

Face to face: Fighting cancer with better video collaboration

Moffitt Cancer Center finds a simpler way to connect doctors and affiliates globally with cloud-based meeting service.

“This new way of meeting has revolutionized how we practice medicine. Now we want to share it with all our partner affiliates.”

— John Maass, Manager of Conferencing Technology, Moffitt Cancer Center

For nearly 30 years, Moffitt Cancer Center has worked tirelessly to find a cure for one of humanity's worst diseases. Video collaboration has played a key role in that effort.

Moffitt's researchers and clinicians often meet virtually with experts around the globe to discuss the latest cancer research and advances in patient care. The logistics of those meetings were tough and haphazard. Participants might use one system to share a video connection and another one to share important medical documents and diagrams. Often participants couldn't even view what was being shared.

Challenges

- Cancer researchers from around the globe had difficulty collaborating using a diverse set of video devices and systems
- IT department wasted time and money traveling to troubleshoot collaboration problems
- Video interviews of potential job candidates were plagued with technical delays and incompatibility

Closer to home, Moffitt clinicians frequently needed to meet virtually with up to 50 doctors from affiliate hospitals across Florida. Many affiliates lacked the technology to make that work, so Moffitt's IT staff wasted valuable time and money traveling around the state to improvise solutions.

The challenges didn't stop there. Recruiters in Moffitt's human resources department conduct preliminary video interviews with out-of-state job candidates. In many cases, interviewees didn't have the technology for a quality videoconferencing experience. The result was a technical delay and a choppy and garbled experience, giving recruiters an unclear view of the candidate's personality and communication skills.

Case Study | Moffitt Cancer Center

Size: 5000 employees Location: Tampa, Florida Industry: Healthcare



CMR Cloud fights cancer with a simplified videoconference experience.

Solutions

- Combined personal room and video bridge technologies to deliver one, always-available meeting experience
- Enabled participants to join from any standards-based video device, anywhere in the world
- Delivered high-quality content for easy, secure recording and sharing

No more complicated technology

With Cisco® Collaboration Meeting Rooms (CMR) Cloud, which combines Cisco WebEx® personal rooms with cloud-based WebEx video bridge technologies, doctors and researchers no longer have to struggle with a complicated mix of technology.

It's simply better

By easily setting up meetings in their own meeting rooms and joining using any device, doctors and researchers can now effectively collaborate via diverse video systems and share documents. Less travel time by both doctors and IT staff to offsite meetings translates into better care for patients and quicker advances in cancer research.

"It doesn't matter what device they're using," says John Maass, Moffitt's manager of conferencing technology. "Everyone gets the same high-quality meeting experience."

HR benefits too

With CMR Cloud, human resources staff can now conduct video interviews without annoying delays and glitches. They can better determine whether candidates are a good fit for Moffitt, and, in turn, candidates get a better impression of their potential employer.

IT saves time and money

Moffitt's IT team can use its existing infrastructure. It doesn't need to spend a large capital outlay to outfit a room for 50 participants because it's a cloud service. To date 200 Moffitt staff have joined a single session, but there's the capacity to fit more. And instead of spending 60 minutes setting up a video call, they can now do the same thing in 10 minutes or less. "I don't troubleshoot this stuff anymore," says Maass. "I love that. It really frees up my time to focus on more important business priorities."



Results

- Eliminated the need for a large capital outlay to outfit a room for 50 participants or more
- Reduced IT support time to set up a video call from 60 minutes to 10 minutes or less
- Streamlined as many as 24 interviews per month with job candidates, saving IT three full work days of testing

Expanded deployment delivers even better results.

Going forward, the Moffitt IT team has ambitious plans for Cisco CMR Cloud. "This new way of meeting has revolutionized how we practice medicine," says Maass. "Now we want to share this, not just with doctors and researchers but with all of our partner affiliates." With a flexible virtual office in place, Moffitt expects smooth collaboration to reach new heights.

More information

- To find out more about Cisco CMR Cloud, visit www.cisco.com/go/cmrccloud.
- To find out more about Cisco collaboration solutions, visit www.cisco.com/go/collaboration.



Products and Services

- Cisco CMR Cloud
- Cisco WebEx Meeting Center
- Cisco TelePresence® Endpoints (C, SX, EX Series)
- Cisco TelePresence Content Server
- Cisco TelePresence Management Suite
- Cisco Digital Media Manager
- Cisco Show and Share®
- Cisco TelePresence Video Communication Server (VCS) (Control, Expressway, Microsoft Interoperability)
- Cisco TelePresence MCU 4501 Series
- Cisco TelePresence IP GW 3510
- Cisco TelePresence ISDN GW 3241
- Cisco Digital Media Players (4400, 4310)

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