



### Q-MED: Improving Quality of Training through AVCON Full HD Video Conference

#### AVCON Video Conferencing System

##### Advantages

- Cost-effectiveness
- High Productivity
- High Scalability
- Support Full High Definition Screen
- Enhance Green Image of Company

#### ICT Technologies & Services Limited

##### General Inquiry

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Q-MED is a promising biotechnology company device group which specializing in medical implants. Most of the products are based on Q-MED's patented technology, NASHA™ for the production of stabilized non-animal hyaluronic acid, including Restylane for revitalized looks and Macrolane for body shaping. The products have rapidly and potentially developed in global market since its launching.

#### Challenge

While promoting the medical products, Q-MED must ensures surgeons thoroughly grasp its application during operation. Therefore, live demonstration of its usage is needed.

Q-MED regularly held regional trainings in different countries, including Singapore, Taiwan, Korea, Malaysia, Thailand and Australia etc, to introduce and demonstrate the products to surgeons. The trainings were repeatedly held in each country due to the geographical dispersion of surgeons.

The demonstrations of training section were normally held in operation room. Because of the space restriction, only limited surgeons were jostled in the operation rooms for observation, which restricted the number of participants.

#### Solution

To enhance the effectiveness of the trainings, Q-MED adopts AVCON Full High Definition (HD) Video Conferencing Solution through the recommendation of one of the ICT's Partner (KMP Technology Co.).

AVCON system provides a virtual platform for Q-MED to link up the training center in Quarry Bay office and the operation room in Central.

With the system, Q-MED is able to gather worldwide surgeons into the training center to introduce their medical products; meanwhile, the live demonstration of product usage in the operation room clearly shown on the screen in the training centre. They can share the operating skills instantly through the system.



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### Benefits

AVCON Video Conferencing Solution has transformed Q-MED's training model. Conducting virtual demonstrations with AVCON helps Q-MED expanding training reach while reducing the training delivery cost.

This training approach has made learning more manageable for trainees, and improved the overall quality of training as they selected the most outstanding tutor to conduct the demonstration to other surgeons. Q-MED are now able to group and train more worldwide surgeons together within one site, instead of holding regional trainings in different countries with limited trainees. Time cost of training greatly reduced under the system, so that they can devote more resources to enhance the quality of training.

By delivering full HD quality of video, every tiny part of the operation is clearly shown on the screen during demonstration under the system. Q-MED explains that full HD quality is necessary for presenting their products. The effect of Q-MED's products, such as smoothing out lines and wrinkles, can only be perfectly captured by full HD video, but become unobvious under standard definition video.

### Future

After experiencing the advantages of AVCON, Q-MED considers to expand the application of the system. Apart from product trainings, they may use AVCON for internal communication among Asia Pacific branches in the future so as to instantly converse with regional distributors and colleagues.