




National Naval Medical Center

The Situation

According to a *New York Times* article, fewer than 7.9 percent of Americans wounded in Afghanistan and Iraq in 2010 died, down almost half from just two years prior in 2008. While the number of fatalities is thankfully decreasing, the number of injured soldiers returning home is steadfastly increasing. According to the Congressional Research Service more than 1.5 million soldiers have been injured in the conflicts and have returned home.

For many injured soldiers The National Naval Medical Center - formerly Walter Reed Army Medical Center - is the first step on a long road to recovery and rehabilitation. The level of healthcare at the National Naval Medical Center is unparalleled and carries on Walter Reed's mission to create "A culture of excellence in healthcare, medical education, readiness and research in an integrated healthcare system." It's no surprise that The National Navy Medical Center's professionals are constantly looking for more effective ways to care for the unprecedented number of wounded service men and women.

The Video Challenge

The Medical Center understood that increasing demand for services had to be addressed without always adding medical and administrative professionals. They not only decided to explore how video could enhance care, they committed to measuring the value of that effort so they could assure that they were making the right investments.

The Medical Center decided to define three goals:

- Improve bedside care
- Increase quality of new staff training
- Enhance campus-wide communication by maximizing the use of available digital signage screens

It was decided that to best leverage the power of video, the National Naval Medical Center needed to deploy a video distribution network that could deliver video to multiple devices, was secure, managed access to video and provided detailed reporting about who watched which videos and for how long. This reporting would enable the center to measure the program's effectiveness and ultimately power a business case for future endeavors.

The Solution

Deploy VBrick encoding, VEMS video management and distribution products to better facilitate training, improve bedside care and elevate communication throughout the Center.

IMPROVING PATIENT RECOVERY

Patients can access the VEMS video portal at their bedside. Based on permissions, patients can watch television and post-operation care videos so each individual can start taking some level of control over his or her own recovery. The TV distribution solution streams video content to 1,200 television sets and 6,000 PCs throughout the facility.

“Similar to the way video is used in other social media, video is being used the same way here. It's pushing information to our users. And, as far our future is concerned with VBrick, it's going to be bright.”

Tony Thorton

Commander and CIO

The Solution, continued

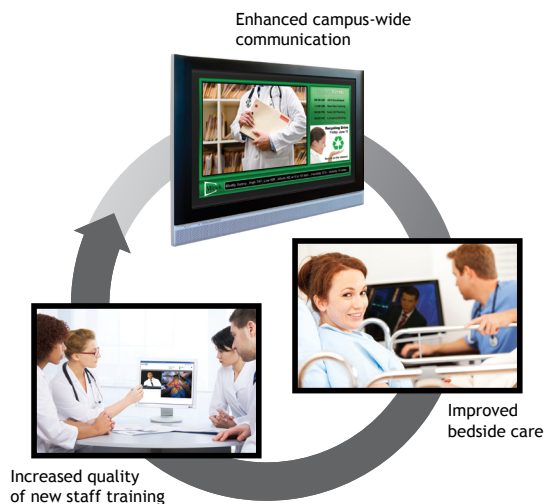
The hospital has realized significant cost savings from decreased cable bills and patients have access hundreds of channels.

MEDICAL STAFF TRAINING

VEMS is also being used so the medical staff can access and watch training videos 24x7 – from one of the 8,000 desktops on campus or at their home. This decreases the time it takes for medical professionals to maintain certification because they can access the video wherever they are, whenever they want. Previously, in many cases, medical staff would have to travel to take their certification training – even if the certification location was within driving distance; it took valuable time away from being at the hospital. Monitoring training is also simplified with VEMS. The back-end management reports allow the training staff to monitor who saw what, when they saw it and for how long. This allows the staff to productively manage the effectiveness of the training content.

CAMPUS-WIDE COMMUNICATION

This coming year, the National Navy Medical Center plans to roll-out VBrick’s digital signage solution. This will eliminate the need for signs to be posted around the hospital by broadcasting important and relevant information to the more than 1,400 plasma screen televisions. VBrick’s digital signage solution will allow different messages to be displayed in different areas ensuring targeted and effective communications are constantly being broadcast campus-wide.



About VBrick Systems, Inc.

VBrick is the leader in Enterprise IP Video solutions, with over 9,000 corporate, education and government customers and 60,000 installations worldwide. VBrick solutions work over standard IP networks and the Internet to deliver rich media communications that connect people everywhere – from employees and customers, to partners and shareholders. Our comprehensive product suite and end-to-end solutions are used in a wide range of live and on-demand applications including meeting and event broadcasts, distance learning, digital signage, TV distribution, video surveillance, and Web-based marketing campaigns. Headquartered in Wallingford, CT, VBrick’s products and services are available through industry-leading value-added resellers.

For more information, visit www.vbrick.com



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