



When it comes to physician and staff training, patient education, and hospital communications—video works

In hospitals large and small, in medical schools and nursing homes, pharmaceutical companies and research labs, video is changing how healthcare professionals communicate, learn and work.

The use of video in healthcare is nothing new. What is new is that with Starbak, video is more affordable, more effective, and easier to capture, distribute and manage than ever before. As a result, many uses for video in healthcare that were once thought to be too expensive, or too complicated to be incorporated into everyday practices, are now easily within reach.

As healthcare organizations are required to provide higher levels of care with fewer resources, medical professionals must collaborate with colleagues that may be located at another hospital, across country, or around the world. Video ensures that thoughts, ideas, practices and procedures are communicated effectively and efficiently, despite the barriers of time and geography.

At Starbak, our healthcare customers are introducing new and innovative uses for video communications all the time...

Leading hospitals are implementing video streaming throughout the organization to ensure that patients and staff benefit from the most up-to-date information. Hospitals and manufacturers alike are recognizing that video training, delivered to the people who need it most, can save money, and save lives.

In medical schools, video brings the expertise and experience of practicing physicians into the classroom. Providing students and professors with video recordings of medical simulations, oral examinations and practicals accelerates learning, and allows greater individual attention from teaching staff. Healthcare is a business — the business of making people feel better. In the executive offices, those responsible for managing healthcare organizations are realizing that video allows them to communicate with managers and staff in a way not matched by email or corporate newsletter. Using Starbak, these organizations are establishing video portals that provide an always-on communications medium for delivering fresh, engaging and motivational messages—any time, all the time.

Here is just a sample of video applications that Starbak customers in healthcare have discovered.

HOSPITAL COMMUNICATIONS

- Broadcast addresses by the Dean, Chief of Staff, and other administrators to ensure effective communication across multiple locations.
- Provide always-on hospital news and information to staff and visitors, broadcast to plasma screens located in hallways, cafeterias and lobbies.
- Record and stream hospital administrative meetings to reduce the travel required for professionals that may be located remotely.

PATIENT EDUCATION AND STAFF TRAINING

- Provide in-room patient education to ensure patients are educated on their conditions, disease, upcoming medical procedures, medications and compliance regimens.
- Record and stream operating room procedures, labor and delivery, patient care and other medical procedures to promote best practices, or to examine deficiencies and explore corrective action.
- Provide desktop video-based training and continuing education to physicians, nurses, medical technicians and other staff to reduce time out of the hospital.
- Enhance hospital training with professionally produced video-based training programs on the latest information regarding disease, diagnoses and practices.
- Publish training videos from equipment manufacturers to ensure proper use of medical devices and instruments, such as heart monitors, MRI, and radiology.

CONFERENCES & SYMPOSIUMS

- Record and stream medical round tables, conferences, symposiums, lectures and other professional events to promote dialog on current topics, while extending the reach and reputation of the hospital and staff to a worldwide audience.



> Sometimes, it makes sense for healthcare organizations to create their own videos on topics for which they are the expert. For many other healthcare topics, there exists a universe of video programs specifically designed to effectively train physicians, nurses, medical technicians and students. Starbak makes it easy for organizations to purchase and download professionally-produced videos online, directly through their Starbak Video Portal. Once downloaded, the Starbak system ensures that everyone has access to these programs over the local network, where bandwidth is plentiful and the viewing experience exceptional.

Here is just a sample of the wide array of healthcare topics available in professionally-produced video programs offered by Starbak:

Acute Bronchitis	Labor and Delivery
Allergic Rhinitis	Lacerations and Wound Care
Anaphylaxis	Mammogram
Anemia of Chronic Disease	Melanoma Screening
Ankle Sprain	Menopause
Asthma	Metered-Dose Inhaler
Atherosclerosis	Migraine Headache
Atrial Fibrillation	Narcolepsy
Back Health: Lifting	Obesity
Blood Sugar Testing	Obstructive Sleep Apnea (OSA)
Bone Fractures and Sprains	Ovarian Cysts
Bursitis	Parasomnias
Cancer	Peak Flow Meter
Cataracts	Periodic Limb Movements of Sleep
Cholesterol Screening	Pregnancy
Colonoscopy	Pressure Sores Associated with Seating
Crutch Training	Primary Insomnia
Depression	Relaxation Exercises
Depression Screening	Restless Legs Syndrome (RLS)
Diabetes	Rheumatoid Arthritis: The Treatment
Diverticulitis	Sinusitis
Diverticulosis	Sleep Hygiene
EGD: Upper Endoscopy	Sleep Studies (Your Night in the Sleep Lab)
Flexible Sigmoidoscopy	Smoking Cessation
Gastritis	Spinal Tap Procedure
GERD	
Hepatitis	
Hypertension	
Hysterectomy	
Irritable Bowel Syndrome	

For more information on Starbak video sales, contact your Starbak sales representative, or email us at info@starbak.com

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