



Application Story

United Blood Services

United Blood Services of New Mexico Deploys e/pop® Web & Video Conferencing for Inter-Office, Online Meetings

Providing a safe and ample blood supply, when and where it is needed is now more critical than ever before. Adding to this already tough challenge are growing patient populations, remote clinics, and increasingly sophisticated safety procedures and transfusion medicine. Moreover, non-profit administrative and information technology (IT) personnel are always challenged with accomplishing more with the same resources.

United Blood Services started in 1943 as Salt River Valley Blood Bank in Phoenix, Arizona. Today they are a non-profit organization and have expanded to serve patients in over 500 hospitals in 18 states. Over 15 million people in the greater western United States depend on donated blood. United Blood Services was a founding member of the AABB and helped to create the America's Blood Centers. Both of these organizations work towards the advancement of transfusion medicine.

Tim Parker is a Center Manager in Roswell, New Mexico and works as an integrator and facilitator for six satellite offices.

Parker used Web search and found five potential vendors to handle United Blood Services' audio and video conferencing, but found WiredRed Software's e/pop Web Conferencing to be the best fit.

"We wanted a program that had audio and video, as well as application sharing and the ability to record," said Parker. In addition to these features, e/pop Web Conferencing provides remote control, complete desktop sharing, as well as extensive security features that allow users to hold meetings behind their firewalls or on their own virtual private networks (VPNs). Parker outfitted select facilities with pan-tilt-zoom, conference room video cameras, making online meetings far more dynamic than teleconferencing alone.

One of the biggest selling points for Parker was price and immediate savings. "Voice conferencing before was very expensive. With charges on each end of the line per minute, the price really started adding up fast," said Parker. Using standard PC headsets and the e/pop voice-over-IP (VoIP) conferencing feature, customers can eliminate their monthly teleconferencing expense. "e/pop has saved us a couple grand a month and has replaced our conference call line," added Parker.

Problem:

- Remote offices & clinics
- Growing teleconference expense
- Subject matter complexity and growing requirements for visual tools among inter-office meetings

Solution:

- e/pop web, VoIP & video conferencing
- Use existing networks, PCs, and headsets for audio conferencing
- Outfit remote office conference rooms with cost-effective, PC-based video cameras with pan-tilt-zoom (PTZ) and full-screen conferencing capability

Business & IT Benefits:

- Ease of implementation and use saves IT staff time
- Live application sharing and video make complex topics easier to explain and online meetings more dynamic
- Immediate reduction of per minute teleconference expenses