



## MEDIA RELEASE

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### **BIG BLUE SOLUTIONS - EMPOWERING CLINICIANS TO MAKE BETTER DECISIONS IN THE OR**

The medical profession has often been criticised for failing to acknowledge surgical errors. In extreme cases, there even appears to be a desire to “cover up”. Healthcare providers are now being urged to take a very different approach and learn by mistakes rather than ignoring them – the problem is that there is little data being collected to recreate events, spot trends and debrief with recorded evidence. Big Blue Solutions believes that connecting operating theatres to create a constant feedback loop for research and development will dramatically improve patient care and, as an AVoIP and data creation and collection design partner, is currently working with hospitals and medtech providers to roll out the technology that will make this possible.

Audio visual (AV) over IP, or AVoIP, is a radical, disruptive development that is increasingly replacing traditional AV communications. In essence, it is the streaming of audio and video content over an existing Ethernet/IP network with associated data transfer. This completely changes the way media and data are transmitted and shared, shifting the AV platform to a network and thus breaking the barriers imposed by physical limitations, such as building layouts or distance.

With AVoIP, any source can be shown on any display, not limited to a building, country or continent. In hospitals, this means easier distribution of AV around the site, improved storing of information, better connectivity and the use of standard IT switchers (10 gig). Being able to deliver content from its source to a display that can be anything from an Internet livestream to a conference room to a local PC in an operating theatre, makes data more accessible than ever before – it literally is at your fingertips, delivering a system whereby every surgeon, at any point in their career, can learn from the experience of every other surgeon, informing the way they operate, even while procedures are underway. It is the ultimate pooling of expertise, which will help to avoid the many needless deaths caused every year by medical error.

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