

With more than 140 sites, operating in over 170 countries, Carestream Health is a global leader and worldwide provider of medical and dental imaging systems and IT solutions for the Healthcare industry. Carestream has a global sales and service team, and remains at the forefront of numerous technological advancements in imaging and healthcare IT.

The Challenge: Increase Global Collaboration

Such a diverse and globally located team has helped Carestream remain a leader in their industry, but it does present some challenges. Carestream began looking for a solution that could help them facilitate global communication without increasing their travel budget. Traditional teleconferencing was one solution, but lacked the face-to-face interaction they desired. They also wanted a solution they could deploy over a period of time and could grow as they acquired new sites.

The Solution: A LifeSize Video Conferencing Solution by IDSolutions



Carestream began looking at Video Conferencing solutions that would meet their needs and was introduced to IDSolutions by partner LifeSize Communications as a preferred integrator.

Carestream decided to deploy a LifeSize solution that includes a combination of Room Systems and PassPort units located in both conference rooms and on mobile carts. “We wanted the flexibility of having some units on carts so we could move them to different offices or conference rooms,” explained Marge Taccetta, the Partner Services Manager at Carestream who is responsible for all

IT related services for the company.

The initial deployment was small, allowing the company to test the system to make sure it would meet their needs, and grew over 2 years. It currently includes 22 units, across several campuses in addition to a Video on demand server used to store and access recorded video.

The Result: Reduced Travel, increased communication

Key leaders and employees at Carestream had no problem adopting the new technology. “Everyone was curious and jumped right in,” explained Marge, “the more they use it, the easier it gets.” In addition to meeting their goal of reduced travel, Carestream has enjoyed other benefits to using Video Conferencing Technology. Collaboration across the company and among leadership in different locations has greatly increased. There is more human interaction and groups across more than one location are much more engaged with one another. The Human Resources department can conduct new hire interviews via video – eliminating the need to bring candidates in for interviews. Employees can collaborate with outside vendors saving time and travel. Employees can also attend business forum discussions on a variety of topics, not otherwise available to them over the phone.

Carestream now conducts its Quarterly Business Forum meeting, a quarterly company update for employees, via video. They record the meetings and make it available for viewing on-demand for employees who could not attend the live event.

Communication with offices in other countries has benefitted as well. “We have better engagement with our colleagues overseas, where English may not be their first language,” Said Marge, “We can see facial expressions and body language – it has really broken down some of the social barriers we were experiencing before.”

In the future Carestream plans to continue rolling out more LifeSize units as they grow and acquire new locations. They have not yet deployed a desktop solution but it is something they are considering in addition to finding other ways to use the system – such as product training and updates.



About IDSolutions

IDSolutions is a global visual communications solutions provider dedicated to delivering customers complete solutions for video conferencing, streaming video, digital signage and telepresence. At IDSolutions we are focused purely on visual communications technologies built around industry leading manufacturers of video over IP products. www.e-idsolutions.com