



an  
NTT Communications  
Company

[Customer story]

Customer

## TeleMed2u

**Region** United States

**Employees** 10

**Vertical** Healthcare  
(telehealth)



### Key benefits

- Encrypted, medical-grade network offers a consistent, secure and life-like HD connection.
- Affordable and highly scalable with no upfront infrastructure investments.
- Simple and intuitive access from desktops, room systems or mobile devices.
- Ideal for routine patient visits, specialized consultations and non-clinical applications such as virtual staff meetings, distance training and education.
- Turn-key model ensures healthcare providers have comprehensive training, ongoing support and automatic upgrades from cloud model.

## Hosted video conferencing is a game changer for on-demand access to physician specialists

### Overview and challenges

High quality video technologies are essential for TeleMed2U to provide clients with real-time virtual access to specialist physicians. The multi-specialty board-certified physicians use state-of-the-art technology to enable members to work in tandem with affiliated medical facilities to provide consultations when patients need it most.

Founder Javeed Siddiqui, MD is one of the nation's foremost telemedicine specialists, having secured government grants to develop the first private-sector inpatient infectious-disease telemedicine service in the U.S.

A member of the California Telehealth Network (CTN), TeleMed2U secured access to the video conferencing service CTN adopted to help increase access to healthcare, especially in medically underserved areas of California. Branded CTN Connect powered by Arkadin/Vidyo, the hosted, on-demand service is based on Vidyo's state-of-the-art telepresence technology. It has completely changed how TeleMed2U physicians practice telemedicine.



## Arkadin solutions

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- Arkadin Video powered by Vidyo



“When we switched to the Arkadin/Vidyo platform, it allowed us to rethink how we practiced medicine. We were no longer limited to video conferencing hardware. We could use a software-based platform that allows us to increase our endpoints, significantly reducing the limitations for our physicians.”

Javeed Siddiqui, MD,  
Founder & CMO, TeleMed2U

Dr. Siddiqui exclaims, “It’s fundamentally changed how we think about and practice telemedicine. It allows our physicians to practice telemedicine at a far greater level. At the end of the day, increased access to care is what we are able to do!”

## The Arkadin solution

Dr. Siddiqui and his associate physicians find the scalable, easy to use service to be ideally suited for telehealth, whether it’s used for routine patient visits or more intensive consultations involving medical diagnosis and treatments.

The high definition [HD] video and medical imaging quality of the technology enables them to engage in video collaborations for reliable and secure interactions. Up to nine video endpoints can be accessed simultaneously from any computer desktop or legacy end-point, including traditional, room-based systems.

The technology is interoperable with most legacy video conferencing platforms and provides encryption to facilitate secure sharing of patient information and images. In addition, the service integrates with biometric devices and EMR databases.

Mobile applications for smartphones and tablets make it convenient for TeleMed2U physicians to practice while traveling or working remotely.

## Business value

From day one, TeleMed2U saw multiple benefits for servicing clients and improving access to healthcare.

### Increased access to healthcare

“Since switching to the Arkadin/Vidyo platform, we’re now able to introduce telemedicine in areas where it hasn’t been used previously, including skilled nursing and out-patient care facilities, and rural and frontier clinics. In fact, now you see the application of telemedicine in the entire healthcare continuum. We can connect wherever the patient is and practice telemedicine.”

- Dr. Javeed Siddiqui, MD, Founder & CMO, TeleMed2U

## About Arkadin

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Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services 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 50+ operating centers in 30+ 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](http://www.arkadin.com)

### **Increased physician response times and satisfaction**

"Our hospital-based physicians have reduced their response times resulting in better patient and physician satisfaction. A good example is a call we recently got from Sonoma Valley Hospital about a young woman whose organs were failing," says Dr. Siddiqui.

"We set up a virtual consultation in the emergency room with an infectious disease specialist who convinced the attending orthopedic surgeon to operate immediately. The operation was successful in saving the girl's life. Afterwards, we were able to connect to the patient's bedside to see how she was doing!"

### **Increased ROI through lower costs and better patient care**

"The ROI from the Arkadin/Vidyo platform was immediate. From day one, we saw a substantial decrease in equipment and IT costs. In addition, the ease of use and increased access to our clients and patients has been invaluable."

- Dr. Javeed Siddiqui, MD, Founder & CMO, TeleMed2U