

# Smith+Nephew R&D Boosts Efficiency, Collaboration, and Cost Savings with Avail Telepresence



## THE CHALLENGE

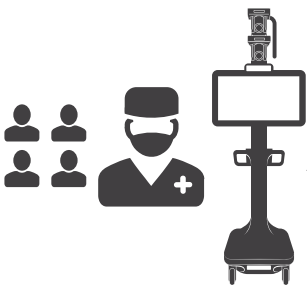
Smith+Nephew (S+N), a leading medical technology company, conducts approximately 160 in-person R&D labs at their facilities each year. Each lab typically involves multiple surgeons and up to 10 S+N R&D engineers who closely observe the surgeon(s), seek clarifications, and gain valuable insights while developing and designing medical products. However, offsite R&D engineers and product experts face challenges in participating due to travel expenses and scheduling conflicts, which often prevents them from attending the labs in person. Consequently, many engineers rely on secondhand information from those who attend in person, resulting in missed opportunities to acquire crucial insights that could have been gained by observing the lab live and having the chance to interact with the surgeons directly, asking questions as they arise.

## THE SOLUTION

Smith+Nephew hosted an R&D lab at its facility in Andover, Massachusetts. They utilized Avail's telepresence technology, allowing their offsite R&D staff to participate virtually. In this enhanced lab, the on-site team consisted of one surgeon and four S+N engineers. They were joined by an additional surgeon proctor and 14 remote S+N engineers. Through this setup, the remote team members had the opportunity to engage in the immersive operative experience, simultaneously viewing the surgical field and arthroscopic images with exceptional clarity.

### IN-PERSON

One surgeon and four engineers



### VIRTUAL

One surgeon proctor and fourteen engineers



## AT A GLANCE

- More critical team members able to participate in R&D labs and acquire crucial information
- Estimated \$12,500 T&E savings for labs of a similar size requiring multiple participants
- More enriched product development collaboration among R&D staff
- Improved quality of life for surgeon proctor and R&D staff
- Two hours of high-quality video and audio recording for extended use

“ Now, more of our R&D members can join procedures remotely to see, learn, and ask questions of physician customers. And we can do this efficiently – without travel, without losing any quality in the views and audio that one gets if they were physically in the room. This virtual front-row access to the OR will not only accelerate their learning – but our organization's product development as well. ”

– Cindy Walker

SVP Global Medical Education,  
Smith+Nephew



## ENHANCED EXPERIENCE

- Active participants grew from four to eighteen
- Full view of the procedure room, equipment, and team members
- Avail's 30x optical zoom cameras enhanced visibility of the procedure on the surgical field and arthroscopic image
- Simultaneously view connected imaging and procedural video
- Excellent two-way audible communication



## TIME AND COST SAVINGS

- Proctoring surgeon gained 1.5–2.5 days back. No lost time traveling or lost surgery revenue
- R&D team gained 2–3 days back x 10. No lost time traveling or lost work productivity
- Estimated \$12,500 T&E savings for labs of a similar size requiring multiple participants

“ S+N Sports Medicine R&D had great success leveraging the Avail surgical broadcasting system. The entire Avail technology experience was flawless, the audio & visual feedback of both the open and arthroscopic environment provided the key opinion leaders (KOL's) with a near in-person experience. I would strongly recommend R&D professionals to leverage this tool to maximize the surgeon experiences without the logistical complexities of taking them away from their practice, patients, and families. ”

– **Matt Koski**

VP R&D Joint Repair, Smith+Nephew

“ During my medical career as both an instructor and a learner I've sought ways to expand learning opportunities. With Avail, I found that solution. The system provides connectivity between in-person instructor and remote learner that rivals being there physically. Remote learners get unobstructed, high-quality video views, and education is enriched as we share, pause, and telestrate to discuss. We've really upped the level of professionalism and quality of the educational experience with Avail. ”

– **Scott Faucett, MD**

Orthopedic Surgeon



Want to know how your department can also save time and money?

Contact us at [contact@avail.io](mailto:contact@avail.io) to learn how we are helping other MedTech departments like Professional Education, Marketing, and Sales to optimize business operations with the help of Avail's surgical telepresence platform.