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

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

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

Contact us at 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.