



## Healthcare & social support services

### Daily Use

- Managed Service
- Administrative/Team Meetings
- Continuing Medical Education
- Corporate Training
- Distance Education/Training
- Interviewing
- Operations
- Patient Services/Support
- Team Collaboration
- Tele-Medicine

### Solution

- Polycom® RMX® 2000 media conference platform
- Polycom MGC™ +50 REDIConvene™ unified multipoint conferencing bridge
- Polycom CMA™ 4000 and Polycom CMA Desktop solutions
- Polycom HDX™ 4000™ desktop telepresence solution
- Polycom HDX 6000™, and Polycom HDX 7000™ room telepresence solutions

### Results and Benefits

- Delivery of 1200 hours monthly of video conferencing to an estimated 500 medical personnel per week
- Greater efficiency by breaking down distance barriers
- Significant cost savings.

# Vivid Solutions Demonstrates the Importance of Video Conferencing for Telehealth in New Zealand

Vivid Solutions has effectively changed the way the healthcare industry in New Zealand communicates, educates and trains, treats patients, and addresses the distance barrier. In the process, it transformed itself from a non-profit organisation to a sustainable telehealth business that provides key health services to a nation.

Founded in 1999 as a non-profit incorporated society, the New Zealand TelePaediatric Service (NZTPS) provided equitable access to specialist healthcare for children regardless of their location in New Zealand. NZTPS achieved its mission by providing a core communication network and leveraging medical video conferencing to link the New Zealand paediatric medical community.

As demand for its services widened and the popularity of telehealth grew, healthcare professionals relied more and more on NZTPS to erase distance barriers and deliver medical care wherever it is needed. In late 2008, NZTPS became Vivid Solutions, changing its legal status from a charity to business entity—testament to its success and acceptance from other specialities beyond its initial paediatric focus.

With its business strategy revolving around video conferencing, Vivid Solutions cemented a strong relationship with Polycom, relying on Polycom's experience, global expertise and breadth of customers in Telehealth.

### Slow and Steady Results

The Vivid Solutions national telemedicine infrastructure connects hospitals, the Ministry of Health, and smaller regional medical centres to a secure managed service. A subscription-based service, each user has uncapped 24/7 access to the network.

However successful it has become, Vivid Solutions was not an overnight success. A number of obstacles had to be overcome before it could achieve widespread support. With no other telehealth business of its kind in New Zealand, Vivid Solutions had to be imagined, designed, and built from the ground up. With customers ranging from clinicians, hospitals, district health boards and widespread patients, the telehealth service had to be capable of working in any environment and able to address a variety of needs.

Today Vivid Solutions provides over 1200 hours per month of managed video conferencing for an estimated 500 medical personnel per week, using a mixture of standard and high-definition Polycom units and infrastructure.

*“Having a technology partner like Polycom ensured new and innovative solutions were readily available which gave users the confidence that our state-of-the-art network was standard operating practice and not just a coincidence.”*

*Simon Hayden, Managing Director, Vivid Solutions*

*“Our long-term partnership with Polycom ensures we keep our services first-rate. our quality exceptional, our technology innovative and our pricing attractive.”*

*Simon Hayden, Managing Director, Vivid Solutions*

Paramount to its success was a focus on user needs. From the start it was clear that customised solutions would ensure its effectiveness, efficiency and adoption. And while initial uptake was slow, its merits were clear.

Along with the benefits of time-savings and reducing travel-related costs, gaining the support and respect of clinicians was vital to the company's growth. And partnering with Polycom was a critical component of Vivid Solutions success.

“Having a technology partner like Polycom ensured new and innovative solutions were readily available which gave users the confidence that our state-of-the-art network was standard operating practice and not just a coincidence,” said Simon Hayden, Managing Director, Vivid Solutions.

### **Managing Costs, Increasing Use**

Vivid Solutions was fundamental to significant changes—and cost savings—in New Zealand's health sector.

“When we were established, upon hearing about us, other departments and the district health boards began to enquire about using the service,” said Simon Hayden.

“The only real way we could convince customers of the application and its benefits was to urge them to try it, which proved to be our tipping point. Once customers tried it, they instantly endorsed it.”

For the healthcare sector, time and resources are scarce. Vivid Solutions saves New Zealand's health sector time and curtails costs to effectively do more.

The same communication network also provides Medical distance education across the country. Through professional development and collaboration, Specialists can participate in knowledge sharing sessions without the need to travel.

It provides better access to specialist care for clinicians and patients without their having to leave their local centre. Specialist medical attention can be drawn on to manage patient condition, without putting a strain on families to travel long distances. This is especially pertinent to rural paediatric palliative care delivered to patients in their homes rather than in a hospital or hospice.

### **The Importance of Technology**

The Vivid Solutions network is distinguished by its ease of use, quality, reliability and cost-effectiveness. It delivers integrated, customised, and managed services to address healthcare providers clinical, education and networking needs through real-time collaboration via audio, video and data sharing.

Centralising the equipment support, bridging, and platform standardisation was vital, so customers could effectively manage budgets, regardless how often it is used and without straining

IT resources. This promotes—rather than deters—use among hospitals, specialty departments and District Health Boards.

The network was designed on a secure and private IP network. It operates via Vivid Solutions' own network with each unit allocated 512kbps of bandwidth as the minimum standard with the ability to deliver high-definition video conferencing, when necessary.

At the network core are two Polycom video conferencing bridges, Polycom RMX2000 and a Polycom MGC that support multipoint and gateway applications over any network, ATM, IP and ISDN. Polycom accommodates changing multipoint needs and allows a high degree of customisation based on capacity and manageability.

The Vivid Solutions network is standardised with a mixture of Polycom HD and legacy endpoints and a Polycom CMA4000 for the management of the more than 130 endpoints, enabling everyone to have access to a robust solution regardless of where they are. Sessions can also be recorded and played back for future use.

### **Next Steps**

Most district health boards have standardised to Vivid Solutions for their video conference services. The New Zealand Ministry of Health has named Vivid Solutions the preferred provider of video conferencing services.

In order to maintain its quality of service and state-of-the-art infrastructure, economies of scale and growth is vital. Vivid Solutions has highlighted social support as a key growth area.

“There is an opportunity to extend our core business to social services such as corrections, so, for example prisoners can seek specialist medical attention through our network—saving money and doctors' time, whilst ensuring public safety,” said Simon Hayden.

“Our success will ultimately be judged by our ability to stand on our own two feet without the generous funding we received as a charity. Our goal is to maintain the standard and quality of the network whilst successfully managing cash-flow. Our mantra is not to provide shareholder return but maintain our standards for a sector in need. This is how we measure our success.

“Our long-term partnership with Polycom ensures we keep our services first-rate, our quality exceptional, our technology innovative and our pricing attractive,” said Simon Hayden.

### **Learn more.**

To find out how Polycom solutions can help your organisation, visit us at [www.polycomasia.com](http://www.polycomasia.com) or speak with a Polycom Account Representative.

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