

## Pan Birmingham Cancer Network Implements Telemedicine Program with LifeSize<sup>®</sup>

High definition videoconferencing systems developed by LifeSize and integrated by Questmark, LTD will be used by U.K. clinicians in a large cancer treatment network to discuss and implement courses of treatment



### Pan-Birmingham Cancer Network

#### Organization

##### Pan-Birmingham Cancer Network, Birmingham, England

As part of the U.K.'s National Health System (NHS), Pan-Birmingham Cancer Network was formed in 2001 and links together the organizations that provide care for people with cancer across Birmingham, England. Pan-Birmingham Cancer Network works closely with patients, health professionals and managers to help implement the NHS Cancer Plan for the people of Birmingham. The Network covers a population of 1.6 million people and encompasses 1 Strategic Health Authority, 6 Primary Care Trusts, 6 Hospital Trusts, 4 Hospices and a number of voluntary organizations.

#### Challenge

Successful outcomes in cancer treatment rely on early detection and swift, coordinated action by a wide array of specialized caregivers. Pan-Birmingham Cancer Network has a wide range of experts and specialists working in multiple locations. Bringing these experts together for meetings was difficult, requiring schedules to be closely coordinated.

Given the dynamic schedules of caregivers, meetings had to be rescheduled often, resulting in delayed decisions regarding treatment plans. Cross-town travel to attend these vital meetings cut into time available for patient care. Obtaining a consultation with a specialist was restricted by the specialist's location and schedule.

Videoconferencing had been considered but was previously dismissed due to high costs and low video quality. Complex video systems also required dedicated technicians to schedule and operate them, which would further complicate scheduling issues.

An ideal telemedicine solution would:

- Offer high quality video
- Be affordable enough for wide deployment
- Be simple to use and not require a technician to operate, yet capable of being managed by the IT staff

## Solution

Pan-Birmingham Cancer Network chose Questmark, LTD., one of the UK's leading independent suppliers of videoconferencing systems and services, to design and implement a telemedicine system that would provide caregivers and clinician the ability to meet and discuss patient treatment plans. In addition to working with the Pan Birmingham Cancer Network, Questmark has successfully implemented LifeSize products at Nottingham University Hospitals, enabling advanced research, training and education among its clinicians, administrators and patients. Questmark's experience in the health care sector enabled them to better understand the needs of Pan-Birmingham's clinicians and caregivers.

Based on Pan-Birmingham's key needs - quality, cost, ease of use and manageability - Questmark chose LifeSize video communications systems as the network's video solution.



LifeSize systems deliver:

**Unparalleled Quality** – LifeSize provides the new generation of video communications experience with leading edge video and audio quality, crystal clear multimedia, excellent multi-site communications and the best price-to-performance and investment protection in the market.

**Absolute Simplicity** – LifeSize video communications solutions include video and audio hardware and intelligent software that work out of the box to plug seamlessly into existing networks. People find the systems easy to use and highly reliable.

**Complete Management** – LifeSize provides enterprise-ready infrastructure and management solutions enabling video and audio conferencing to be easily deployed and managed in large and small organizations alike. As a result, people enjoy cost-effective, reliable conferencing that is effortless for users and easy to manage.



**“Videoconferencing allows for earlier meetings and therefore quicker care. It can also improve treatment by permitting more consultations, which, in the past, may have been impossible.”**

Dr. Richard Steyn  
Consultant thoracic surgeon  
and National clinical lead for cancer modernization

## Results

By aiding a network responsible for the care of 1.6 million people, the LifeSize systems are playing a vital role in the diagnosis, treatment and care of cancer patients. Network clinicians, such as oncologists, pathologists and radiologists are using the technology to regularly review cases and adopt or change courses of treatment.

“Apart from saving consultants lots of time, the LifeSize systems lead to better care – and, hopefully, will help save lives,” said Dr. Raji Ganesan, consulting histopathologist at The Women's Hospital, Birmingham. “The systems also have enabled us to make more timely patient management decisions through improved liaison. In addition there has been more input from the specialists from other sites who might ordinarily have been unable to attend – which is of incredible importance to patients.”

“LifeSize has been making tremendous strides in the healthcare sector, and the Pan Birmingham Cancer Network is another great example of how high definition video communications is improving patient care,” said Craig Malloy, CEO of LifeSize Communications. “In addition, by leveraging LifeSize's price/performance value, the Pan Birmingham Cancer Network is able to purchase more systems for more locations, thereby improving the care of more patients.”

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