

Medical Video Contact Centers

Bringing Better Care to More Patients



From remote anamnesis, through RN staffed call centers for referrals and patient services, and including medical video relay services - round-the-clock video contact centers increase level of care and better serve remote patients, while helping healthcare organizations control costs, address staffing shortages, and keep pace with the competition.

Based on RADVISION's Telemedicine solutions, Medical Contact Centers offer a wide range of services, including:

Anamnesis (Initial Consultation) - Prior to a face-to-face or remote physician consultation, medical history and anamnesis can be cost-effectively conducted remotely - keeping doctors focused on actual diagnosis and treatment.

Nurse Consultation - For patients with mild injuries or complaints, treatment by a physician, or even a visit to a clinic, is often unnecessary and not cost-effective. Remote video consultation with RN's or physician assistants provides patients with the immediate medical attention they require, while leaving doctors free to handle more complex cases.

Chronic Home Care - Proactive remote monitoring of chronic patient conditions based on vital signs, and education concerning chronic disease complications and management, have been shown to reduce clinic visits and lower costs of long-term home care.

Administration - With telemedicine solutions from RADVISION, ongoing interaction is easier for both patients and administrators. Simple and secure live access to medical administrative personnel helps streamline patient interaction - lowering redundant communication, maximizing administrative staff productivity, and raising patient satisfaction.

Multi-Lingual Interaction - In today's multi-lingual environment, healthcare organizations need to provide interpreters, often at short notice. Leveraging RADVISION's telemedicine solutions, medical and administrative staff can interact fluidly with patients via remote interpreters.

Hearing Impaired Relay Service - Video Contact Centers are vital to the hearing impaired, who are challenged to effectively communicate via traditional voice telephony. With solutions from RADVISION, the hearing impaired can communicate naturally with the hearing world through American Sign Language (ASL), using an audio/video link to a qualified, certified Video Interpreter (VI) who interprets between ASL and the auditory language of a hearing person.

About RADVISION

RADVISION (NASDAQ: RVSN) is the industry's leading provider of market-proven products and technologies for unified visual communications over IP and 3G networks. With its complete set of standards based video networking infrastructure and developer toolkits for voice, video, data and wireless communications, RADVISION is driving the unified communications evolution by combining the power of video, voice, data and wireless - for high definition video conferencing systems, innovative converged mobile services, and highly scalable video-enabled desktop platforms on IP, 3G and emerging next generation networks. For more information about RADVISION, visit www.radvision.com

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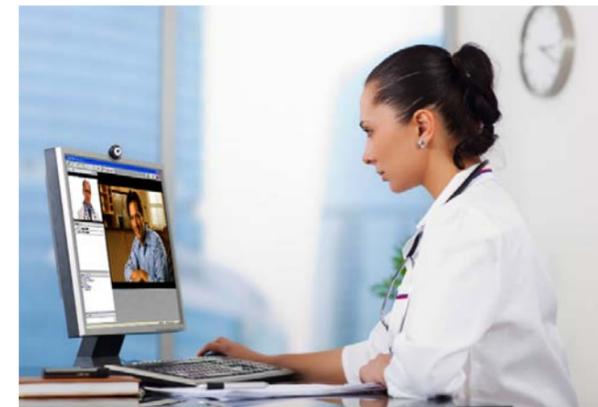
Telemedicine

Helping Medicine Reach Farther

Telemedicine solutions from RADVISION connect patients and medical professionals - bringing the benefits of advanced medical treatment to more people in more places, and helping modern medicine reach farther.

RADVISION'S Telemedicine solutions are already in use by major medical organizations worldwide. With the widespread availability of high-speed networks and broadband Internet, smooth high-definition voice, video and data communication and collaboration has become a reality that opens new doors in the world of patient care and medical training.

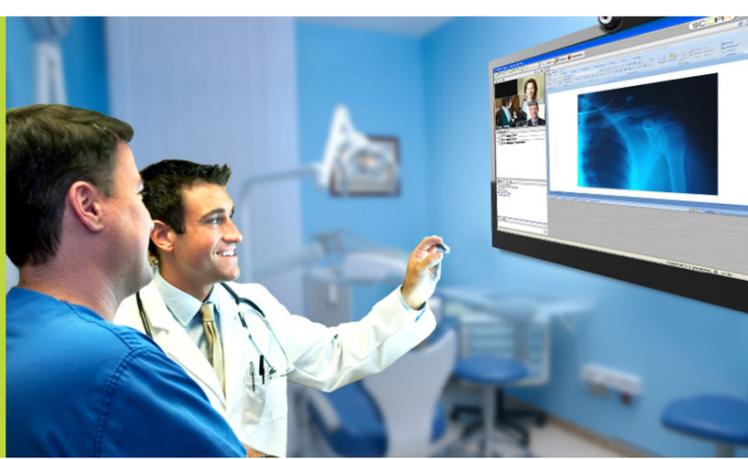
Implementing telemedicine solutions enables healthcare organizations and insurance companies to eliminate or decrease high travel costs, and lower uncomfortable delays, and raise quality of service - making high-quality, specialized care immediately available regardless of geography. With minimal technological requirements, cost-effective telemedicine solutions are up and running quickly, showing rapid Return on Investment (ROI) and increased patient satisfaction.



RADVISION - Pioneering Telemedicine Solutions

Implemented and operational in major medical organizations like Stanford Medical Center and the National Institutes for Health, RADVISION Telemedicine solutions are already benefitting thousands, enabling:

- **Real-time Remote Consultations** - Telemedicine solutions from RADVISION enable remote consultations between patients and physicians, or between doctors of various specialties - speeding and improving the diagnostic process and streamlining treatment plan creation.
- **Live Operating Room Viewing** - RADVISION telemedicine empowers surgical staff by enabling broadcast of ongoing surgical procedures, and in-room interaction with surgical specialists during surgery for both educational and consultation purposes.
- **Medical Video Contact Centers** - From remote anamnesis, through RN staffed centers for referrals and patient services, and including relay services for the hearing impaired, video contact centers ensure that patients receive rapid medical attention wherever they need it.
- **Continuing Medical Education** - RADVISION empowers healthcare organizations to better disseminate and share medical knowledge among professionals, keeping all staff up to speed, even in remote locations.
- **Disease Management** - RADVISION Telemedicine solutions enable ongoing consultation between patients and multidisciplinary practitioners in the treatment and management of long-term disease. Bringing together medical, pharmaceutical and behavioral professionals, remote disease management not only enhances patient care and raises treatment efficacy, but also lowers the costs associated with long-term treatment.



Remote Consultation

Real-time Remote Consultations

Telemedicine solutions from RADVISION enable remote consultations between patients and physicians, or between doctors of various specialties - speeding and improving the diagnostic process and streamlining treatment plan creation.

Patient-Physician Consultations - Studies have shown that diagnosis and treatment decisions reached by physicians in remote telemedicine scenarios were identical to those reached in face-to-face consultations - in addition to being significantly more cost effective and efficient. Despite the fact that technology cannot yet completely replace a face-to-face physician visit, web and video conferencing are emerging as powerful components in telemedicine initiatives worldwide.

Leveraging RADVISION's powerful and easy-to-use SCOPIA Desktop Software video endpoint solutions, coupled with data sharing and network infrastructure -remote doctor-patient consultations are a lifelike and viable consultation alternative. Seamless audio, video, and data transfer enable free-flowing conversation, and high-resolution video enables doctors to clearly view patient pathologies, observe patient movements, and examine test or lab results in real-time.

Physician-Physician Consultations - From its origins, modern medicine has been a collaborative process, the expertise of scientists complementing the hands-on experience of physicians, and the immense complexity of the fields involved spawning numerous medical specializations.

Medical professionals agree that ongoing consultations between MD's and multiple specialists are key to effective diagnosis and treatment. With RADVISION telemedicine solutions, specialist consultation is immediate and efficient, enabling doctors to spend less time on the logistics of travel and more on patient care.

With RADVISION, experts from all over the world can communicate with and learn from each other, without the high costs and scheduling problems of traveling. Lectures, meetings and conferences are held without the need for physical proximity.

Patient-Administration Consultations - In many markets, the business of healthcare also involves significant patient interactions with non-medical healthcare organization personnel. With telemedicine solutions from RADVISION, this ongoing interaction is easier for both patients and administrators. Simple and secure live access to medical administrative personnel helps streamline patient interaction - lowering redundant communication, maximizing administrative staff productivity, and raising patient satisfaction.



Operating Room Consultation

Real-time Remote Surgical Collaboration

RADVISION telemedicine empowers surgical staff by enabling high definition, crystal-clear ongoing surgical procedure broadcast, and in-room, multi-point interaction with surgical specialists during surgery.

RADVISION's high-definition medical conferencing solutions allow surgeons in any location to conduct detailed discussions of patient cases directly from the surgical floor - remotely viewing live operating room video, real-time endoscopic video feeds, patient vital signs and ultrasound or x-ray images.

Created in proactive conjunction with clinicians from all areas of healthcare delivery, real-time remote surgical collaboration solutions from RADVISION enable on-the-spot decision making on treatment pathways, and highly-effective surgical training.

