



Extending the Reach of Medical Education

University of British Columbia expands its medical education to new territories with face-to-face collaboration on any device.

“Delivering education opportunities where learners reside is helping to retain doctors in rural areas.”

- Anthony Knezevic, Senior Manager, Collaboration Technologies, UBC Faculty of Medicine

How does one of the world's top medical schools provide distance education over an area of nearly a million square kilometers, much of it subarctic wilderness?

Challenges

- Deliver high-quality distributed education
- Provide a consistent two-way collaboration experience on any device
- Scale collaboration infrastructure cost effectively

In 2000, citizens of British Columbia held a rally to draw attention to poor healthcare access in rural areas. The event laid the groundwork for the expansion of UBC's Undergraduate Medical Program.

“Instead of building more schools, we began using Cisco® video conferencing endpoints and tools to deliver high-quality medical education to underserved regions of British Columbia,” explains Anthony Knezevic, senior manager, Collaboration Technologies, UBC faculty of medicine. “Our ongoing goal is to bolster the number of practicing healthcare professionals in rural areas and improve access to care.”

The program proved to be so successful that other UBC health programs wanted to reach more learners who may not have access to dedicated conferencing endpoints. “We wanted to deliver education over a wide, geographically dispersed area to reach more students,” says Knezevic. “To do so, we needed to extend our reach to a broader set of video-capable devices.”

Case Study | University of British Columbia

Size: 59,659 Students

Location:
British Columbia, Canada

Industry: Education





A Hybrid Video-Conferencing Solution Enables Distributed Education Anywhere in the Province.

Solutions

- Deployed Cisco Collaboration Meeting Rooms hybrid
- Extended conferencing to outside participants using cloud-based Cisco WebEx® technology

A High-Quality Experience on Any Device

Students and instructors now benefit from two-way video, audio, and content sharing on any device, a requirement for receiving continuing medical education (CME) credits.

“Pilot users gave our Cisco solution high marks for usability, quality, and overall experience,” says Kevin Saltel, senior systems analyst, UBC faculty of medicine.



Improving Access to Continuing Education

Previously, many physicians were not able to attend academic grand rounds to consult with other physicians due to constraints on location, access, and time. Now physicians can attend from anywhere.

“I am often traveling to remote locations,” says one rural physician. “I can still tune in to events, talks, across the province.”

Making the Most of Existing Investments

UBC didn’t need to make changes to its on-premises video infrastructure to extend video conferencing to remote users. It began paying a WebEx subscription based on user demand.





Results

- User experience meeting medical accreditation requirements
- Expands learning program to web conferencing users with zero capital investment
- 90 percent of users indicated adoption of solution

Keeping up with the Times

The faculty of medicine is providing the solution to all distributed academic grand rounds and targeting use cases to support all distributed education programs.

“We’re ensuring learners have the tools they need in today’s connected society,” says Knezevic.

Products and Services

Collaboration

- Cisco Collaboration Meeting Rooms hybrid
- Cisco TelePresence
- Cisco VCS Control and Expressway
- Cisco Telepresence Integrator C and SX Series
- Cisco SMARTnet Service



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