



CASE STUDY:

SECOND OPINION AND AETHRA® VIDEO COMMUNICATION SYSTEMS

Customer interviewed: Second Opinion Video Communication System Used: Pleiadi

"A picture can express more than a thousand words, but one motion picture is worth more than a million words." This is how Dr. Yves Biton, Medical Director of Second Opinion, sums up the value of videoconferencing in the world of remote healthcare. Second Opinion (World-Wide) International BV is a Dutch company owned by the Israeli SHR group with offices in 14 countries. It has been using Aethra's videoconferencing systems since 1996.

Videoconferencing is at the heart of the company's business strategy. The innovative consultancy service provided by Second Opinion enables subscribers wherever they are in the world to obtain a second medical opinion from the best American physicians. All they need to do is go to any one of Second Opinion's 14 branch offices and they can organize an appointment with a remote expert in the UCSF Medical Centre (University of California San Francisco). Using videoconferencing a doctor can interview the patient and can share analyses and documents (for example, X-rays). As well as its own subscribers, Second Opinion sells the service to banks, insurance and credit card companies which distribute the subscriptions as gifts or resell them to their customers.

Another interesting videoconferencing application used by Second Opinion is in the area of home telenursing where a 24-hour a day call system is available from the branch office. The majority of patients who use this service are post-surgery and usually go home 48 hours after the operation. One of the benefits of telenursing is that patients decrease the risk of infection as they can leave hospital as soon as possible after the operation, knowing that they can continue to receive first-class medical advice in their own home via videoconferencing. Decreasing the number of hospitalization days in this way also reduces health care costs. The branch office calls patients regularly to check on them. In some cases telenursing has proved to be decisive. In one instance, a doctor saw the patient in his home via videoconferencing sitting slumped in the chair after bypass surgery. He had a post-operation syndrome and had to be sent to hospital immediately. Thanks to videoconferencing it was possible to get the patient to hospital as quickly as possible and ultimately save his life.

In addition to the services offered by Second Opinion, the company also uses Aethra's videoconferencing systems internally on a daily basis for videoconference meetings between the headquarters and its branch offices. This is beneficial because of money saved on travel expenses and also improves the flow of communication within the company. Videoconferencing is also often used to make presentations to other organizations for marketing purposes.

According to Dr. Biton, the use of videoconferencing for medical purposes is crucial: "Videoconferencing brings people together and kills the distance," emphasizes Dr. Biton.

Pleiadi Technical Notes

- rollabout system with two monitors
- perfect for conference and meeting rooms DICOM3 Compatibility
- supports ISDN and IP networks
- echo suppressor
- connection with up to 5 remote sites with audio, video and data sharing
- compliance with international standards (H320/H323)

Pleiadi delivers high-quality multimedia video communication sessions over the ISDN, leased or packet networks, such as IP networks, Intranet. The system architecture with two monitors allows for simultaneously displaying both the local and remote rooms or, alternatively, the local room with still images for application sharing.

The new camera with 9 preset positions, zoom, autofocus, voice tracking and high-speed pan&tilt can be managed either locally or from remote with the infrared control. The user interface has been designed in a 3-D menu to ensure easy intuitive operation even to less expert users.

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Second Opinion

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