



CASE STUDY:

THE HOPPER GROUP

THE HOPPER GROUP OFFERS TELEPSYCHIATRY SERVICES THROUGH LOGITECH'S BUSINESS WEBCAMS

Texas-based psychiatrist uses Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam C920 to stay connected with patients

Web and video conferencing are changing the face of healthcare, including the specialty field of psychiatry, which has seen the most successful adoption of telemedicine applications to date. With fewer psychiatrists and a national rise in mental health needs, telepsychiatry—using video conferencing to treat patients, regardless of their location—has been a viable alternative as more advanced and cost-effective technologies become available. To treat patients suffering from depression, anxiety, obsessive-compulsive disorder, performance issues, and other mental health issues in a cost-effective, professional, and helpful way, the Hopper Group in Arlington, Texas has deployed an e-psychiatry platform based on Logitech's business webcams to remain connected with patients. E-technology allows them to consider his home base to be the entirety of the Dallas, Fort Worth metroplex, and the whole state of Texas can be considered a branch clinic. "By leveraging the most advanced technologies, we can bring critical mental health services to patients in the most efficient, professional, and de-stigmatized way possible," said Dr. Ken Hopper. "The Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam C920 are central to our ability to provide necessary services to patients in the comfort of their primary care clinic, at home, or at our office when I am attending important professional meetings—an exciting proposition in a profession that traditionally suffers from serious accessibility and acceptability issues."

COMPANY SIZE

Eight employees

LOCATION

Arlington, TX

INDUSTRY

Healthcare

OVERVIEW

The Hopper Group is dedicated to providing mental health treatment for adults suffering from depression, anxiety, posttraumatic stress, obsessive-compulsive disorder, panic attacks, mood swings/bipolar illness, attention deficit/hyperactivity, and performance issues. The Hopper Group can also assist healthcare organizations and providers in the treatment of patients by providing timely access to behavioral interventions and psychiatric consultations done in the primary care office or remotely.



The Hopper Group
Guiding Personal Growth

A PROFESSIONAL VIRTUAL EXPERIENCE

Dr. Hopper's previous efforts to offer web-based counseling services were stalled by the lack of a more reliable and cost-effective plug-and-play/life-like video conferencing solution. "A fortunate combination of factors, including significant advances in resolution, audio quality, transmission, and cost, came together and now we can offer a professional virtual healthcare experience based on Logitech's business solutions," explained Dr. Hopper, who uses the Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam C920 optimized for Microsoft® Lync™ to join nurse practitioners for select cases when offsite. Dr. Hopper can also treat patients from their primary care clinic—individuals who may be unwilling or unable to travel to his office for assessment and treatment. The Hopper Group also plans to offer telepsychiatry services to existing patients for greater convenience and to eliminate travel and time constraints that might impede treatment. Dr. Hopper cares for 20 percent of his patients through video conferencing. "Our patients have categorically given us top grades—they are very pleased with our professional, high-quality video conferencing services."

VISUAL CUES ENHANCE TREATMENT

Creating a professional, high-quality experience for patients is critical to the success of any telemedicine application. "A high-end video conferencing solution including a large video screen and the Logitech BCC950 ConferenceCam installed at our clinic makes our patients more comfortable. They do not feel in any way that they are receiving a watered-down alternative to face-to-face counseling," noted Dr. Hopper. The Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam

C920 deliver full high-definition resolution and clear, crisp picture quality for a lifelike experience, allowing Dr. Hopper to more accurately read facial expressions and body language, which reveal a lot about a patient's well-being. "Some patients say that everything is fine, but a subtle tick, hand tremor, or other visual sign may reveal otherwise and impact the success of our treatment plan. There is no doubt that it is much better to actually see my patients than to simply talk to them over the phone," added Dr. Hopper.

BEST FIELD OF VIEW

According to Stephen Cracknell, Chief Information Officer at US Medical IT, the integrator who worked with Dr. Hopper, Logitech webcams offer the best wide-angle views on the market, delivering a 78-degree diagonal field of view to cover everyone—the patient, nurse practitioner, or family members—without having to reposition the camera. "The Logitech BCC950 ConferenceCam also offers a 180-degree remote-controlled video pan, tilt, and zoom to further ensure that each member of a small group is seen," stated Cracknell.

REMOTE CONTROL

The remote control that comes with the Logitech BCC950 ConferenceCam was another top feature, making it easy for nurse practitioners to control the field of view or adjust the volume for Dr. Hopper during the patient telemedicine encounter. With a hectic travel schedule, Dr. Hopper leverages the portability and ease-of-use of the Logitech HD Pro Webcam C920 to keep connected with patients and staff while on the road. "I can meet my patient's needs regardless of where I am and better manage the practice even while offsite."

REDUCING BANDWIDTH

The fact that both the Logitech BCC950 ConferenceCam and Logitech HD Pro Webcam C920 use H.264 video compression techniques to reduce the amount of data needed to transmit or store video is another key advantage. "We tested a number of different high-definition webcams and found that Logitech stands out for its improved compression performance and ability to provide high-quality video at considerably lower bit rates, taking bandwidth off the PC," explained Cracknell. Dr. Hopper agrees that the Logitech webcams perform well, with no transmission or bandwidth issues to date.

A GROWING PRACTICE

As one of the fastest growing trends in healthcare, telepsychiatry removes potential barriers to treatment, such as a patient's physical location or the stigma associated with mental health issues. By offering telepsychiatry services, Dr. Hopper can provide patients with convenient and effective care in the comfort of their primary care clinic or home. The new telepsychiatry application also allows Dr. Hopper to grow his practice while maintaining a busy travel schedule that includes many speaking engagements and industry events. "With a professional, high-quality video conferencing solution based on Logitech's business solutions, we can keep more patients under our care and expand our practice to reach patients who would otherwise not have access to life-altering treatment," concluded Dr. Hopper. "We are extremely excited about the future of our e-psychiatry services."

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CHALLENGE

- Deploy cost-effective and reliable telepsychiatry services to improve accessibility and enhance convenience
- Ensure superior image quality for most realistic and effective virtual treatment possible

SOLUTION

The Hopper Group deployed the Logitech BCC950 ConferenceCam and the Logitech HD Pro Webcam C920 optimized for Microsoft Lync as a key component of its telepsychiatry application to provide mental health services to patients via video conference.

BENEFITS

- Cost-effective, high-quality, professional tools to facilitate telepsychiatry
- Provide mental healthcare to patients in underserved and remote areas
- Achieve excellent image and audio quality for real-life experience
- Easy to use, portable solution to stay connected while traveling
- Wide field of view to see all participants
- Simple remote capabilities improve experience
- Reduce bandwidth requirements with H.264 compression standard

TOOLKIT

- Logitech BCC950 ConferenceCam
- Logitech HD Pro Webcam C920

Toolkit



LOGITECH BCC950 CONFERENCECAM