

## A Customer Success Story

Lifesize Supports Medical Vision and Administrative Pragmatism  
At the Shepherd Centre



### Challenge

The Shepherd Centre wanted to introduce video conferencing to improve communications between offices, to cut down staff travel time and expense and to improve the reach and the scope of the Centre's services working with deaf and hearing impaired children.



### Solution

Shepherd Centre CEO, Jim Hungerford, spent almost a year mapping out his vision and researching technology suppliers before deciding to deploy a LifeSize solution comprising LifeSize Express 220 Series and Team 220 solutions along with 14 endpoints across the Shepherd Centre offices.



### Results

Initially, the Shepherd Centre has primarily focussed on video conferencing as a replacement for old-fashioned teleconferences, resulting in better staff interaction and noticeably improved quality of conversation. Sizeable cost savings have also been achieved, whilst in clinical use the system is also helping to ease travel demands on client families. due to the positive feedback they have received from users throughout the organization.

The Shepherd Centre deployed LifeSize Express 220 Series and Team 220 solutions along with 14 endpoints across it's offices to transform staff interaction and ease demands on client families.

#### ORGANIZATION



#### Shepherd Centre, Australia

Since 1970 The Shepherd Centre has transformed the lives of nearly 2,000 children who are deaf or hearing impaired.

Every year the Centre works with over 350 children, providing them with the tools they need to listen and speak. Its early intervention program is world-renowned, as more than 90 per cent of its graduates go on to enter mainstream schooling with listening and language skills on par with those of their hearing peers.

Demand for the Shepherd Centre's services is high. On average, one Australian child is identified with hearing loss every day and one in 300 Australian children is diagnosed with hearing loss by school age. To help meet the need the Shepherd Centre employs 60 people who operate from five facilities across New South Wales and the Australian Capital Territory. Four times a year, staff also go on the road to conduct intensive workshops for rural and regional families.



“A lot of our work involves the children’s families. Sometimes, it’s not practical for those families to come into our Centre so we had already been exploring the use of Skype for telemedicine, but we wanted to improve on this.”

## Challenge – Considering the Need

Three years ago The Shepherd Centre CEO, Jim Hungerford, began developing a strategy for the use of video conferencing within the organisation. He wanted to introduce video conferencing to improve communications between offices, to replace cumbersome teleconferences of up to 40 people, and to cut down staff travel time and expense.

He recognised that the technology could be used by clinicians to improve the reach and scope of the Centre’s services. “This was an area of significant interest to us,” Hungerford notes. “A lot of our work involves the children’s families. Sometimes, it’s not practical for those families to come into our Centre so we had already been exploring the use of Skype for telemedicine, but we wanted to improve on this.”

Hungerford could also see value in recording clinical sessions so that parents would have a visual reminder of techniques and exercises, plus a record of milestones achieved such as the first time a child says a word. “Each time a child comes into the Centre for a session, it’s a learning opportunity for the parents because it’s the effort gets put in at home that makes the real difference for the kids,” he says.

The session recordings for parents to take home are also critical to clinician training. All of the Centre’s clinicians study between three and six years at university before undertaking an additional certification process at the Centre.



“It was a decision driven by cost and, Hungerford says, “We were really taken by the quality and ease of use of the LifeSize equipment.”



Representatives from the Shepherd Centre present Andreas Wienold and Gerry Forsythe with a token of their appreciation

## Solution – Mapping the Vision

“We had these three needs. I had started to try to understand where we wanted to go and what we wanted to achieve. I knew that our first need was for traditional video conferencing, and that we required a system that was user friendly, easy to set up and easy to turn on. We are a bunch of clinicians, not ‘techies’. It had to be idiot-proof,” he smiles.

Cost was another consideration. As a charity, the Shepherd Centre relies heavily on community funding. Its medical and education expenses are high, with treatment averaging almost \$18,000 per child, per year. While a video conferencing system offered clear benefits to the organisation, it couldn’t come at the cost of treatment.

Hungerford spent almost a year mapping out his vision and researching technology suppliers before deciding to deploy a LifeSize solution comprising LifeSize Express 220 Series and Team 220 solutions along with 14 endpoints across the Shepherd Centre offices.

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Phase 2 was to engage Voice Logic, a Lifesize Business Partner, to review The Shepherd Centre’s existing Lifesize environment of 12 x 220 series systems and extend their scope and application within the organisation. After a review of requirements, it was determined that Lifesize Cloud would be the best approach for their desktop, mobile and bridging requirements while Lifesize UVC Video Centre would best suit the strain and recording requirements.

Voice Logic managed the Lifesize Cloud implementation across all offices, including upgrading existing systems and providing new Icon series systems for additional rooms. In addition to this rollout, Voice Logic also installed an instance of UVC Video Centre within their managed video conferencing infrastructure, and now provide The Shepherd Centre with UVC Video Centre as a managed service. This means that they can utilise Video Centre capabilities without incurring the additional hardware overhead or having to worry about storage and management of the solution.



“With Lifesize we are now doing remote mapping, so for example, we can have an audiologist in Sydney and a child in Canberra. This has been a fantastic move because it’s more convenient for clinicians and for the families.”

## Results – Better engagement with Government

Initial use of the system has primarily focused on video conferencing as a replacement for old-fashioned teleconferences.

“We’ve found better interaction between staff and the quality of conversation has improved. With the National Disability Insurance Scheme about to launch in Canberra there have been lots of discussions to ensure we are ready. With the video conferencing equipment, we can chat as though face-to-face. It’s made life much easier,” Hungerford says.

There have also been sizeable cost savings. Despite a 50 per cent increase in activity across the organisation, video conferencing has enabled the Centre to maintain travel costs at the same level as 2013.

### Remote mapping of bionic ears

In clinical use, the Lifesize system is helping to ease travel demands on families. Hungerford points to the example of programming or fine-tuning bionic ears, an action that can take up to three hours to complete.

“About one-third of our children have bionic ears or Cochlear implants. Each implant has 22 separate electrodes that need to be individually mapped so that the child hears the frequency just right. With Lifesize we are now doing remote mapping, so for example, we can have an audiologist in Sydney and a child in Canberra. This has been a fantastic move because it’s more convenient for clinicians and for the families. And with fewer logistics to juggle, treatment can occur faster.”

### The final piece of the puzzle

The next step in the Shepherd Centre’s video conferencing journey will be the recording of clinical sessions, something that Hungerford expects will commence within the next six months. He’s also looking at the potential for LifeSize’s cloud-based services as a way of sharing the benefits with all of the families involved in the Shepherd Centre’s services. “We’re looking to extend tele-practices out further into our community.”

“There’s always lots to do. Our principal purpose for being is to make it possible for children who are deaf to speak,” he concluded.

## Learn More

Make sure to check out our other case studies at [www.lifesize.com/en/case-studies](http://www.lifesize.com/en/case-studies) to learn more about how Lifesize is transforming business communication.



HEADQUARTERS  
Austin, Texas, USA

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