Qumu

SOLUTION OVERVIEW

8 Benefits of Secure Video Communications for Life Sciences

60%
of patients want to use technology more for communicating with healthcare providers and managing their conditions

(Accenture Patient Survey May 2020)

The worldwide pandemic has transformed the Healthcare industry, and since the start of lockdown, Healthcare professionals (HCPs) have been compelled to change how they communicate with staff, partners and patients. Understanding the benefits of video communications and the delivery of video content in a secure, scalable, accessible online platform is critical.

Video communications are used for a variety of applications in the healthcare industry all of which are centered around patient care, including education, employee collaboration, training and compliance, onboarding, crisis communications, and more. The need for secure video communications presents an opportunity for organizations to implement solutions that engage medical staff, patients and providers with full governance and control – from anywhere on any device.

With healthcare costs continuing to increase as well as restrictions on in-person events, video communications have become the "new" preferred method for communicating information in most industries. Enterprise video

84%

of physicians were offering video visits and 57% would prefer to continue offering virtual care

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Enjoy an engaging viewer experience with Q&A, chat and interactive polling.

Support numerous formats, devices with an embedded player that automatically matches viewer capabilities.

Leverage branded microsites for targeted content by topic or audience

Experience webcasts that scale to reach many thousands of simultaneous viewers.

Automatically record, caption, and transcribe webcast for future distribution

platforms offer the opportunity to combine people and technology. It also enables and promotes human connection and engagement.

Benefits of Secure Video Communications

(1) Empower busy healthcare professionals to connect with leaders in their field or patients without leaving their office or home.

(2) Collect real-time questions from doctors and other HCPs during live video seminars. Marketers can get additional insight from the questions asked during the event and create supporting materials on the specific topics.

(3) Engage with the audience through chat, polls and surveys, pharma staff can identify clinical dilemmas and address them or plan for future Key Opinion Leader (KOL) webcasts.

(4) Share expertise and build libraries of knowledge. By providing valuable content, pharma companies can build relationships with healthcare professionals and be known as an expert in therapeutic areas.

(5) Increase collaboration between HCPs and pharma companies, including those individuals that have not been visited face-to-face.

(6) Offer on-demand content that can be shared through digital channels, this allows maximum reach and significant impact for each dollar invested in speakers and other resources.

(7) Drive improved patient outcomes with collected data from webcast. Analyze data and engagement at the user level or by topic.

(8) Reduce risk and fulfill compliance requirements with video workflows and controls

About Qumu Cloud for Secure Video Communications

Broaden Your Reach

Qumu Cloud helps users create, manage and deliver video across hundreds of thousands of global employees, customers and partners in a work from wherever, whenever world.

Qumu video presentations drive greater engagement than traditional video formats, and enhance understanding by being accessible and visually engaging.

Videos can be viewed on demand or live on desktops, mobile devices and public displays. They are delivered by embedding directly onto a website or intranet site, or shared via email or URL.

Depending on the security settings of the presentation, it can be delivered to viewers by email, RSS, or by embedding it in other websites either as a link or by using a widget. Email can be sent to individuals or to a group of individuals on a contact list. Advanced users can make use of the API if required. Users can leverage Qumu's registration feature to track attendance and follow attendees learning path.

Content Creator

Creating presentations is easy and intuitive. Users can upload video, audio and PowerPoint presentations as well as record video directly into their presentations.

View Live or On Demand

Our live offering includes a wide range of interactive features that allows presenters to gather feedback, data and opinions from the viewing audience. Our on demand offering retains all interactive features, and allows the viewer watch at their leisure

Viewer Portal

Swiftly create viewer portals for company or external groups.

Customize the look and feel with colors, logos and layout. Includes search and playlists.

Full security support.

Reporting and Analytics

Evaluating the effectiveness of each presentation is made easy by the built-in reporting engine. The engine provides real-time metrics and analysis for both on-demand and live presentations. In-depth features such as drop-off curves enable you to see how your viewers engage with content.

Captions

Automatic Live Captions
Live captions instantly recognize the words spoken and provides machine-based captions for maximum indexing and optimal search.

Translate and Transcribe
Global organizations can now transcribe, translate, edit and publish captions to their video assets—in both original and translated languages—for maximum audience reach and accessibility.

Real-time Engagement

Keep the audience engage with moderated **Q&A, Chat and Polls**.

The incoming questions are shown on the Q&A moderation screen.

The Chat allows for participants to interact with each other.

Polls can be pre-set and displayed at key points of the presentation

Advanced Search

Search for content inside your videos and across your video library. Search by keywords, metadata or audio.

Integrations

Leverage current technology with our extensible video platform and broad partner ecosystem

Encryption
Automatic protection and encryption of both internal and external video streams.

OAuth Tokens
Only play content from web portals where users are already authenticated.

User Authentication and Single Sign On
Control specific users and groups, and self-service configure SSO thru SAML 2.O providers.

Content Classification & Approval
Define and enforce different content workflows and classifications for content and groups.

Advanced User Security
Set password policies and enforce them across the environment, including expiration rules, timeouts, password complexity, user name and history restrictions.

Global Content Management
Leverage group-based functional controls and content and user audit trails, with either centralized or regional administration.

Retention Policies
Define content retention by group or by individual asset, with automatic content expiration, deletion and ability to archive.
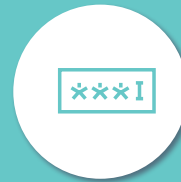
IP Restriction
Identify and control users of internal or external content, and apply custom rules at an individual content or group level.

Learn more at www.qumu.com

Qumu

Qumu empowers hyper-distributed organizations to leverage the full power of video to move forward faster. Only Qumu's Video Engagement platform helps businesses build connectedness and shape a culture that is more engaged, motivated, aligned – and human – to drive impact in a work from wherever, whenever world.

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