

Kaiser Permanente's Use of CyberLink PowerDVD and Power2Go

Interview with Jason Pollock, Kaiser Software Engineer

Introduction

With the continued rise of healthcare cost in the US, Kaiser Permanente, one of the largest not-for-profit health plans in the country, makes use of CyberLink products into its overall operations to maintain its highest standard of healthcare while keeping prices low.

"I met with Cyberlink and found their products seemed superior to its competitors as well as the level of service. [Hence], a new partnership was formed," says Jason Pollock, Kaiser Software Engineer.

Kaiser is most famous for providing 100% rounded care that has been a staple of Kaiser HMO (managed healthcare) system for over 50 years. Kaiser's integrated plan to keep healthcare affordable while maintaining quality involves creation and playback of rehabilitation exercises and instructional videos.

"A [rehabilitation or instructional] video might save a doctor from explaining a simple exercise which would allow that doctor to see another patient saving both time and money. Kaiser wants to use every technology available in hopes of saving time and money and delivering the highest standard of healthcare possible," explains Mr. Pollock.



Kaiser Orientation Center: where visitors can watch and learn about Kaiser's innovations and unique healthcare approach.

Mr. Pollock notes that these videos are comparable. "A picture is worth a thousand words. An instructional video is worth the same as a doctor speaking for an hour," he says.

PowerDVD meets smooth playback and superb video quality requirements of Kaiser

Mr. Pollock notes the importance of having Kaiser's videos running smoothly at highest level of quality or they lose their customers. For this reason, Mr. Pollock says that PowerDVD is Kaiser's best choice.

"We needed DVD playback that would work with Windows Media Player. Later on, many of our users wanted a more robust – eye pleasing interface for the showing of our videos," says Mr. Pollock.

"You only have one chance at a first impression...if we go to play a video and it does not work, a patient may think, what else does not work here, surgical equipment, x-ray equipment. We have to show we are a world class organization 100% of the time," he notes further.

With over 100 million copies shipping annually, PowerDVD is the world's leading Blu-ray, 3D & HD media player. PowerDVD prides itself for its unique TrueTheater™ technology that enhances videos, providing sharper detail, enhanced lighting, smoother motion and immersive surround sound.



www.kp.org
National Media Hotline,
510-271-5953.

Organization Profile:

Kaiser with headquarters in Oakland, California, serves approximately 9.3 million members, providing a wide range of medical services from medical orientation to patient rehabilitation. The group also continuously develop and refine medical practices to help ensure that care is delivered in the most efficient and effective manner possible.



Kaiser's Fontana Medical Center in Southern California has been named among the world's "30 Most Architecturally Pleasing Hospitals"

Power2Go: Reliable CD burning with data protection encryption



Apart from use by the doctors and nurses, the hospital's rehabilitation exercises and instructional videos are also produced in compliance to the government mandate to create HIPPA CDs, which are sent to the state regulators monthly and annually. Mr. Pollock says these CDs cannot be made with the operating system's default CD burning capabilities.

"We can be fined or worse for not complying with government regulation," notes Mr. Pollock. "I prefer Power2Go over Roxio and Nero," adds Mr. Pollock.

He explains that Power2Go can be used for copying Kaiser instructional DVDs to send to patients, for creating backup CDs, and for creating encrypted DVDs to the government for HIPPA compliance.

"The word I would use to describe why we need [Power2Go] is its diversity," notes Mr. Pollock.

Power2Go burning software delivers reliable, high-performance disc burning & copying for CDs, DVDs and Blu-ray discs. Sensitive data such as medical videos are kept private with Power2Go's strong 256-bit encryption.



Power2Go beats competitors

Kaiser had been looking for a standardized CD burning solution for some time and had evaluated both the Roxio and the Nero solution. "Nero is not really designed for enterprise deployment while Power2Go is. Roxio interface [on the other hand], is more designed for home use than the Enterprise," Mr. Pollock says.

"Power2Go has a clear and concise interface with the many options needed for what we do here at Kaiser. Between those two items, I felt that Power2Go was the winner," he further notes.