

TANDBERG CUSTOMER PROFILE

NYU Department of Pediatrics



TANDBERG HELPS NYU MEDICAL CENTER PEDIATRICS SUSTAIN HIGH PATIENT CARE AND IMPROVE RESIDENTS' EDUCATIONAL EXPERIENCE

At the New York University (NYU) Medical Center's Department of Pediatrics, a TANDBERG solution offers a way for residents to provide a high level of patient care while simultaneously fulfilling educational requirements. The result? Sustained highest-quality patient care, more efficient use of instructors' time, higher attendance rates at the lectures and attraction of highest-ranked resident candidates.

CHALLENGE

NYU Medical Center is a training hospital, and the Department of Pediatrics has two main goals: to sustain a high level of patient care, and to provide a top-notch education for its residents. With three different locations, each about a 10- to 15-minute walk from the other, the department requires residents to attend daily conferences where different didactic lectures or topics are discussed. In the past, residents trekked across campus to the various sites to attend the lectures, which meant they could not always maintain the level of contact they wanted with their patients.

Dr. Erica Shapiro and Dr. Marc Auerbach, the chief residents for the department, observed firsthand the problems this caused. "Our residency program lasts three years," explains Shapiro. "During their time with us, of our 58 residents, only 30% to 50% of them were able to attend any particular lecture, usually because they were concerned about a patient they were treating." In addition, the instructors had only a certain amount of time to devote to each individual discussion.

"We saw a real need when we were residents to improve our educational experience without compromising patient care. So, when the department started brainstorming ideas on how to accomplish this, videoconferencing was an obvious solution," says Shapiro.

SOLUTION

The evaluation team quickly realized the need for a company to help them navigate choices for videoconferencing for the medical space. Videre, an authorized TANDBERG partner with expertise in the medical field, helped NYU identify the best-of-breed solution for their needs.

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“When we reviewed the various competitors, TANDBERG just blew the doors off of all the competition as far as video quality and ease of user interface,” notes Shapiro. “We knew the quality of the video and audio would be crucial. It was something on which our department didn’t want to compromise. And, we knew there would be a variety of people using this each day. Seeing that we needed something easy to use, Videre designed and installed a total video network consisting of three customized distance learning rooms at each campus, the TANDBERG Content server for streaming and archiving video calls, as well as the TANDBERG Management Suite for easy scheduling, monitoring and overall system management. The solution proved to be a perfect fit for NYU pediatrics instructors and students.

The TANDBERG Content Server (TCS) enables instructors to record their lecture and the presentation material — PowerPoint presentations, x-rays, EKGs, pictures of skin rashes or anything presented during the lecture. “We just call into the content server,” says Auerbach. “It couldn’t be simpler.”

RESULTS

The TANDBERG solution is now helping NYU residents balance patient care and their academic education. Attendance has improved dramatically, from 30%–50% of the available residents to more than 90% on a consistent basis. “The TCS product has helped ensure all our residents gain access to the lectures and presentation materials,” says Shapiro, “even those who can’t attend the conference due to night float duty, patient emergencies, vacations or other commitments. Now, during their available time, everyone who missed a lecture can view it — from any PC, at any time of day, easily.”

The TANDBERG solution has enabled the NYU pediatric unit to:

- Maintain patient care by not taking residents away from patients
- Save time and effort by not moving residents and presenters from site to site
- Increase the quality of the presentations and the productivity of the presenters
- Offer innovative workshops — Specialized workshops are now being offered via videoconferencing. Topics such as dealing with death and bereavement are offered by visiting professors: others include the weekly Wednesday “morning report” where different experts come together to discuss a particular case

PLANS TO BUILD AN EXPANDED COMMUNITY

Building increased cohesion in the extended New York medical community and increasing the NYU Pediatric program’s competitive standing using the TANDBERG solution are in the works. “We are well on our way in recording and cataloging our lectures. Eventually, we hope to be able to highlight every single topic that is in the content specification of the American Board of Pediatrics — a process that will likely take us about two to three years. By cataloging our comprehensive lecture series, and making these lectures available for reuse, it helps us as a residency hospital to be very attractive to applicants.”

In the competitive New York hospital system, institutions continually strive for higher-ranked enrollments. “With the TCS, we’ll be able to show potential students the quality of our instruction,” explains Auerbach. “With just a password and a click of their mouse, they can see samples of our program and see how we use technology like this to support their educational experience. I believe our new videoconferencing system is part of what’s helped us attract a higher-ranked student body.”

“Our goal is to ensure 100% of our residents pass the boards each year, and our TANDBERG videoconferencing system is proving to be an important part of that commitment,” says Auerbach. “Going forward, this will likely provide us with the ability to maintain continuity with our graduates, foster pride in our program, expand our presence and reputation in the New York medical community and even offer continuing medical education. Thanks to TANDBERG, we are concurrently accomplishing multiple goals.”