



## **VIDEO CONFERENCING ENABLES TELEMEDICINE FOR IMPROVED PATIENT CARE**

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Today, more than ever, there is a growing demand for trained healthcare professionals, a shortage of primary care physicians, the need to improve patient care, and escalating healthcare costs. The medical profession is continually looking to leverage technology, or “Telemedicine”, to solve these issues while improving the speed of decision making and diagnoses.

Telemedicine is the use of telecommunication and information technologies to provide clinical health care at a distance. Its application is in many areas, such as electronic health records, consultations, imaging, patient data, diagnostics, remote monitoring, and patient care.

HD Video Conferencing provides an efficient means for Doctors, Specialists, Nurse Practitioners, Caregivers, Visiting Nurses, Radiologists, and Pharmacists, to collaborate with each other and provide patient care across town, across the country, or across the globe, yet feeling as if they were present across the table- without the time and cost of travel.

Doctors can now leverage the expertise of top specialists by putting the patient “in the room” with them, thereby improving the care, comfort, and outcome, for the patient.

HD Video Conferencing provides HD quality video and audio, and easy-to-use features, at a price every practice can afford. Systems can be deployed cost effectively in small and large conference rooms, meeting rooms, offices, and remote locations.

HD Video Conferencing™ provides many benefits to medical professionals, such as:

**Extends the Practice Reach:** Provides doctors with on the spot face to face access to a geographically dispersed patient population, the elderly, and the homebound.

**Improves Quality of Care:** Extends the reach of specialists, and allows doctors and medical professionals to provide consultations, collaborate on radiology reports, exchange knowledge, and provide consultation without traveling. Better collaboration means better decisions through greater shared expertise.

**Improves Critical Care Response Time:** In an emergency or critical care situation, time is limited. Video Conferencing reduces time to diagnosis by quickly bringing the specialists into the room.

**Improves Consultations:** Doctors can now provide more frequent patient follow up "Video Visits", thereby improving overall care as well as the patient peace of mind.

**Provides Mobility:** Traveling and remote medical professionals can create or participate in Video Conferences with patients and colleagues using their camera equipped laptop.

**Increased Efficiency and Productivity:** Improves practice efficiency which enables the practice to expand its offerings and patient base. Doctors spend less time traveling, and more time with patients.

There are several Video Conferencing systems available on the market today, and the number is growing. A typical system can be installed in a medical office conference room for about \$5000. When evaluating products, you should look for the following features:

- High Definition Video and Audio
- Uses standard internet connections for video transport
- Remote PC and MAC Conferencing
- Multi-party Conferencing and Broadcasting
- Scheduled, Permanent, and Instant Meetings
- Desktop and Application Sharing
- File Sharing/ Transfer
- Recording of Conference Sessions
- Instant Messaging and Chat
- Contact Directory- "Buddy List"
- On Line "Presence" Indication
- Optional-Telephone Access- Inbound and Outbound
- Optional-Multiple Camera Support
- Optional- Multiple Display Support

## Summary

Today's HD Video Conferencing Systems can make a huge impact on the quality, speed, and depth of care the medical profession can deliver to patients-over a wide geography.

We expect to see a growing number of physicians embrace Video Conferencing to expand their patient base and depth of services, without the overhead associated with office-only visits.

For more information, please visit our website at [www.kinetechvoice.com](http://www.kinetechvoice.com)