



## OR-Live Case Study

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### **Surgery on the Web – Doctors, Hospitals, and Medical Device Makers Turn to Webcasting for Education and Marketing**

Live Internet broadcasts of surgeries are making modern medicine more accessible to thousands of patients. Presented from the surgeon's point of view – often through an endoscope – streaming media technology gives anyone with a computer a front row seat and the ability to e-mail questions during medical procedures.

"For our organization, webcasting has been a great way to communicate and educate both consumers and physicians," says Kim Lindsey Ogle, Marketing Manager for Methodist Healthcare, one of the nation's leading hospital networks. "You are actually inviting anyone in the world to watch a live surgery being performed in your operating room. That in itself creates a 'trust' factor for potential patients to choose your hospital."

Methodist Healthcare is just one of scores of hospitals and clinics that have already broadcast surgeries on the Web with slp3D, an Internet broadcasting company that specializes in medical applications. slp3D relies on software products from Real to encode and broadcast live video, audio and synchronized graphics direct from the operating room. The company also partners with Real to promote these broadcasts in the Real Guide, an online reference to the best audio and video content on the Web.

"Each of our webcasts has been extremely successful," says Ogle. "In fact, we have broken several records in number of hits to our webcast site and number of live webcast viewers."

### **Building Trust – Patients Preview Procedures Online**

"Eighty percent of adult American Internet users go online in search of healthcare information," says Alex Fraser, Director of Marketing for slp3D. "Our metrics show that the archived events in the Real Guide are receiving substantial traffic with a highly targeted audience."

Ross Joel, Executive Vice President of Sales & Marketing for slp3D elaborates. "All trends show the Internet is a place where professionals and consumers go for healthcare information. While the events we broadcast are very clinical, we still get extraordinary consumer participation. Whether clinicians or consumers, they find an opportunity to interact with leading surgeons about their specialty."

"We try to prompt viewers to take action," says Joel, describing slp3D's unique approach. "We have been able to quantify substantial return on investment for our clients – increases in booked surgical cases, increases in product sales, increases in requests for product training."

For example, according to Joel, a recent viewer in the U.S. watching a tonsillectomy being performed with a new surgical device in the U.K. was able to email a question directly to the surgical team, read their response, and decide to find a hospital in the U.S. that offered the same procedure for his daughter.

Similarly, the surgical webcasts allow hospitals and medical device makers to extend their marketing area to include more people who might benefit from their specialties. By using

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the Internet and streaming media, they're able to reach a global audience. slp3D's OR-Live website has become a destination portal for Internet surgery broadcasts.

Online promotion of one new surgical procedure recently drew immediate attention. "Even before the broadcast started, just from viewing the video preview that we had on our site, the hospital had four new booked procedures, all outside of their service area," says Joel.

"That preview video is always encoded in the Real format and distributed across the Internet to multiple partners, including Market Wire's video news release circuit," Joel explains. "So the ability for us to attach this video news release to our press releases certainly has a dramatic effect in increasing audience for us."

slp3D is pleased with the market penetration of the RealPlayer among its viewing audience on both the Windows and Mac platforms. The OR-Live website provides a checklist to make sure viewers have all the software and system requirements to view its programs. And they have had very few troubleshooting inquiries related to RealPlayer®.

## **Real Advantage – Live from the Operating Room**

In response to one recently promoted surgery, a medical device manufacturer sent slp3D an email saying, "I've never seen a webcast that was so clean, no artifacts or lagging images, crisp audio with no drop outs – outstanding. What equipment are you using for your transmission?"

Peter Gailey, slp3D's Executive Vice President, Development responds, "When we set up in an operating room, we effectively bring a mobile broadcast studio with us – multiple cameras, switchers, video feeds from the instruments – a full production complement, so we are producing excellent live television."

"Using RealProducer®, we run more than one live stream out of the location. If we need to move from one to the other during the course of the live broadcast, it's a seamless switchover. It's completely invisible to the viewer of the broadcast when we are webcasting," Gailey explains. "Real does a great job of maintaining that attention to quality for us down to the end user."

One of the many challenges of webcasting live surgeries is getting the signal out through a hospital network's firewall. "The fact that you can push the Real stream out through the firewall, as opposed to reaching into the firewall from outside – which is what you need to do with Windows Media – is a very important point to us," says Gailey.

Real's push architecture safely gets the streaming media out to the Internet without forcing the hospital to compromise its network security – a significant risk for any healthcare institution.

"Real tends to be more developer friendly than the Windows Media apparatus," says Gailey. "Real's technology enables us to include streams with customized audio that are adapted for lower bandwidths. Windows Media has been behind the curve when compared to Real. It is far easier to get the encoded streams out of the surgery location and up to our content distribution network using Real. There's simply no comparison."

"The ease with which we can integrate SMIL presentations with video is another key performance advantage that Real offers," Joel adds. slp3D typically displays two windows





during a surgery webcast. One window provides video of the surgery, the other includes graphical elements and notes synchronized with the various steps of a surgical procedure. This gives the physicians the ability to make much more detailed explanations including graphs and other visual material.

In the future slp3D anticipates providing full screen broadcasting, subtitles and multiple audio channels for multi-language broadcasts. When it comes to reaching a targeted market with critical information, "the Internet really is the ultimate distribution mechanism," says Joel.

### **About slp3D**

slp3D, Inc. is an Internet Broadcasting company which creates live and on-demand video-based communications solutions for clients in the healthcare industry. Find out more about slp3D and the OR-Live portal at [www.slp3d.com](http://www.slp3d.com).

### **About RealNetworks, Inc.**

RealNetworks, Inc. is the global leader in Internet media delivery. It develops and markets software products and services designed to enable users of personal computers and other consumer electronic devices to send and receive audio, video and other multimedia services using the Web.

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