

CASE STUDY CARESTREAM HEALTH

Overview

- Carestream Health needed to increase global collaboration
- Video conferences solutions installed in global offices
- Leadership is able to meet more frequently
- HR can conduct virtual interviews and meetings
- Plans to scale up as the company grow

Carestream



With more than 140 sites operating in over 170 countries, Carestream Health is a global leader and worldwide provider of medical and dental imaging systems and IT solutions for the Healthcare industry. Carestream has a global sales and service team, and remains at the forefront of numerous technological advancements in imaging and healthcare IT.

Such a diverse and globally located team has helped Carestream remain a leader in their industry, but it does present some challenges. Carestream began looking for a solution that could help them facilitate global communication without increasing their travel budget. Traditional teleconferencing was one solution but lacked the face-to-face interaction they desired. They also wanted a solution they could scale up as they acquired new sites.

Action

Carestream began looking at video conferencing solutions that would meet their needs and was introduced to IDS as a preferred integrator by partner Lifesize Communications.

Carestream decided to deploy a Lifesize video conferencing solution that includes a combination of room systems and Passport units located in both conference rooms and on mobile carts. "We wanted the flexibility of having some units on carts so we could move them to different offices or conference rooms," explained Marge Taccetta, the Partner Services Manager at Carestream who was responsible for all IT related services for the company.

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MARGE TACCETTA
PARTNER SERVICES MANAGER

The initial deployment was small, allowing the company to test the system to make sure it would meet their needs. It included 22 units across several campuses in addition to a video-on-demand server used to store and access recorded video.

Results

Key leaders and employees at Carestream had no problem adopting the new technology. "Everyone was curious and jumped right in," explained Taccetta. "The more they used it, the easier it got."

In addition to meeting their goal of reduced travel, Carestream has enjoyed other benefits to using Lifesize's video conferencing technology. Collaboration across the company and among leadership in different locations increased. There is more human interaction and groups across more than one location are much more engaged with one another. The Human Resources department can conduct new hire interviews via video, eliminating the need to bring candidates in for interviews. Employees can collaborate with outside vendors saving time and travel. Employees can also attend business forum discussions on a variety of topics otherwise not available to them.

Carestream now conducts its Quarterly Business Forum meeting, a quarterly company update for employees, via video. They record the meetings and make it available for viewing

on demand for employees who could not attend the live event. Communication with offices in other countries has benefitted as well.

"We have better engagement with our colleagues overseas, where English may not be their first language," said Taccetta. "We can see facial expressions and body language - it has really broken down some of the social barriers we were experiencing before."

In the future, Carestream plans to continue rolling out more LifeSize units as they grow and acquire new locations. They are also considering using desktop applications and other areas the system could be implemented, like product training and company updates.



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