



INDUSTRY

Health, Tele-Medicine

PRODUCTS USED

Logitech
BCC950



“ With the Logitech cameras, we make sure that the doctor is able to see everything they need to see, as if they were in the same room. ”

Nigel Long

Director
Start Tele-Health

LOGITECH VIDEO COLLABORATION SOLUTIONS HELP SAVE LIVES WITH START TELE-HEALTH'S "DOCTOR-IN-A-BOX".

Start Tele-Health is a completely new way of looking at the industry, and is ready to disrupt the 6-trillion dollar medical industry. They have designed a "Virtual Hospital" with the help of Logitech BCC950 and other technologically advanced medical instruments.

CHALLENGE

One of the biggest challenges in India is that 60% of hospitals and 80% of doctors are located in urban areas which caters to less than 35% of the population. Therefore, the majority of the population suffer from a chronic shortage of doctors.

Tele-medicine appears to be a solution, but it is not widely adopted by healthcare professionals because they feel it is difficult and they will not get the quality that they need. The doctors also felt that they needed to be in the room where the operation was happening.

Furthermore, since Start Tele-Health operates in a price-conscious market like India, an affordable solution is required to reach the masses. Yet, doctors are not ready to compromise on quality. Finding long-lasting components that give the highest quality at the lowest cost was certainly a challenge.

SOLUTION

Start Tele-Health worked with hundreds of doctors to design a workflow that's going to change the way medicine is practiced. They have come up with a unique "Doctor-in-a-Box" concept where good video quality is critical for success. After evaluating numerous types of cameras, Start Tele-Health chose the Logitech BCC950 because of its superior video quality.

Start Tele-Health uses the Logitech BCC950 in a variety of roles, be it for video conferencing or broadcasting. They also use it for internal purposes like their meetings with customers and other key stakeholders, and for training purposes. Start Tele-Health's customers are using the BCC950 for doctor-patient consultations. In a unique case, they have also innovatively mounted the Logitech BCC950 on the ceiling with rails. This enables the "virtual" doctor to move the camera around the ward and zoom in with the help of an iPad to observe patients.