



an
NTT Communications
Company

[Customer story]

Customer

National Association of the Patients and Families of Urea Cycle Disorder

Region	Japan
Users	Approximately 60 families
Vertical	The Healthcare of the Patients and Families of Rare Diseases



Key benefits

- Live broadcast enabled remote participants to simultaneously share information, materials and videos delivered at venue
- All participants were able to communicate through chat
- Secure and easy access to the web conference from PCs, smart phones or tablets without advanced IT skills
- Each participant was able to practice the login process in advance of the event to ensure easy participation on the event day.

Lecture by specialists on the treatment of a rare disease attended by live audience on site and remotely from across to Japan

Overview

Urea cycle disorder is a disease caused by deficiency of enzymes required to break down proteins, which causes serious symptoms and may result in death. Since it is a rare disease, there is very limited information available on the mechanism of the illness and symptoms. The patients' families have to struggle with the illness and the uneasiness it causes in their daily lives.

National Association of the Patients and Families of Urea Cycle Disorder



Arkadin collaboration solutions

- Adobe Connect™
Powered by Arkadin®
- Arkadin®Event™

National Association of The Patients and Families of Urea Cycle Disorder was established: (1) To enable the families of patients to gain the necessary knowledge to fight the illness, (2) To deepen friendships among the families of patients to avert loneliness (3) To further and support the research treatments and cures, (4) To raise awareness of the illness within government and society and develop support schemes for the families of patients. Members' gatherings and study sessions with presentations given by specialists and government officials have been conducted in Tokyo, Osaka, Kyoto and Hiroshima.

The Urea Cycle Disorder Forum in the summer of 2013, in Tokyo, was expected to be a valuable opportunity for patients' families with medical specialists and officials from the Health, Labor and Welfare Ministry having accepted invitations to speak.

Ms. Asami, the Chairperson of the association, had a clear objective for the conference. "We were planning to hold a great conference with lots of content, so we wanted as many physicians, nutritionists and most importantly families of patients to participate as possible."

However, some patients' families were living in other Japanese cities or overseas so would be unable to participate in the conference due to medical reasons or the high cost of travelling. "So, I wondered whether we could hold a web conference where anyone could participate from their homes and/or hospitals to have the same experience as the onsite conference participants."

Ms Asami had previously used a free web conference system for a study session provided for a patient's family in Kyoto. Although tested in advance she unfortunately encountered multiple problems including the breaking up of the audio and freezing of the video. For future web conferences, Ms Asami decided to look at using a more reliable system.

National Association of the Patients and Families of Urea Cycle Disorder

Arkadin solution

Ms. Asami conducted web research on companies that offered a live web conference as a single event which could enable everyone to easily participate.

"I called up some web conference service providers asking for their services and prices but I found Arkadin was the only provider that could offer a service for a single, one-off event. Many of the providers offer services for corporate meetings or business meetings which require minimum contract service terms or operations which did not match my requirements."

Having had a bad experience of web conferencing Ms Asami wanted to avoid any technical difficulties or interruptions during the conference. As it would be the first time that the majority of participants had attended a web conference, she also wanted them to be able to practise joining to avoid any anxiety or frustration on the actual day.

"Arkadin met all our requirements and offered us a package using a web conferencing service called Adobe Connect, which requires no advanced IT knowledge and enables anyone to participate in a simple way."

The Adobe Connect platform provides a stable delivery and allows incorporation of webcam images. It also offers interactive communications such as chat and show of hands, which allows remote participants to question the specialists and communicate with other participants. "Prior to the event, Arkadin worked with us to ensure that everything would go smoothly on the actual day. The preparation included tests with the prospective participants to check whether they could connect remotely."

Arkadin also provided an audio conferencing service as a backup so that people could listen in over the phone if they had problems connecting online. Called hybrid audio conferencing, this revolutionary function enables audio from PCs & telephones to exist in one conference room so all participants can communicate.



"All three key objectives were fulfilled: ease of participation, uninterrupted high quality live broadcast of the all day conference and smooth communication between on-site and remote participants."

Ms. Ayumi Asami,
Chairperson, National Association
of the Patients and Families of Urea
Cycle Disorder



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About Arkadin

Arkadin is one of the largest and fastest growing Collaboration Service Providers in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 52 operating centers in 32 countries has dedicated local support teams to service its 37,000 customers. As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin please visit www.arkadin.com

Business value

Ms Asami explains that many patients and their families have difficulty coping with the disease, especially the feeling of isolation,

"We wanted to make the conference more than just a learning experience - we also wanted it to be enjoyable!"

"Everybody was very much looking forward to the conference. Since each participant had the opportunity to rehearse before the event to check the connectivity and quality of the audio, we didn't have any technical issue, which was great!"

All participants were very happy as the ArkadinEvent web conference service was easy for beginners to use. Live broadcast and chat over the Internet were enormously well received by both participants at the venue and over the web.

"We really liked the chat function as we wanted to ensure interactive communication at the Q&A session. Every participant hoped to explain their current situation and to ask the specialists questions about why it happened and how to deal with it. People who don't have good PC skills could use the chat function very easily. We also showed the current chat status on the screen so that people at the venue and from the web could share information."

Participant feedback:

- "It was a really great opportunity to meet the specialists."
- "I met a nutritionist who joined the conference from her smart phone. She said it was superb and praised it to the skies. Since she could clearly listen to the audio and see the materials, her smart phone was all that she needed. She was really amazed by its high quality."
- "For this conference, I could join from the web and share information with everyone by leaving questions or comments on chat. I also could get comments from the floor! It was great fun! Let's continue this for the next conference!"
- "We rarely have the opportunity to listen to presentations from the Health, Labor and Welfare Ministry officials and even question them, so it was great."