



*Medical Education Done Right*



Your peers have spoken, now find out what Mediasite can do for your program. Discover the difference of *Video Done Right*.



This flipbook offers insights from pioneers who have used Mediasite to gain a competitive advantage and meet increasing student demand. The information and quotes have been collected from interviews, articles, awards, case studies and conferences.

We invite you to read on for an inside look into just how important video has become to your peers in medical education.

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Stanford  
MEDICINE

## Mediasite is Critical at Stanford

According to Trent Tanaka, director of AV technology at the Stanford University School of Medicine, "Mediasite is a lecture capture tool and a video asset management platform. We capture all of our core required courses. Students, staff and faculty can interact with the video on their iPhones, iPads, Android devices. It's a very platform-agnostic technology so it enables our users to be more mobile.

What sets Mediasite apart is the innovation. It's one of the highlights of coming to Stanford University School of Medicine.

We deployed 25 Mediasite classrooms with a small staff of five to manage it. Automation is the most important thing, and the integration with scheduling. Our staff just needs to make sure their microphones are good, rather than having to go through every single room making sure the recording starts and stops on a schedule.

There are a lot of different capture platforms out there. What sets Mediasite apart is really the innovation. It's the forward-looking of the company. It's knowing that they're going to be here for the long haul."

Tanaka also discussed the importance of video on campus, "Video capture has always been important for certain audiences, and it's been a requirement for us since the 1970s. We started with tape-based formats, moved to a real streaming platform, then moved to downloadable and now we've moved to Mediasite. It's important because our students really demand it. It's one of the highlights of coming to Stanford University School of Medicine. All of the content is available shortly after the course is complete. The students use that content to study, review, and interact with each other with some team-based learning. It's really critical for the medical school curriculum that we have at Stanford."

*Stanford University School of Medicine is consistently ranked among the top medical schools in the United States. Stanford School of Medicine is a part of Stanford University, one of the world's leading teaching and research universities.*



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## Penn State Students Prefer Mediasite

In a recent survey of second year medical students, 95 percent said that Mediasite lecture capture is of such value to them that they would recommend it to future medical students. In addition, nearly half (49%) said they prefer to watch the lecture via Mediasite instead of attending class face-to-face.

**95% of Penn State medical students recommend Mediasite lecture capture.**

### The Benefits of Mediasite According to Penn State Students:

- It creates a lecture repository
- It's a different/better way to study
- It helps them manage their time and learn faster
- It removes the pressure to attend class
- It removes the pressure during the lecture to remember everything

While many schools are still testing the lecture capture waters, Penn State Hershey Medical Center was one of the pioneers. The center — which consists of Penn State College of Medicine; Milton Hershey Medical Center, a 500+ bed teaching hospital; Penn State Children's Hospital; Penn State Cancer Institute; and 30 remote practice clinics — has relied on lecture capture technology as the core of its teaching and training for more than a decade, capturing all lectures for medical students, grand rounds, staff meetings and trainings. In the last 10 years they've produced 13,000+ hours of recorded lectures via Mediasite.

*Penn State Hershey Medical Center is recognized as one of the nation's premier academic health centers, graduating productive physicians and scientists since the 1960s. Faculty members are internationally known for their accomplishments in research, education, and patient care.*

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## Mediasite Gives Duke “Everything”

The School of Medicine has seen a lot of change over the last few years — from its state-of-the-art health education facility, which opened in 2013, to a new curriculum that gives students more time on wards, to a new lecture-capture and video management platform.

A few years ago the school was using five different capture technologies. Faculty were not able to create content even on a small scale, and students didn’t know where to find the videos they needed to review concepts.

How do we get everything we want? Mediasite. It’s here and it’s awesome.

In 2012, the school deployed Mediasite to live-stream educational content anytime, anywhere. The School has since transitioned to Mediasite MultiView to uniquely capture, stream and manage multi-perspective video and add real-life dimension to show complex medical procedures.

“Let’s face it, we all have different priorities, different roles within the organization and different needs,” said Sharon Kaiser, the college’s educational technology specialist. “How do we get everything we want? Mediasite. It’s here and it’s awesome.”

*The Duke University School of Medicine is consistently ranked among the best in the country. Conducted under the auspices of various academic and clinical departments and multidisciplinary centers and institutes, their combined efforts make Duke one of the largest biomedical research enterprises in the country.*



Be like Duke. Try Mediasite MultiView.





## Johns Hopkins Empowers with Mediasite

"A primary benefit of Mediasite is the ability to provide timely, up-to-date clinical training to health providers. With this technology, poorly funded groups in many global communities that can't afford to lose providers to travel can have the opportunity to be educated in new discoveries and advances in infectious diseases.

Mediasite allows us to bring the expertise of Johns Hopkins faculty to the world's neediest countries at a significant savings of time and cost.

We could now bring the expertise of Johns Hopkins faculty to the world's neediest countries and people and at a significant savings of time and cost," said Jane McKenzie White, managing director at the Johns Hopkins Center for Clinical Global Health Education.

*Johns Hopkins Center for Clinical Global Health Education trains, supports, and empowers health care providers & health researchers in resource-limited communities.*



## Mediasite Recruits in Maryland

When a student gets accepted to a top-10 ranked program like UMD School of Dentistry, they're entering the most challenging, rigorous educational environment they'll ever experience. But, due to the fact that the school is one of the earliest pioneers and most prolific users of academic video, it's also one of the most supportive environments. Students are able to review tough lectures and demonstrations to gain a competitive advantage.

"Mediasite is important in the recruiting process. Potential incoming students are taken on a tour by our junior and senior students and get a chance to look through the facilities. And one of the things that's always mentioned by our juniors and seniors is how important Mediasite is in capturing all lectures to accommodate student learning styles," said Dr. James Craig, Professor and Educational Technology Consultant.

Mediasite is important in the recruiting process. One thing that's always mentioned is how important Mediasite is in accommodating student learning styles.

### The Benefits of Mediasite According to UMD School of Dentistry Students / Student Survey Results Reveal:

- 97% felt Mediasite made it easier to learn
- 73% used a combination of in-class lectures and Mediasite to enhance their studies
- 98% indicated they watched most or all of the lectures online
- 40% said Mediasite helped them prepare for the boards
- 50% agreed (or strongly agreed) that lecture capture attracted them to the Dental School
- 74% would recommend the dental school to potential students because of Mediasite
- 95% expressed satisfaction with Mediasite

*The University of Maryland School of Dentistry was founded as an independent institution, the Baltimore College of Dental Surgery, in 1840 and was the birthplace of the Doctor of Dental Surgery (D.D.S.) degree. It is known as the first dental college in the world.*



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#### How Cal State Uses Mediasite:

- Lecture capture for course instruction
- Distance education
- Developing and recording recruitment sessions for prospective students
- Advising currently enrolled students
- Student and faculty orientation
- Faculty interviews
- Guest speakers
- Orienting students to the technology used in the program



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## Cal State Relies on Mediasite

It's easier to ask Marsha Orr, Distance Education Faculty Liaison, what she doesn't use Mediasite for at Cal State University Fullerton School of Nursing. About 70% of CA nurses have associate degrees, and Marsha's program gives them an opportunity to work to a bachelor's degree, which is required for management-level nursing positions. Also, research shows that nurses with bachelor's degrees have better patient outcomes.

"So we're trying to do everything we can to not only increase the number of nurses, but also increase the educational level of nurses," Marsha said. "We're very reliant on this wonderful product, Mediasite."

Multiple learning styles, interactive assignments, collaboration tools. A sense of community among the students. We marry those things with recorded video.

"As a faculty member, I think that we can make recorded video really fit with today's pedagogy. We are moving away from the sage on the stage to becoming the guide on the side. We're encouraged to use multiple learning styles, interactive assignments, collaboration tools. We're encouraged to promote a teaching presence and to promote a sense of community among the students. We can marry those things with recorded video for some areas."

*California State University, Fullerton School of Nursing is committed to providing quality undergraduate and graduate nursing programs, which are accessible to a diverse student population.*



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## Duquesne Reinforces Learning

According to Hannah Cawoski, a Doctor of Pharmacy Student at Duquesne University, "In order to successfully learn all of the material needed to provide the most optimal patient care, reiteration is 100 percent necessary. By having the ability to replay lectures, we are able to have all of the explanations we need over and over again. Recorded lectures have really been helpful in allowing me to feel confident with the information I am expected to know." Richard E Greer, president of the Weekend Class of 2015, has a stronger take on the usefulness of recorded lectures, "I don't know if I would have graduated without the weekend videos."

Recorded lectures have been really helpful in allowing me to feel confident with the material. I don't know if I would have graduated without the videos.

Multimedia specialist at Mylan School of Pharmacy, Bob Timmins, explains the pivotal Mediasite plays in the school's innovative weekend program, "Because of the intensity and complexity of the instruction, we made an agreement when the weekend program began 11 years ago that every minute of every lecture would be recorded with Mediasite. The value of Mediasite is that you can see video of the professor, the audio and the PowerPoint slides, and everything is searchable. Students tell me when they take notes in class they'll jot down a time so they can go back and reference it in the recordings."

*For nearly 90 years, the Duquesne University Mylan School of Pharmacy has been recognized as one of the most respected schools of pharmacy in the nation. The Mylan School of Pharmacy developed the country's first Post-Baccalaureate Doctor of Pharmacy Degree Weekend Program. This unique format combines on-site weekend courses and educational technologies powered by Mediasite, enabling students to earn a Doctor of Pharmacy degree in four years.*



Be like Duquesne University. Try Mediasite RL Automated Room Recorders.



## Mediasite Gives Rush Global Reach

Rush University Medical Center's Department of Ophthalmology in Chicago, Ill., uses Mediasite for lecture capture and record activities for faculty. Their most notable special event to date was when the department held a world-wide webcast called "Retinaws" for doctors.

Stemming off the movie "Jaws," the webcast focused on the dangers lurking with retinal disease. The webcast studied the complications that can happen when trying to manage retinal disease, the idea being that studying complications is a powerful way to teach how to do a retinal surgery properly.

The ability to bring people around the world together could only have been done with Mediasite. Previously it would have been impossible to achieve.

"Mediasite allowed us to reach a global faculty as well as a global audience in a way that I don't think has ever been done before, all through the magic of Mediasite. The ability to bring these people around the world together could only have been done with Mediasite and previously it would have been impossible to achieve this," said Dr. Kirk Packo, chairman of the Department of Ophthalmology at Rush University Medical Center.

The webcast brought together a team of faculty from around the world, and was streamed live and on-demand in four languages — English, Spanish, German and Italian. The webcast received over 1,200 views.

*Named a top U.S. hospital by U.S. News & World Report, Rush University Medical Center is one of Chicago's finest academic medical centers. The Department of Ophthalmology offers a full range of consulting, diagnostic and treatment services for all conditions that affect your eyes.*





College of Veterinary Medicine

UNIVERSITY OF MINNESOTA

## Mediasite Broadens Lectures at U of M

Before the University of Minnesota College of Veterinary Medicine decided to standardize on Mediasite for lecture capture, they did the cost analysis and compared Mediasite to other tools. One of the things that stood out was that lectures are recorded transparently, with no need for extra staff hours and no effort on the part of the faculty. They figured out that investing in Mediasite would save them in the long run.

The College of Veterinary Medicine wanted to capture the broadest kind of lecture, following the classroom into the field, the lab and the hospital, where faculty and clinicians can create modules that cannot be taught in lecture halls.

**Faculty and clinicians create video that takes the class into the field, the lab and the hospital, teaching in ways that cannot be done in lecture halls.**

The College also records traditional lectures Monday through Friday, primarily for first- and second-year veterinary medicine students.

The density of that kind of didactic learning every day is part of the skill these students learn, but the College thought it would be kinder to them and raise their knowledge level if we could capture the content that they're absorbing so fast, and give them the opportunity to review. Video was the answer. Once they experienced being able to revisit the full lecture, not just their notes or their phone recording, it made all the difference in them being able to study better and retain more.

*The University of Minnesota College of Veterinary Medicine is committed to developing compassionate practitioners and leaders in animal and human health working in veterinary clinics, research facilities, government agencies, industry, and on the nation's farms.*



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## VideoSurgery Operates with Mediasite

Changes in healthcare in recent years mean surgical students have less of an opportunity to step inside the operating room. Students needed a way to watch surgeries with full access. It helps them learn about unforeseen complications that may occur, and learn from professionals how to react to trauma in real time.

According to Dr. Andrew Renaut, a professor of surgery and practicing surgeon, "The real value of watching live surgery is that surgical trainees can experience, real time, the unexpected events and in particular how to deal with those events."

The real value of watching live surgery is experiencing unexpected events and impromptu solutions in real time. Mediasite allows access to the operating room.

"Mediasite allows surgical trainees, medical students and allied health professionals access to the operating room which they might not otherwise get due to constraints on time and space."

With a desire to share the latest breakthroughs in surgery, Dr. Andrew Renaut founded VideoSurgery. Located at Brisbane Private Hospital in Brisbane, Queensland, Australia, VideoSurgery's broadcast system remotely captures video from dedicated cameras in the operating room and webcasts to a secure audience using Mediasite. Renaut, a professor of surgery and surgeon, also runs a private practice.

Specialists in remote areas and developing countries can also access the Mediasite recordings so they can keep up with the newest surgical techniques. Plus, medical educators tap into the VideoSurgery webcasts through Renaut's secure educational website.

"Mediasite allows a large number of viewers to watch the surgery simultaneously and also to post a comment online, which are relayed to the operating surgeon by two-way audio via a moderator," Dr. Renaut said.

*VideoSurgery specializes in online video solutions for surgeons, doctors and allied health professionals.*

Be like VideoSurgery. Try Mediasite MultiView.



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## Mediasite Keeps Up with Perelman

A Mediasite customer for nine years, The Perelman School of Medicine uses Mediasite Video Platform to record and manage medical student lectures, clinical grand rounds, research symposiums and faculty and staff training videos in its new state-of-the-art facility.

The Henry Jordan Medical Education Center, among the first medical education spaces in the nation to be integrated into an active clinical and research facility, can record multiple Mediasite presentations simultaneously from one of three control centers on the medical school's campus. The school captures all lectures for medical students live via Mediasite, and posts them in its Canvas learning management system for students to review on demand. The school has recorded more than 9,200 presentations – nearly 9,000 hours of content – that have been viewed over 1.1 million times.

**Mediasite is easy, fast and convenient. We get comprehensive capture and video management all in one platform.**

"Mediasite's reliability and ease of use allows us to run extensive recordings in several classrooms at once with minimal staff," said Eric Capozzoli, project manager at the Perelman School of Medicine.

"The main reason we chose Mediasite was its ability to record back-to-back lectures. We can't wait 2 to 4 minutes for a video to finish processing before we start another recording," said Ray Rollins, classroom technology manager at the Perelman School of Medicine. "We chose Mediasite because we can stop a recording and start another within 60 seconds. Mediasite is easy, fast and convenient. We get comprehensive capture and video management all in one platform."

*The Perelman School of Medicine consistently ranks among the top five in US News and World Report's rankings of research-oriented medical schools.*

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Be like Perelman School of Medicine. Use Mediasite Video Platform.





# Marshfield Clinic®

Don't just live. Shine.

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## Marshfield Saves Time with Mediasite

Marshfield Clinic has recorded more than 1,200 educational and training videos with Mediasite for practicing and retired physicians, staff and allied health providers. The Marshfield, Wis.-based clinic's videos have been viewed 60,000 times via a secure internal online video portal, including:

**Grand rounds:** Physicians conduct weekly grand rounds videos that are webcast live to all staff and are also available on-demand. The Grand Rounds program provides opportunities for physicians to share successes and challenges, highlight important research and answer questions from colleagues and staff.

**Professional development:** Physicians and visiting professors give lectures to keep clinic physicians and staff up-to-date on the latest medical news.

**Staff training:** Hundreds of staff members attend clinic managers meetings but space is limited in the auditorium. Some managers attend in person while others watch live via Mediasite. Viewership is tracked with Mediasite's analytics.

**Continuing medical education:** Some Mediasite videos are open to the public since retired physicians want continuing medical education credits to keep licenses current

Before Mediasite we took a lot of time to do this kind of recording. Now it's recorded and instantly shared. Mediasite has certainly been a time and cost saver.

"Mediasite is easy for the audience and for those of us who do the behind-the-scenes editing and cataloguing. And the videos look good. It's the best quality available," said Richard Kenitzer, Televideo team lead at Marshfield Clinic. "Before Mediasite we took a lot of time to do this kind of recording. Now it's recorded and instantly shared. Mediasite has certainly been a time and cost saver. Having the ability to record once and share many times saves people from doing presentations over and over again."

*Marshfield Clinic is one of only a few large independent nonprofit medical clinics in the United States. The mission of the Clinic is to enrich lives through accessible, affordable compassionate health care.*

Be like Marshfield Clinic. Use Mediasite Video Platform.



Ready to transform your program? Try a demo of Mediasite and discover the difference of *Video Done Right*.

If you want to see why Mediasite is the trusted cornerstone of any video strategy, sign up for a demo. You'll discover the incredible value and power of quickly publishing, easily retrieving and ultimately measuring the impact of your video content.

- Capture, upload and preserve the valuable knowledge shared every day
- Manage all video assets with powerful tools to index, customize, secure, search and analyze
- Deliver interactive live and on-demand video to any user on any screen

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