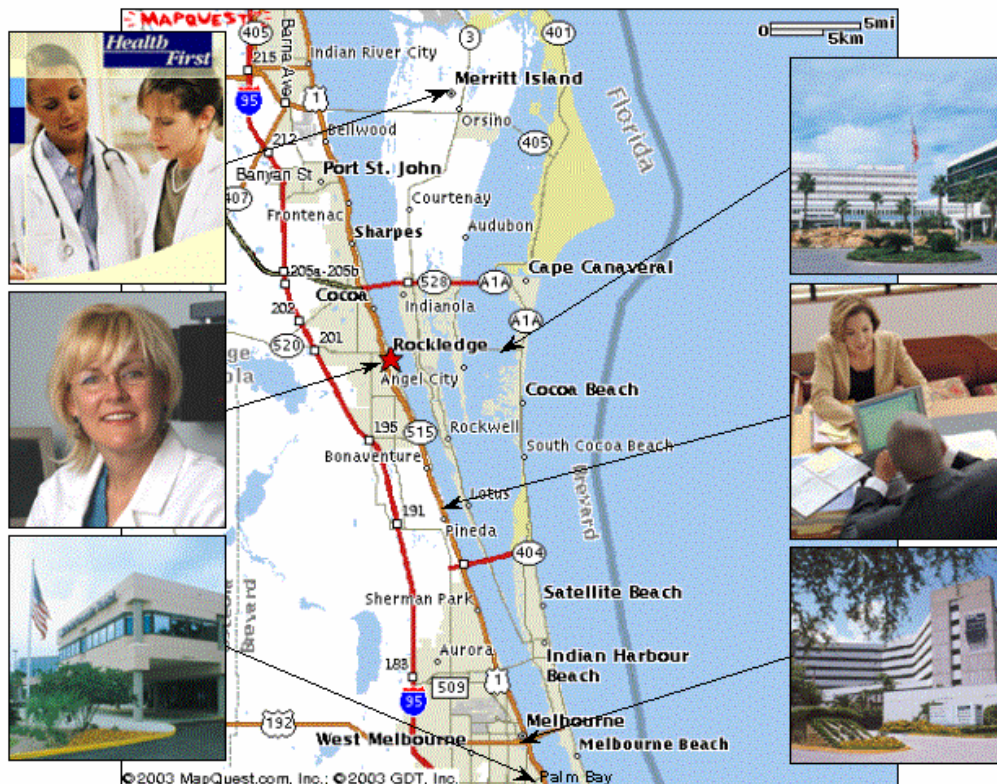
As an innovative and fast growing not-for-profit health care provider, Health First uses videoconferencing and data-collaboration to knit itself into one community despite the difficult driving times and distances that lie between their five facilities in a 35-mile radius around Rockledge, Florida. Management and staff save round-trip travel of one to two hours, staying in the facilities where they are needed the most, while still being able to meet “face-to-face”, consult and collaborate with one another. With nearly 6,000 employees, Health First also uses its videoconferencing and data-collaboration facilities for telecommuting, and to broadcast company-wide meetings across the organization. At present, Health First uses 30 videoconferencing endpoints throughout their facilities, and they are planning to grow that number to 60 over the course of the next year.

Background

Health First was founded in 1995 by Cape Canaveral Hospital, Holmes Regional Medical Center, and Palm Bay Community Hospital, with the mission of providing healthcare services to anyone needing them, regardless of their ability to pay. In fiscal year 2002, Health First provided more than \$65 million in charity care to patients who were unable to pay for their care, as well as more than \$245,000 to other charitable organizations in the community.



In order to carry out this mission, yet provide award winning, cost effective and competitive HMO products to area employers and their employees, Health First’s operational efficiencies are essential. One quick look at a map of the service area—all of Florida’s Brevard County and part of Indian River County—shows how few direct paths connect the Health First facilities, and how causeways on either side of the Indian River and Banana River are potential traffic bottlenecks. Clearly, satisfying the requirement for maximizing “face-to-face” consultations and collaboration, yet minimizing time spent unproductively and “out of touch” while traveling between facilities, called for a creative solution that videoconferencing and data-collaboration uniquely provided.



Challenges

Health First was committed from the start to supporting standards and interoperability, not only in terms of videoconferencing, but in terms of data-collaboration as well. For them, that drove a requirement for not just H.323 and H.320, but also for T.120. They also needed a simple way to schedule resources and keep track of usage in order to manage and measure how they were achieving their financial objectives. Health First also needed to train first-time users in less than one hour, driving the requirement for a user interface that is very simple and easy to learn.

Why Health First Chose RADVISION

Health First's selection of RADVISION as their vendor was driven by their need for T.120 standards-based data-collaboration (something they found missing from RADVISION's competitors' products), RADVISION's simple and intuitive user interface, and RADVISION's "Expert-Ease" automated conferencing feature set that includes Picture-in-Picture, Auto-Switching, zoom on active speaker and built-in Web based control and administration. Health First also valued the RADVISION ECS' rich capabilities for generating and exporting Call Detail Records (CDRs) which are important for monitoring the usage of the system across the sites and by department. RADVISION's roadmap also impressed Health First and aligned with their plans to grow the IP portions of their deployment in ways that would take advantage of RADVISION's video proxy server, firewall transversal, and NAT technology. Finally, RADVISION's association with Cisco gave Health First decision makers confidence that the technology they were about to purchase had been proven, and is the basis for many advanced IP multimedia networks.

Results

By using the RADVISION viaIP 400 with Gateways, a 60-port MCU, and VPS, ECS and DCS, Health First maximizes "face-to-face" consultations and collaboration while achieving cost controls and operational efficiencies. The result is a better run and more responsive set of health services and medical facilities that are integrated into a single community resource over a large region, despite the geographic and traffic conditions that preclude frequent travel from site to site.

About RADVISION:

RADVISION (Nasdaq: RVSN) is the industry's leading provider of high quality, scalable and easy-to-use products and technologies for videoconferencing, video telephony, and the development of converged voice, video and data over IP and 3G networks. RADVISION has two distinct business units. RADVISION's Networking Business Unit (NBU) offers one of the broadest and most complete set of videoconferencing network solutions for IP- and ISDN-based networks, supporting all end points in the industry. The company also provides businesses and service providers with integrated solutions that deliver converged IP-based video telephony applications to employee computer desktops and residential broadband homes worldwide. The company's Technology Business Unit (TBU) provides protocol development tools and platforms, enabling equipment vendors and service providers to develop and deploy new converged networks, services, and technologies. For more information please visit our website at www.radvision.com.

For more information about Health First, please visit www.health-first.org.

