

A healthcare center in Georgia (US) uses EnterpriseTube for their live and on-demand video uses

A non-profit hospital based in the US state of Georgia offers a wide range of medical and rehabilitation treatments and has been doing so for a few decades. They use videos for many purposes, ranging from live events to video-based learning. The hospital is looking to incorporate videos into their day-to-day activities and reduce the number of personnel dedicated to each activity.

Using VIDIZMO, the hospital uses live video events to run public awareness campaigns about certain diseases, conditions and their organization among the general public. Similarly, they use videos to deliver aftercare to remote patients. Top surgeons also live stream surgical procedures for educational purposes, enabling training for new doctors and paramedical staff without having to dedicate manhours. They use advanced media analytics that VIDIZMO offers out-of-the-box to monitor the reception of each video, live or on-demand, analyzing who watched the video and how much of it they watched. VIDIZMO also allows the hospital to insert surveys, quizzes and documents for interaction with the viewers.



Customer Challenges

The biggest challenge that the hospital faced was that they had to dedicate several personnel for the various activities they carried out, such as their public awareness campaigns. They often had to fly doctors out and accommodate them out of town. Being a non-profit organization, they struggled with this.

Similarly, either doctors or paramedical staff had to travel to remote patients for aftercare, or they had to station a nurse with the patient, taking them away from the hospital.

Furthermore, when the doctors wanted to demonstrate a procedure, they were crowded by students and new doctors and paramedical staff in the operation theatre.

Partner Solution

VIDIZMO EnterpriseTube provided a solution to the hospital that was set up on premises behind their firewall.

VIDIZMO gave them live video capabilities with encoding, a widespread Content Delivery Network (CDN) as well as adaptive bitrate streaming to allow playback on any device, on any network and across a large geographical area.

Additionally, VIDIZMO allowed the hospital to adapt a video-based CME program, with live streamed surgical procedures and other training videos.



VIDIZMO automatically transcribes videos and translates these transcriptions into multiple languages



VIDIZMO offers detailed analytics that show how many people watched the video and their quality of experience



VIDIZMO allows inserting quizzes, surveys, annotations and handouts in videos to enhance for increased interactivity



VIDIZMO provides easy access and playback for videos and digital content, using any browser, from any device.

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