Health services organizations around the world are discovering that they can optimize business strategies while protecting patient records. These companies use WebEx online applications to reach and support a growing number of employees and customers. They also follow HIPAA mandates using WebEx secure connections that encrypt all content. This content is never stored on WebEx, ensuring the highest level of data security and confidentiality. Using WebEx, healthcare institutions can now collaborate anywhere, any time, with minimal risk.

See how these four companies experienced phenomenal results by integrating WebEx into their work environments:

- **Maimonides Medical Center** protected patient data in accordance with HIPAA requirements, while maintaining flexible access to remote vendors.

- **Darco** used WebEx to launch a complex, new medical device, making the most of sales resources, while delivering a reliable, consistent message.

- **Iowa Foundation for Medical Care** improved the quality of customer training by using WebEx to maximize training budgets and reduce travel time and cost.

- **Affymetrix** leveraged WebEx to broaden its market reach to geographically-dispersed audiences, and provide seamless technical support to customers worldwide.
Previously, I had struggled to see who touched what, how they got in, and what they did. WebEx gives every vendor its own account. It shows me who was where, when they did it… Now we’ve got more control, and that’s made our support lives easier.

— Jill Wojcik, Technical Services Manager

Maimonides Medical Center supports HIPAA compliance with tight control of network access from WebEx Support Center.

Maimonides Medical Center is a non-profit, non-sectarian academic hospital in Brooklyn, NY, known for its many contributions to medical progress through clinical and laboratory research. The Medical Center delivers a broad range of primary and sub-specialty services to patients in the Greater New York metropolitan area. Clinicians and administrators at Maimonides embrace a philosophy of leveraging advanced information technology to enhance efficiency, improve patient care and reduce medical errors. In fact, for 2005, Maimonides was named one of the nation’s 100 “Most Wired” hospitals and one of the nation’s 25 “Most Wireless,” by Hospitals & Health Networks, a journal of the American Hospital Association.

The Challenge
To meet their growing demand for advanced information technology, Maimonides worked with multiple vendors to develop its IT infrastructure. Consequently, Technical Services Manager Jill Wojcik and her team needed to address a serious issue with these vendor partners—compliance with the Health Insurance Portability and Accountability Act (HIPAA). HIPAA is a federal law that mandates security and privacy measures for handling medical records. Under HIPAA, medical providers must thoroughly track all contact with patient data to ensure its proper protection. However, Maimonides was struggling to achieve a secure and effective method for auditing access to its servers by the outside service vendors. During the vendors’ troubleshooting and maintenance activities, patient data could potentially be exposed. The Technical Services team needed a foolproof way to control and track unique vendor sessions that sometimes occurred multiple times daily during system upgrades.

The Solution
Wojcik’s team set to work on solving these vendor support challenges. In keeping with Maimonides’ strong technology commitment, they chose a best-of-breed approach to solution development. They began with an assessment of the different remote support tools that their vendors were using to see which ones were valuable, and which they could eliminate. After selecting WebEx Support Center, Maimonides notified all of its vendors of the new requirement to use WebEx to service them. Vendors now needed to fill in an online form requesting network access. Support Center then generated an access code based on the request, which Wojcik’s team used to “unlock” the system at the requested service time. Support Center consistently logged all activity, down to which servers were accessed, what files touched, and the types of modifications made. Using this method, Maimonides now had strong security and reliable activity logs to see into all of its server interactions.
3rd party actions in their network. Since access could be requested 24/7, WebEx Support Center enabled Wojcik’s team to pre-set access permissions, enabling vendors to perform their work without Maimonides’ staff having to be on site.

Wojcik commented on the value Support Center delivered “Previously, I had to struggle to see who touched what, how they got in, and what they did. Now, WebEx gives every vendor their own account, so we have clear visibility into all remote access and actions within our network. No other vendor was able to provide us with this level of flexibility to create logs or track activity. We found WebEx to be much more flexible.”

While Maimonides’ mandate certainly required a change for its vendors, converting them to the new system was relatively smooth. Once the vendors could see the ease of the solution, and understood that the WebEx web-based application required no technology installation or purchase on their part, they could comfortably adopt Support Center into their support methodologies. Some were already familiar with or using WebEx products in other areas of their businesses.

The Results
After just a few months since initial implementation, Wojcik already sees the value in the WebEx solution. Keeping external vendors in compliance has helped her team to be more efficient, because they’re no longer struggling to keep track of remote access. Maimonides is also leveraging the Support Center session—recording feature to see some of the actual activity occurring in particular vendors’ sessions, giving them an “extra pair of eyes” to monitor the specifics. As Wojcik comments, “Our choice of WebEx is in keeping with the overall Maimonides philosophy of using technology to solve problems proactively. We’re working with a technology leader to address our HIPAA compliance. We’ve got more control, and that’s made our support lives easier.”

The Future
Wojcik anticipates implementing the WebEx phone authentication feature in the near future. This will save even more time by enabling Maimonides to automatically provide session-specific access codes to vendors. Also, this will relieve the need for the Technical Services team to unlock the server prior to vendor access, and re-lock it when they’re through.

Wojcik would also like to expand their Help Desk use of WebEx Support Center, from the second tier escalation team to the front line Help Desk staff. She explains, “We’re looking at a model for delivering remote viewing to first line support, while keeping a handle on usage. This will save us time and energy.”

With Technical Services’ many responsibilities, Wojcik welcomes the confidence and resource savings that WebEx brings to their operations. “There are other things we have to give our attention to, and WebEx Support Center allows us to do that,” she says. “It just makes my job easier.”

HIGHLIGHTS

- Maimonides Medical Center required a secure method to allow its vendors remote access to its IT infrastructure for upgrades and maintenance, while protecting patient data per HIPAA requirements.
- WebEx Support Center gave them a standardized interface that provided tight control of third party access, and the ability to track all vendor actions on their systems.
- The Maimonides Technical Services team now has increased both confidence and bandwidth from the operational efficiencies gained through using WebEx.
Darco International is a leading provider of surgical, trauma, and wound care solutions for the global foot and ankle community. The Implant Division manufactures a full line of devices that help medical professionals treat a variety of conditions, from bunions and fractures to foot trauma and reconstruction.

The Challenge
Darco wanted to add surgical foot implants manufactured in Germany to its successful U.S.-based line of footwear products and soft goods for post-operative care. However, since the company sold mainly through distributors, the current sales model did not support an operating room product. “With an untested market, it was too risky to hire a new sales force and send reps around the country to provide onsite product instruction during surgery,” explains George Borak, vice president of sales and marketing at Darco. “If we made a large capital investment and the launch failed, the consequences could have been devastating.”

To launch the new Implant Division, the company had a choice: either hire a new sales force or find another way to reach and train target customers.

The Solution
With only two product managers and 6,500 U.S. foot and ankle surgeons to reach, Darco turned to WebEx to maximize sales resources and provide product-specific instruction to physicians across the country. Offering a one-to-many meeting approach, the ability to connect over the web any time, and support for live video, WebEx proved an innovative alternative to the standard sales model.

To expose physicians to the implant devices, the company does traditional marketing, such as direct mail, advertising, and trade shows. From there, product managers track the leads, and surgeons contact Darco directly to request implants for scheduled procedures. In a typical sales model, a field rep would attend the surgery in-person and guide the doctor through the specifics of that device from just outside the operating room door. With WebEx, Darco provides comprehensive online training sessions prior to surgery.

The WebEx sessions impart detailed instruction about the device and each instrument required to implant it. These online meetings can even show physicians a particular bone repair or demonstrate how to make the perfect cut.

According to Borak, “We use WebEx to examine the technique that’s been developed for that implant, show some operative photos, and walk surgeons through the actual process. We want to expose them to every possibility that can happen in the operating room, and we want to do that as cost-effectively as possible.”

Darco overcomes market risk and launches new product division with WebEx.
WebEx supports both one-on-one and group sessions and provides the flexibility to schedule meetings any time, which is critical with doctors’ busy schedules. “I once led a WebEx meeting with a physician during halftime of an LA Lakers game because he needed a demonstration before performing surgery the next day,” recalls Borak. “With WebEx, I can do the demo from my office, and the doctor can log in from home.”

Another important feature is the ability to show live video. According to Borak, “The really incredible thing about our profession is that it requires surgeons to think in three-dimensional ways to achieve correct implantation. WebEx Meeting Center enables us to use live video, so we can show them exactly what the device looks like, how to use each instrument, how to assemble screws and plates, and where to place them. This helps to familiarize surgeons with instruments they may not have seen before.”

Darco uses Meeting Center for more than online conferencing and training. “We use WebEx to build relationships with the surgeons,” Borak explains. During our WebEx sessions, product managers not only encourage physicians to ask questions, but they also share anecdotes about how other surgeons use specific products. Then they offer the opportunity to learn about other devices.

In addition, Darco uses WebEx internally to work with its German sister company on product development and improvements. U.S. product managers can now collaborate with German design surgeons to relate feedback from customers on existing products and brainstorm ideas for new products.

WebEx has been instrumental in the successful launch of the Implant Division. According to Borak, “The cost to hire and equip a team of sales reps to go into the field was astronomical. WebEx enabled us to launch with a tremendous amount of energy and without the capital expenditure of a sales force.”

WebEx also significantly reduced the company’s overall risk by eliminating the need for individual sales reps to train physicians. The WebEx model removed the reliance on sales reps’ knowledge and competence while enabling Darco to deliver consistent, reliable information. “With WebEx, we can duplicate content easily, and we control the message,” notes Borak.

After nearly 400 WebEx sessions, Darco has reached a previously untested market with minimal out-of-pocket costs. “Without WebEx, I don’t think we could have confirmed as quickly and as inexpensively as we did that there is truly a market in the U.S. for our products,” says Borak.

The Future
Darco has started to use WebEx to train physicians and distributors internationally. The company recently worked with physicians in Brazil and Venezuela and next will use Meeting Center to train product managers for a new distributor in Australia.

Darco has also implemented WebEx Workspace to track its manufacturing operations in China and to enhance collaboration with German design engineers. This shared repository provides a tighter link between design and manufacturing and gives the company greater visibility into key project milestones.

While the company has successfully reached the innovators and early adopters in the U.S., the remaining customer base isn’t ready for a sales model that eliminates field reps. To penetrate the market at a deeper level, Darco will shift to a more traditional model in addition to using WebEx. The company plans to attract and train new field reps with WebEx as well. “If you can demonstrate that you have a higher quality product, you can attract top-notch reps. WebEx can help us do that. And when this industry is ready to replace the field rep with innovative alternatives, Darco will be on the leading edge.”
WebEx was selected because it supports key features and SSL encryption, which provides a high level of security and supports all firewalls. WebEx also contains the security features needed for HIPAA compliance.

— Paula Cleveringa, Education Coordinator for the Information Systems Division

**IFMC delivers higher quality training, cuts costs, and increases productivity with WebEx.**

The Iowa Foundation for Medical Care (IFMC) was founded in 1971 to improve the quality of medical care and patient health by working with government agencies and healthcare providers in all 50 states. IFMC provides many health management solutions for the government in support of their Quality Improvement Program initiatives. IFMC employs more than 500 people in seven offices, delivering provider education and training, quality assurance, and information management solutions to its customers.

IFMC has three divisions that provide products and services to the health care community:

- **Encompass:** Provide customized managed care programs for corporate clients.
- **Information Systems:** Develop and support customized application solutions for national clients including the Center for Medicare/Medicaid Service (CMS) and the Department of Defense (DoD).
- **Government Quality Improvement Programs:** Provide health care provider education and Medicare and Medicaid consumer education.

The Education Department in the Information Systems Division trains end users in the CMS central and regional offices, and the Quality Improvement Organizations (QIO) at the state level, on the use of the various IFMC-developed software applications. The department was incurring significant time and expense delivering this training. To streamline the training process, the department tried CD-ROM and computer-based training approaches, but these solutions didn’t fully meet user requirements.

The Help Desk staff in the Information Systems Division provides technical support to customers including the CMS and QIO agencies, as well as to the DoD. Each month, administrators in more than 36,000 hospitals, home-health, and long-term care agencies across the country submit millions of clinical assessment requests for Medicare and Medicaid patients to the CMS. Strict government guidelines and complex applications make the data input and assessment submission process potentially difficult and frustrating, particularly at the end of each month when most of the assessments are entered. If a Medicare assessment is not submitted within the month the care was provided, the care may not be reimbursed by the government. With each provider potentially using different computer systems and operating software, IFMC’s Help Desk staff spent hours, making multiple calls, to resolve more complex problems.

**The Challenge**
In late 2000, IFMC evaluated several competing online training and technical support solutions. Paula Cleveringa, Education Coordinator for the Information Systems Division, says that “WebEx was selected because it supports key features including application sharing and SSL encryption, provides a high level of security, and supports all firewalls.”

**ABOUT IFMC**
- **Line of Business**
  Health management solutions
- **Headquarters**
  West Des Moines, IA
- **Number of Employees**
  Over 500
- **WebEx Customer Since**
  2001

**INDUSTRY**
Health Management Solutions

**WEBEX APPLICATIONS**
WebEx Meeting Center, Event Center, Support Center, and Training Center

**SUMMARY**
Since deploying WebEx, IFMC now delivers higher quality training to customers, resolves complex Help Desk issues within a single call, reduces travel time and costs, and enjoys improved productivity across the organization.
WebEx also contains the security features needed for HIPAA compliance.” According to Mike Rozendaal, IFMC’s Director of Applications, “WebEx is by far the most comprehensive and easy to use. With other solutions, it would have taken months to procure and set up a system. Without any additional equipment, we found we could begin using WebEx immediately.”

**The Solution**

IFMC began using WebEx in January, 2001. WebEx provided IFMC with the ability to demonstrate and train staff on their various software solutions. It was also used for online management and staff meetings. From the start, Cleveringa handled overall administrative support for the WebEx sessions, including the set up and hosting of all CMS online meetings and training sessions. Within six months, IFMC implemented a second branded WebEx site for use by the state QIO agencies to deliver education offerings to health care providers and consumers on Medicare/Medicaid and related healthcare topics. Today, this includes WebEx Event Center and a calendar of scheduled meetings and training sessions, averaging about 50-75 WebEx sessions per month.

The Help Desk staff implemented WebEx Support Center in 2001 to provide online troubleshooting support to end users when they encounter complex, Tier 2 issues. Support Center prevents the Help Desk staff from assuming control of end user’s computer without their expressed permission. The Help Desk staff receives nearly 2000 support calls per month. WebEx Support Center is being used on 20% of these calls.

Another IFMC site uses WebEx Meeting Center to support DoD health care benefits provided to several million military dependents and retirees.

**The Benefits**

Cleveringa says that “WebEx has enabled IFMC to deliver higher quality training to customers, reduced the time and costs associated with travel, and improved the productivity of the training staff.” WebEx has significantly improved the delivery of healthcare education and training programs to providers and consumers while reducing their costs. Rozendaal adds that “WebEx has enhanced the development of new IFMC software applications. Because we can show users prototypes on how the software will work as we are developing it, they can assist us in faster development cycles and successful implementations.”

Kim Hrehor with the Texas Medical Foundation (TMF), a QIO support contractor, states, “the Texas Medical Foundation uses WebEx On Stage to provide training on the quarterly data report application. WebEx allows the demonstration of this application, as well as interactive, real-time questions and answers. The cost savings is enormous, as we do not have to incur any travel costs or extensive time out of the office. In addition, the training sessions can be recorded and posted for access by staff who were unable to participate in the live session. TMF will continue to utilize WebEx as a training resource to enhance communication and education.”

WebEx Support Center has enabled the Help Desk staff to resolve many difficult problems reported by end users in one call, as opposed to 3-4 calls previously. Julie Bennett, Clinical Product Coordinator (Tier 2 Help Desk Support) stated, “Our team alone uses WebEx Support Center 8-10 times per week. We have had several issues called into the Help Desk that we would not have been able to resolve without the use of Support Center. It allows us to watch the end user enter data into our software so we can troubleshoot what they may be doing wrong. The feedback we receive from our customers has always been very positive since we are able to resolve their issues in much less time.”

**The Future**

Looking ahead, IFMC has recently implemented another branded site using WebEx as a “virtual conference center” to host one-time events. In addition to improving current operations, WebEx is providing IFMC with opportunities to expand their business and generate new revenues. For IFMC, WebEx is a requirement for doing business. As Rozendaal puts it, “If you’re going to provide software applications using the Web, you have to provide support through the Web. That’s what WebEx allows us to do.”

**HIGHLIGHTS**

- IFMC chose WebEx for its comprehensive, easy to use solutions, as well as its high level of security, SSL encryption, and support for all firewalls.
- The company uses WebEx to successfully manage submissions and health care benefits to government agencies, including CMS, QIO, and DoD.
- IFMC Help Desk Staff now resolves complex issues within a single call, versus up to four calls before using WebEx.
Founded in 1991, Affymetrix is a pioneer in developing and commercializing breakthrough systems that facilitate genome research. The company's integrated product and service offerings, including the GeneChip® platform, enable pharmaceutical and biotechnology companies, research institutes, and other organizations worldwide to analyze complex genetic data and examine the relationship between genes and human health, effectively transforming science into healthcare.

The Challenge
In 2000, Affymetrix needed a better way to provide technical support to its worldwide customer base. In order to reduce travel time and expense, the company tried an online remote support solution. “We needed to interact with our customers and partners without traveling, and troubleshooting by phone was ineffective,” recalls Mike Lelivelt, Senior Manager of Informatics Applications at Affymetrix. “We tried deploying a competing web conferencing solution, but, in our opinion, it didn’t work seamlessly across multiple firewalls and browser types.” At the same time, the marketing communications department at Affymetrix required a vehicle to deliver financial disclosure reports to investor audiences. “We decided to find an effective online solution that would meet a variety of our enterprise needs,” says Lelivelt.

The Solution
After researching online solutions, Lelivelt introduced WebEx Meeting Center into the technical support department at Affymetrix. WebEx easily deployed across customers’ systems without requiring reconfiguration of firewall settings. Lelivelt says, “WebEx gave us a much smoother user experience, and easy access to the customers’ computers made our customer support calls much more effective. In fact, Meeting Center was so effective that during a single product launch I conducted more than 40 WebEx meetings within a two-month period. Meeting Center made it possible for me to communicate personally with a large portion of our customer base in a short time frame.”

Lelivelt discovered new applications for WebEx when he moved into a business development position at Affymetrix. To train and communicate with the company’s partners who develop software around the Affymetrix platform, Lelivelt adopted WebEx Event Center. In addition, Event Center enables Affymetrix to leverage its existing partner network to educate and sell to prospective customers. “Because our software analysis partners provide key products from which our customers analyze and use Affymetrix data, it is critical for us to help market these software tools to our customers. Event Center enables us to educate and inform our customer base in a distributed, scalable, and cost-effective manner. Plus we can share leads that are generated through these events with our partners,” he says.

Customer presentations feature Affymetrix development partners, giving clients exposure to a large selection of genomics
WebEx shortened our information delivery cycles, enabling us to bring our products to market more efficiently.
—Mike Lelivelt, Senior Manager of Informatics Applications

software vendors at once. “Using WebEx, we recently had one of our partners make a presentation directly to our customer base. We’re still educating our market, and WebEx lets us leverage all our resources quickly and effectively,” remarks Lelivelt.

To promote WebEx events and make them accessible to as many attendees as possible, Affymetrix utilizes WebEx built-in features. “We list the events on our website and newsletters and let WebEx do the rest,” says Lelivelt. The Affymetrix website links to the WebEx registration interface, enabling participants to sign up directly for events. WebEx also automatically generates pre-event reminders, further facilitating event promotion. “On the day of the event,” says Lelivelt, “we conduct the first session using WebEx VoIP. Then we repeat the same presentation using the telephony capability within WebEx.” He adds, “WebEx enables us to deliver the same content at the appropriate time for each region of the globe—and use the right technology for each audience.”

Lelivelt records the sessions and hosts them on the corporate website for on-demand viewing. “We don’t have to worry about which media player a customer is using,” he says. “Downloading is seamless, and the recorded sessions provide tremendous value to us and our customers.” Affymetrix now uses recorded sessions to enhance its technical product documentation, such as user manuals and guides.

As part of its marketing activities, Affymetrix also uses Event Center to support its 25 partner vendors better. The company records live demos of its partners’ software products, then hosts these recordings on the corporate website. “This gives our customers the ability to see how our partner software works with ours. Plus, the recordings serve as a powerful marketing tool for our partners,” says Lelivelt.

Once Lelivelt introduced WebEx into Affymetrix, the solution rolled out across the enterprise in an organic way. “When employees experienced how easy and effective WebEx was to use, adoption grew quickly,” he says. Today, the majority of employees in the company use WebEx Meeting Center for a variety of purposes, including internal and external training.

The Benefits
Affymetrix can now deliver communications cost-effectively to a geographically dispersed audience, broadening the company’s market reach. With WebEx, Affymetrix seamlessly brings together a global community of development partners, customers, and employees. Lelivelt says, “WebEx provided Affymetrix with scalable communications. Now we can deliver a consistent message to a variety of audiences and reach more people.” In addition, WebEx keeps production and material costs at a minimum. “WebEx significantly reduced the amount of technical documentation we need to produce. As we build our library of WebEx recordings, the need to develop user documentation will continue to decline,” explains Lelivelt.

WebEx has also expedited information delivery between Affymetrix and its partners. “The production times on WebEx events are very short. Now we can roll out product launches more efficiently,” says Lelivelt. “And we can deliver technical notes to our development partners in weeks instead of months. WebEx enables us to bring products to market faster.”

Using WebEx has also improved the quality of Affymetrix communications. Lelivelt says, “WebEx helped us improve knowledge retention among our partners.” For example, Lelivelt recently developed a series of events that grouped new product content into seven distinct presentations. “Now we focus on creating content that’s more manageable for us to deliver and easier for our partners to learn,” he says.

The Future
The smooth integration of WebEx at Affymetrix has resulted in significant communications improvements, and the company will continue exploring the full capabilities of the WebEx solution. “We plan to use the new Event Center Audio Broadcast feature to stream audio simultaneously through the computer and the telephone, so customers can choose how they listen to our communications,” says Lelivelt. He also intends to use more of the editing functionality within WebEx—possibly evaluating the WebEx On-Demand module—to create even more polished pre-recorded presentations. In addition, Affymetrix would like to integrate WebEx with Salesforce.com to accelerate lead generation and processing. Lelivelt concludes, “WebEx has changed the way we work, closing communication and geographic boundaries between us, our customers, and our partners. We look forward to leveraging WebEx in new ways.”

HIGHLIGHTS

• Affymetrix required an easy-to-use remote support solution to provide seamless technical support to customers worldwide.

• WebEx Meeting Center easily deployed across customers’ computers and made support calls more effective.

• Affymetrix has broadened its market reach, delivering communications to geographically-dispersed audiences via WebEx.

• WebEx Event Center shortens information delivery cycles so Affymetrix can bring products to market faster.