



# ***LifeCare Saves Lives and Dollars While Training Clinicians Using IP Videoconferencing***

## **Spotlight: LifeCare Hospitals**

### **Background**

LifeCare Management Services runs long-term, acute-care hospitals across the United States with the mission to improve the care for people's health through encompassing the mind, body and soul. The typical short-term patient spends three days in the hospital, but LifeCare's patients suffer from complex health issues that require an average of 25 days in an acute-care setting. Because of the critical care and therapy services the patients require, training LifeCare's clinical staff in the latest and most effective treatment is essential to the patients' well-being, as well as the company's overall success. More importantly, offering up-to-date information and ongoing training in a timely manner can make a life or death difference.

In an effort to reduce travel costs, LifeCare sought a corporate-wide videoconferencing network. After comparing the quality and cost of ISDN vs. IP, LifeCare selected MASERGY to provide an IP-based multi-service network for data and videoconferencing services. Because of past experiences with ISDN, the executives and medical staff at LifeCare were skeptical of videoconferencing solutions. However they quickly warmed up to video-over-IP after viewing the quality firsthand. The savings began almost immediately as employees began to conduct meetings across the network.

### **Wound Care Training**

In all healthcare environments, advanced medical training is an essential but costly and time consuming task. Previously, LifeCare's training program usually involved sending a training team to visit all 19 hospital locations to ensure effective implementation. The company had planned to send a world-renowned expert on advanced wound treatment, along with a training team, to update the staff on current wound care and assessment techniques. This would cost more than \$70,000 in travel, as well as nearly \$40,000 in salaries, wages and consultation fees.

With the installation of MASERGY's advanced IP network, LifeCare saw an opportunity to leverage its new videoconferencing capabilities to complete the training quickly while also saving tens of thousands of dollars.

Using multi-point videoconferencing, Conva Tec, A Bristol-Myers Squibb Company, trained LifeCare's employees across the nation from LifeCare's corporate offices in Plano, Texas. While the typical training schedule lasts 45 days, Conva Tec was able to complete its training on new wound care techniques and procedures for 36 medical staff in only two days at a cost of less than \$10,000. The LifeCare nurses, physical therapists and long-term care administrators attended training without leaving the hospital, and could immediately return to work after the class.

### **Results**

Because LifeCare could trust the quality and performance of the MASERGY network, this training was accomplished in 1/20th of the time typically spent. The company saved over \$100,000 on a single training class by reducing travel and staff costs--and replicates these savings with every training session. LifeCare now has a new way to quickly and cost-effectively train its staff while offering life-saving information weeks earlier than previously possible, resulting in additional lives saved.