

Web Conferencing Drives Efficiency for Healthcare Technology Firm

MEDITECH uses web meeting applications to cut travel by 35 percent while reaching more prospects and customers.

Executive Summary

Customer Name:

Medical Information Technology, Inc. (MEDITECH)

Industry:

Healthcare Information Systems

Location:

Westwood, Massachusetts

Number of Employees:

3200

Challenge:

- Provide ongoing MEDITECH software training without requiring travel and lost productivity for staff or customers
- Strengthen customer engagements while reducing number of product specialists sent on sales calls
- Migrate more customers to new software platform using fewer MEDITECH resources

Solution:

- Marketing team employs remote product demos to supplement onsite sales presentations
- Implementation Division uses remote training sessions to facilitate migration to new platform
- Client Services Division conducts online seminars to train customers how to maximize effectiveness of the technology

Results:

- Reduced travel in Implementation Division by 35 percent
- Extended reach within customer organizations by providing more flexible training format
- Provided more training in same amount of time by taking sessions online

Challenge

Based in Westwood, Massachusetts, Medical Information Technology, Inc. (MEDITECH) has been providing integrated information systems to the healthcare industry since 1969. During that time, healthcare IT has become the fastest-growing segment of the US\$11 trillion global healthcare marketplace, and healthcare organizations have turned increasingly to technology in their quest to deliver patient care in the safest and most efficient manner possible. For today's hospitals and clinics, this trend means adopting integrated software solutions that support the clinical, financial, and administrative needs of the organization while making information available to clinicians whenever and wherever they need it.

MEDITECH's software does just that, with solutions that serve multiple departments. Consequently, selling the solution to customers, training end users, and providing continued education all require time and resources. Although Phil Polimeno, director corporate technology for MEDITECH, was not certain he could reduce the time spent on these processes, he did believe that he could make better use of both MEDITECH and customer resources by accomplishing some of the tasks remotely.

Thus began Polimeno's search for a web-based training and meeting solution that would allow MEDITECH to cut back on employee and customer travel time while reaching out to a greater number and wider variety of customers for product demonstrations and training. Because MEDITECH was already using Cisco® technology for its network infrastructure, Cisco WebEx™ technology was an obvious place for Polimeno to begin his search for an online training and meeting solution.

Solution

In evaluating web training and meeting solutions for MEDITECH, Polimeno had several requirements in mind. Cisco WebEx® technology met all of them:

- **Simplicity.** Prior to adopting WebEx solutions for online demos and training, MEDITECH employed a complicated mix of technology that was difficult to set up. Not only did this require firewall work on both ends, it also presented numerous licensing issues. "With WebEx technology," says Polimeno, "there was none of that hassle. We wanted something easy and web-based." Adding to the simplicity was the user-friendly interface and software as a service (SaaS) delivery model.
- **Security.** Network access was also a key concern. "WebEx technology provides quick access through a web-based interface, and people share only what they want others to see."
- **Functionality.** For Polimeno and his team, the superior functionality of WebEx solutions cemented the decision. "We love the full desktop application sharing feature," says Polimeno. "Integrated audio is a great bonus. And I like the fact that we can set up notifications, events, and reminders."

Six years after deploying WebEx technology, MEDITECH is using the online training solution in every phase of its customer and product life cycles.

Sales

Marketing manager Christine Silva and her team have been using WebEx technology to demonstrate MEDITECH products remotely as part of their presentations. In 2009, however, that usage increased exponentially after the company began an initiative to reduce travel burdens on its employees. “By increasing our WebEx use by 25 to 30 percent, we were able to let our product specialists continue their demos while reducing their travel,” says Silva.

Implementation and Training

Once a sale has been made, the MEDITECH implementation team begins preparing the customer to go live with the software in its own environment. Prior to implementing WebEx technology, this entailed face-to-face training supplemented by canned presentations and written documentation. After implementing WebEx technology in 2009, the team is now holding an average of 60 WebEx sessions per month, and customers were delighted to be receiving instruction in shorter segments that they could review at their own convenience.

Support

For MEDITECH, education does not stop with implementation. The Client Services team provides ongoing instruction throughout the customer’s partnership with MEDITECH. Not surprisingly, WebEx technology is an enormous help. Whether it is to address application changes or to review advanced functionality, WebEx remote sessions let the MEDITECH Client Services team reach more customers with the information that they need to make the best use of the company’s solutions.

“It can be challenging for a hospital to send even one person to MEDITECH for training. With WebEx technology, we can reach many more customers in a single training session.”

— Cheryl Jauch, manager, client services division, MEDITECH

Results

When the MEDITECH Implementation Division began migrating users to the company’s latest platform, one of their goals was to optimize MEDITECH and Facility resources. With WebEx software, they have done just that, reducing travel by 35 percent and reaching customers who might not otherwise be able to participate in the intensive training sessions.

“The consistent message from our customers is they prefer training through a combination of WebEx sessions and canned presentations, rather than day-long online seminars,” says Patricia Pacewicz, implementation manager at MEDITECH. “In addition, we can present the same material in two three-hour WebEx sessions that we would normally present in an eight-hour face-to-face meeting. Our customers are even taking advantage of the recording capabilities to create libraries of WebEx sessions, so their employees can review the material at will. In this way, we’re able to reach many more people in our customer organizations than we have in the past.”

Cheryl Jauch, manager in the MEDITECH Client Services Division, echoes Pacewicz’s sentiments. “It can be challenging for a hospital to send even one person to MEDITECH for training,” she says. “With WebEx technology, we can reach many more customers in a single training session.” For the

Client Services Division, this capability translates to a significant boost in productivity. “We currently hold around 50 WebEx sessions per month, a number we could never achieve through face-to-face training sessions alone,” says Jauch. “With WebEx solutions, we’re able to increase our presentation volume and reach many more customers and end-users.”

An added benefit for the sales and marketing team is the heightened visibility that WebEx technology provides. “We’re in a very competitive market,” says Silva. “WebEx allows us to keep our products and company in front of customers even when we’re not on site. And by using WebEx to present current customers with information about upcoming features, we’re able to reach them much earlier.”

Next Steps

Since its initial deployment, WebEx technology has become an integral part of MEDITECH’s business strategy. Polimeno expects this trend to continue as the company explores new ways to showcase its software. The Implementation Division, for example, is beginning to introduce WebEx presentations into its new-customer training as well. The company is also exploring using WebEx technology to broadcast internal company meetings.

“Our software keeps becoming more sophisticated,” says Silva. “That’s why it’s so beneficial to present new functionality to customers using WebEx technology.”

For More Information

- To find out more about Cisco WebEx, go to: <http://www.cisco.com/go/webex>
- To read more about Cisco healthcare solutions, go to <http://www.cisco.com/go/healthcare>
- To read other collaboration case studies, go to: <http://www.cisco.com/go/customers>
- To provide feedback or participate in the WebEx customer reference program, email: real.results@webex.com

Product List

WebEx Technology

- Cisco WebEx Training Center
- Cisco WebEx Meeting Center
- Cisco WebEx Event Center

Routing and Switching

- Cisco Catalyst® 6509 Switches
- Cisco edge switches
- Cisco VPN routers
- Cisco IOS switches



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