



#### Industry

Healthcare

#### Daily Use

- Sign language interpretation services
- Access to experts
- Remote site communications

#### Solution

- Polycom® HDX™ 7000 series telepresence systems
- Polycom® multipoint conference bridge

#### Results and Benefits

- Reduces costs for healthcare providers by enabling them to pay on need-only basis for ASL interpretation services
- Enables efficient compliance with ADA patient access requirements
- Expands CyraCom's offerings enabling them to serve exclusively as a one-stop shop for existing customers

## CyraCom Helps Healthcare Providers Cut Costs and Improve ADA Compliance

Twenty-four hours a day, every day, healthcare providers turn to CyraCom to help them communicate with patients. The Tucson, Arizona-based company provides hospitals, clinics, and other healthcare facilities services to overcome language barriers with document translation, over-the-phone interpretation, and other services.

An industry innovator since its founding in 1995, CyraCom revolutionized the delivery of interpretation services in healthcare settings by patenting the first dual-handset phone. Now, a growing number of healthcare providers rely on CyraCom for live access to nationally certified American Sign Language (ASL) interpreters to facilitate their communication with patients who are deaf or hard of hearing.

Leveraging Polycom video communications solutions, CyraCom is able to offer remote interpretation services on demand. The service offers a cost-effective way for healthcare facilities to fulfill patient access requirements of the American Disabilities Act (ADA) and Section 504 of the Rehabilitation Act.

### Improving Access to Care for Patients

Many healthcare facilities—particularly those in remote areas—have difficulty gaining anytime access to local certified ASL interpreters. The demand for interpreters often exceeds the supply, leaving deaf or hard of hearing patients waiting for meaningful access to appropriate care.

And as budgets tighten, these logistical limitations are exacerbated by economic ones. "It's not unusual for on-site interpreters in ERs to be paid for up to eight hours, even if they only interpret for a total of 30 minutes," says SueAnne McCreery, ASL coordinator at CyraCom.

CyraCom solves these problems by giving healthcare providers just-in-time access to a pool of ASL interpreters located throughout the United States. "We only charge for the time our customers spend with interpreters," said Stephen McNeil, CyraCom's associate vice president of sales. For a five-minute ER intake session, for instance, providers pay for just five minutes of an interpreter's time—far less than the typical 2 hour minimum for contracted interpreters or staff interpreter's complete shift, and less than the time it would take an on-call local interpreter to drive into the facility.

"On average, we are paying an ASL interpreter up to four or five hours per patient each time we need one," said Melissa Moreno, who manages the Emergency Department at Tucson Medical Center which, like all hospitals, is required by law to provide interpreters to deaf patients who communicate using American Sign Language. "For a CyraCom interpreter, we pay only for the time we use—no more than 45 minutes to an hour per patient, though most of the time it's quite a bit less."

*"With Polycom's exceptional video quality and our staff of ASL interpreters, our customers and their patients get the assurance of complete and accurate interpretation."*

*Stephen McNeil, Associate Vice President of Sales, CyraCom*

## *“Polycom is helping us build and maintain loyal customer relationships.”*

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### **Choosing a Reliable, Flexible Platform**

Sign language interpretation requires both sight and sound, so providers must have access to solutions that dependably enable both. “To deliver the service, we needed an established and reliable platform,” recalls McNeil. “But it also had to be flexible to meet the unique needs and limitations of healthcare environments.”

A competitive evaluation led CyraCom to standardize on Polycom. “Of the systems we tested, Polycom met our criteria and offered the most flexible solution,” says Marketing Manager Ivan Venzin.

As a certified Polycom reseller, CyraCom offers a variety of Polycom solutions through purchase or lease. These include a cart-based solution CyraCom designed especially for use in healthcare facilities. The rolling, lift-and-pivot unit incorporates a Polycom® HDX™ 7000 series room telepresence system, with flat-panel display and camera. The cart allows the flat screen to swivel and the camera to rotate to accommodate bedside ASL interpretation.

### **Ensuring Accurate Interpretation**

ASL interpretation can be required at any point in the healthcare process, from initial intake and triage to consultation with doctors and nurses.

In this environment, accuracy counts. “The quality of video is essential,” says McCreery. “ASL is very complex in its formation and there is a lot of grammatical information on the face of the person signing. A slight nuance in facial expression might change the entire communication. So the video quality has to be good enough to meet that demand.”

“We have very good video quality on our side, but some customers face network bandwidth challenges on their end,” says Alex Montanez, CyraCom’s Director of Data and Network Services. All CyraCom ASL interpreters work with a Polycom HDX 4000 series telepresence system.

Customers also benefit from Polycom’s Lost Packet Recovery™ (LPR™) technology, which helps achieve a consistently high-quality video experience even over public broadband networks susceptible to packet loss and congestion.

Additionally, a Polycom multipoint conference bridge enables CyraCom customer service representatives to quickly and easily connect clients with interpreters. In fact, CyraCom guarantees it will connect providers with an ASL interpreter within 15 minutes of the provider’s initial request.

“The service and video environment have definitely been very well received,” says McNeil.

### **Sharpening a Competitive Edge**

For CyraCom, adding ASL interpretation means the company can offer more services to existing customers. “It’s a competitive advantage for us,” says McNeil. “Polycom is helping us build and maintain loyal customer relationships.”

And for healthcare providers trying to contain costs while still meeting ADA requirements, a video call to CyraCom is nothing short of a lifeline.

“We save them a lot of money, and we provide healthcare professionals with the peace of mind that they are getting someone who is trained to handle healthcare related calls,” says McNeil.

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### **About Polycom**

Polycom is the global leader in standards-based unified communications (UC) solutions for telepresence, video, and voice powered by the Polycom® RealPresence™ Platform. The RealPresence Platform interoperates with the broadest range of business, mobile, and social applications and devices. More than 400,000 organizations trust Polycom solutions to collaborate and meet face-to-face from any location for more productive and effective engagement with colleagues, partners, customers, and prospects. Polycom, together with its broad partner ecosystem, provides customers with the best TCO, scalability, and security—on-premises, hosted, or cloud delivered.

For more information, visit [www.polycom.com](http://www.polycom.com), call 1-800-POLYCOM, or contact your Polycom sales representative.

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