



Case Study: The Cleveland Clinic

01. AT-A-GLANCE

The Cleveland Clinic, one of the largest and most respected hospitals in the world, is a not-for-profit, multi-specialty academic medical center that integrates clinical and hospital care with research and education. U.S. News & World Report consistently ranks the Clinic among America's Top Hospitals.



High Performance Under Pressure Conditions

>> CHALLENGE:

The Clinic has a large main campus in downtown Cleveland, Ohio. It also comprises a network of family health and surgery centers around Northern Ohio along with facilities in Florida and Toronto.

The Clinic began deploying video conferencing technology in the early 1990s, primarily to deliver continuing medical education to four or five Clinic sites at a time. The technology was also used for meetings with other Clinic locations and to communicate with external medical providers around the world.

Over the years, the video conferencing network has grown substantially, as the Clinic has expanded its presence across Ohio and its interactions with global partners. The task of managing the associated video conferencing needs has likewise grown.

The Clinic's challenge today is to maintain the current network's high level of performance while simultaneously:

- planning the migration to higher-quality high-definition (HD) technology,
- planning the migration to IP networking, and
- supporting the growth in audiovisual and video conferencing needs as new facilities are added.

Dealing with Rapid Facility Growth

In 2007 the Clinic expanded its downtown campus and acquired a new administrative campus in the nearby suburb of Beachwood, Ohio.

The Beachwood campus posed a particularly vexing challenge, as plans called for these new buildings to be occupied mere months after the buildings were acquired, immediately following completion of interior renovations. For the Clinic IT team managing the conferencing infrastructure, this meant deploying audiovisual solutions throughout the new campus in a very compressed timeframe.

The Clinic sought a company that was skilled in all aspects of audiovisual integration and could get this job done right. In addition, the firm had to meet the tight deadline for the Clinic team to continue managing its increasing workload of other conferencing responsibilities.

>> SOLUTION

Once the Clinic chose Providea Conferencing to handle this challenge, there was no time to waste. Fourteen conference rooms required technology solutions, which had to be installed in conjunction with the interior renovations. These implementations ranged from basic audiovisual support technology to high-end rooms with video conferencing, control and audiovisual support.

Operating under these high-pressure conditions, Providea Conferencing finished the work on time and with minimal oversight from the client. The first six audiovisual systems were installed within 40 days of project launch. All the remaining systems were up and running 40 days after that.

Providea Conferencing's years of experience in creating custom conferencing environments was a critical factor in accelerating the turnaround time. The firm was able to meet with Clinic personnel and quickly develop an understanding of their requirements for the new rooms.

From there, Providea Conferencing called upon its extensive knowledge of video conferencing, audiovisual and related technologies to identify the appropriate lineup of products for the jobs. Providea Conferencing project managers prioritized the Clinic job and assigned the necessary onsite personnel to finish the job rapidly.

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Meanwhile, Providea Conferencing senior management took the initiative to offer flexibility to the Clinic procurement team. Allowing standard purchasing processes to run in parallel with the room installations eliminated the normal time delays of purchase requisition.

Customization a Necessity

The Clinic's audiovisual systems involved a great deal of customization. Each conference room had a unique design and thus different challenges and requirements. In some rooms, Providea Conferencing technicians had to integrate the systems with existing audiovisual elements. In other rooms, they started from scratch. All of this work had to meet the Clinic's standardized approach to room layouts and equipment control.

Meanwhile, the video conferencing rooms were outfitted with Polycom 8004 HDX systems. This represented a major advancement in the Clinic's migration from legacy standard-definition conferencing to the vastly improved user experience afforded by HD technology.

Throughout the project, Providea Conferencing carefully coordinated its efforts with those of various outside contractors. As a result, all parties were able to do their jobs with minimal conflict and maximum efficiency.

>> RESULTS

Besides completing this work on schedule, Providea Conferencing stuck to the budget, avoiding the added costs that typically occur in such a large construction project.



“Providea brings two important values to the Cleveland Clinic. First, they focus on our issues, whether they are big or small. Second, they understand our application and bring knowledge and creativity to us in their solutions.”

Bob Mobley
Network Engineer, Cleveland Clinic

Providea Conferencing's contributions meant the Clinic IT team overseeing the project could do its other work without having to devote significant time to the Beachwood implementation. And personnel were able to use the conferencing technology as soon as they moved into the buildings at the Beachwood campus.

Thanks to the joint efforts of Providea Conferencing and the Clinic IT team, the Clinic now enjoys excellent conferencing solutions in its Beachwood campus conference rooms. All rooms feature simple, standardized approaches for control of audiovisual technology. In the video conferencing rooms, HD technology displays people on one screen along with PC and other content on a second screen.

The bottom line? Having vastly improved conferencing capabilities helps the management team to keep The Cleveland Clinic at the forefront of the medical field.

Providea Conferencing: delivering the next generation of HD video conferencing, audiovisual and networked solutions.

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