



Improving Communication & Patient Outcomes

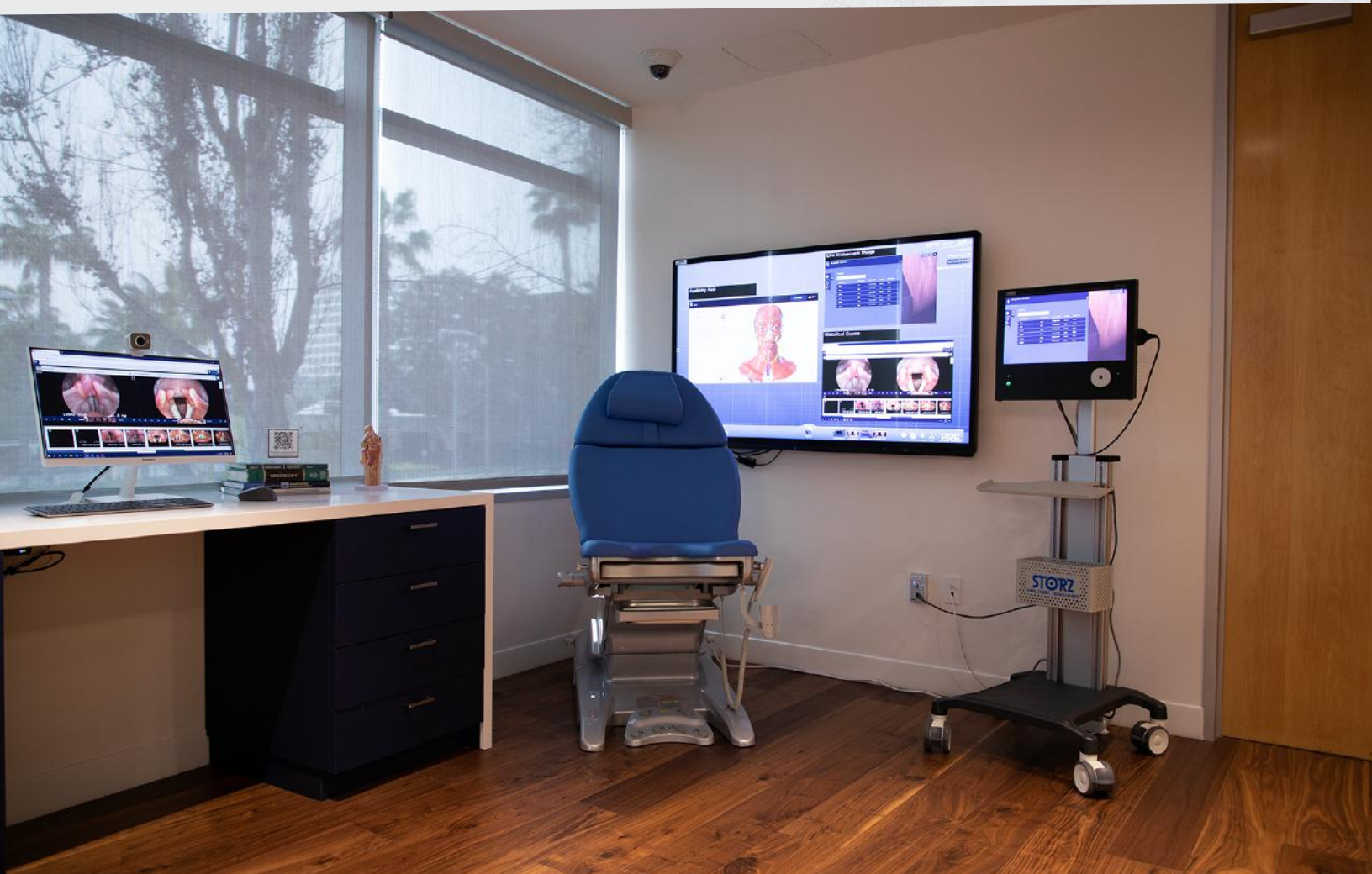
KARL STORZ: Case Study

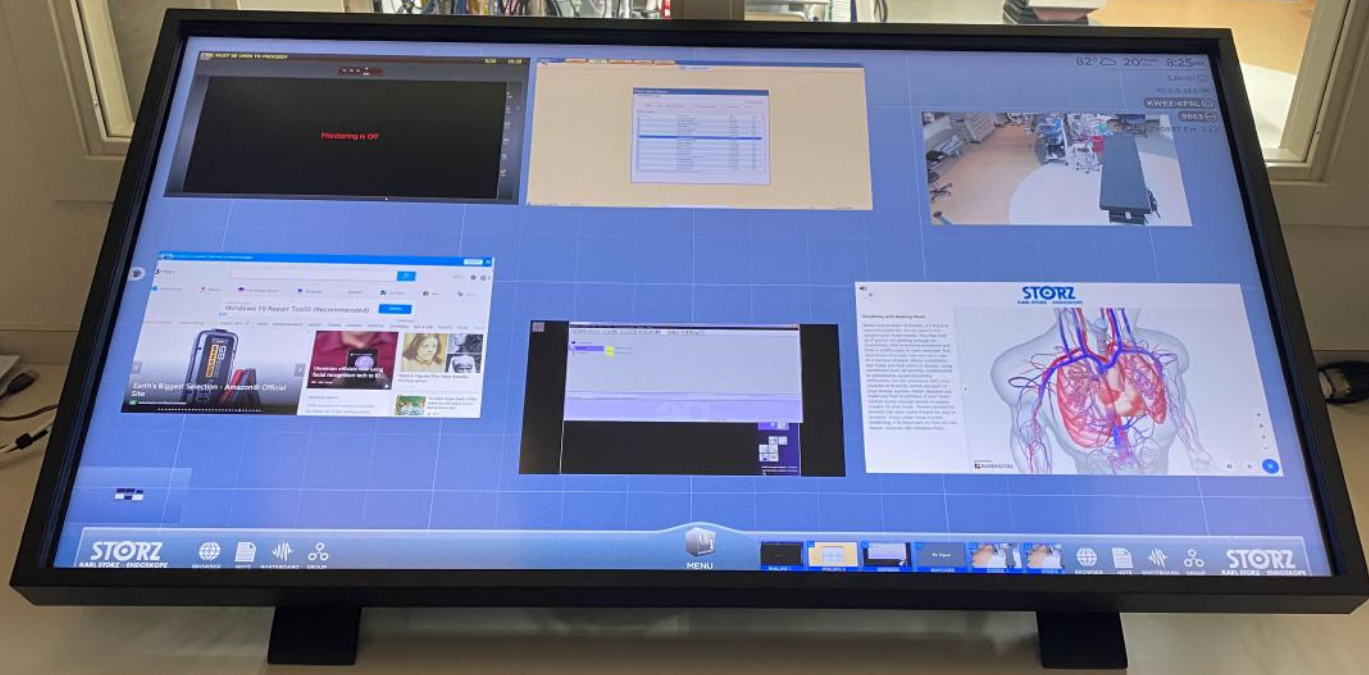


About the Customer

KARL STORZ is internationally renowned for minimally invasive procedures in virtually all surgical specialties, offering state-of-the-art technology for over 70 years. Their range of endoscopic instruments for human medicine, veterinary medicine, and industrial endoscopy now includes more than 15,000 products. Their integration and collaboration technologies turn every surgical suite into a multifunctional command center. Add to that their onsite service and support, and it's easy to see why KARL STORZ has become the most trusted name in complete endosurgical solutions.

KARL STORZ has the BioDigital Human integrated into the OR1 CollaboratOR, an operating room interactive display (sometimes referred to internally as “the iPhone of the operating room.”) The OR1 CollaboratOR is designed to display multiple applications at once to optimize surgical workflow for clinicians, improving efficiency and communication.





The OR1 CollaboratOR

This new interactive display technology from KARL STORZ allows collaboration to happen seamlessly inside and outside the operating room, wherever clinical personnel or data resources are located. The CollaboratOR multi-touch interactive display runs software designed to improve efficiency and create a collaborative environment in the operating room so that care teams can provide the best patient care possible. In other words, it is an interactive display technology that drives efficiency and collaboration during procedures.

It is often used in a pre-surgery huddle to introduce the procedure, present the goals, the anatomy, and other related images. Some medical facilities currently use it in planning, training, and education.

KARL STORZ was looking for a 3D anatomy addition to the CollaboratOR as a “tool in the toolbox for clinicians” when they came across the BioDigital Human. Some of KARL STORZ’s customers were already using the BioDigital Human successfully, and it was the perfect fit for the CollaboratOR.

“When we were building the CollaboratOR ecosystem, the BioDigital Human was a perfect fit to what we were trying to achieve,”



Joe Hahn
Technology Manager, OR1
KARL STORZ

The use of the BioDigital Human in the CollaboratOR

The BioDigital Human comes with every CollaboratOR, allowing for enhanced communication among surgical teams during the three phases of surgery, specifically during Pre-Op. **By using the BioDigital Human's 3D anatomy, disease, and procedure models as visual aids to collectively review surgical plans, surgical teams increase communication, save time, and achieve better outcomes.** It establishes a workflow that promotes efficiency throughout the procedure and facilitates communication between surgeons and the entire surgical staff about what the surgery will entail.

“It was a natural evolution of the CollaboratOR ecosystem to include The BioDigital Human,”

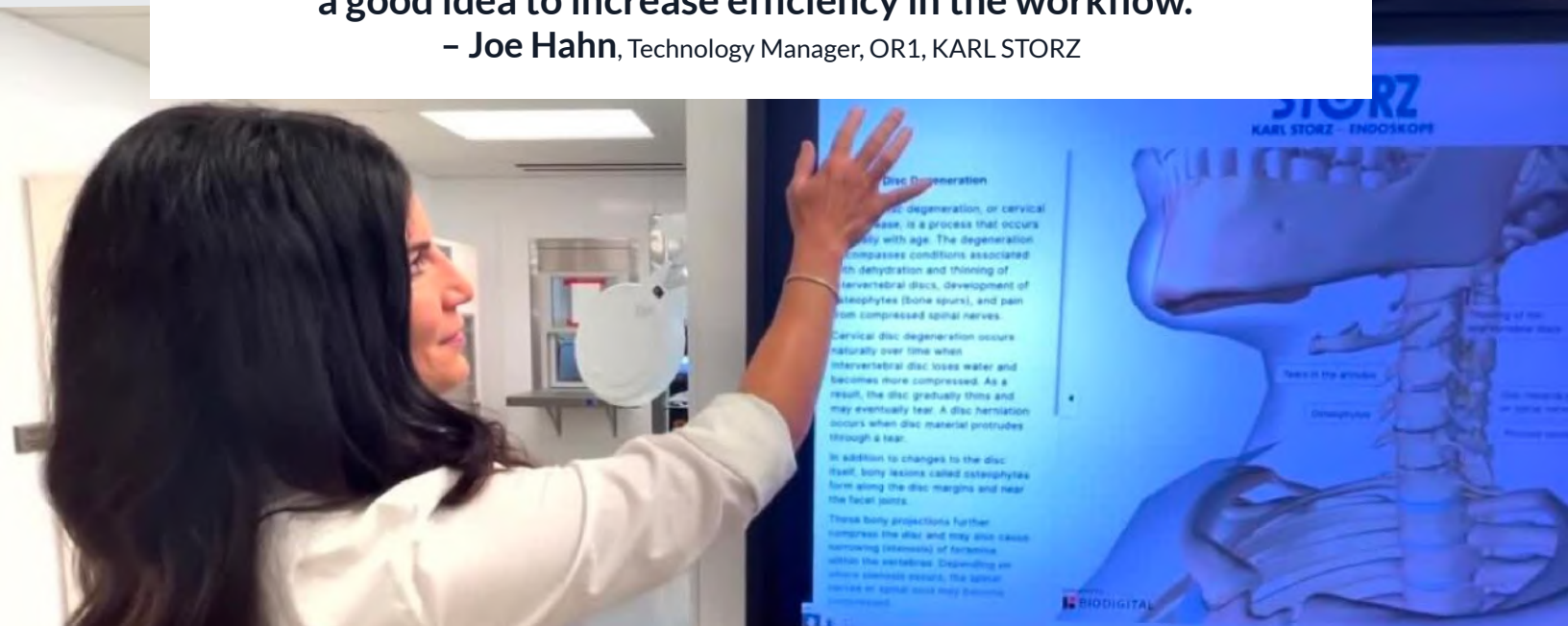


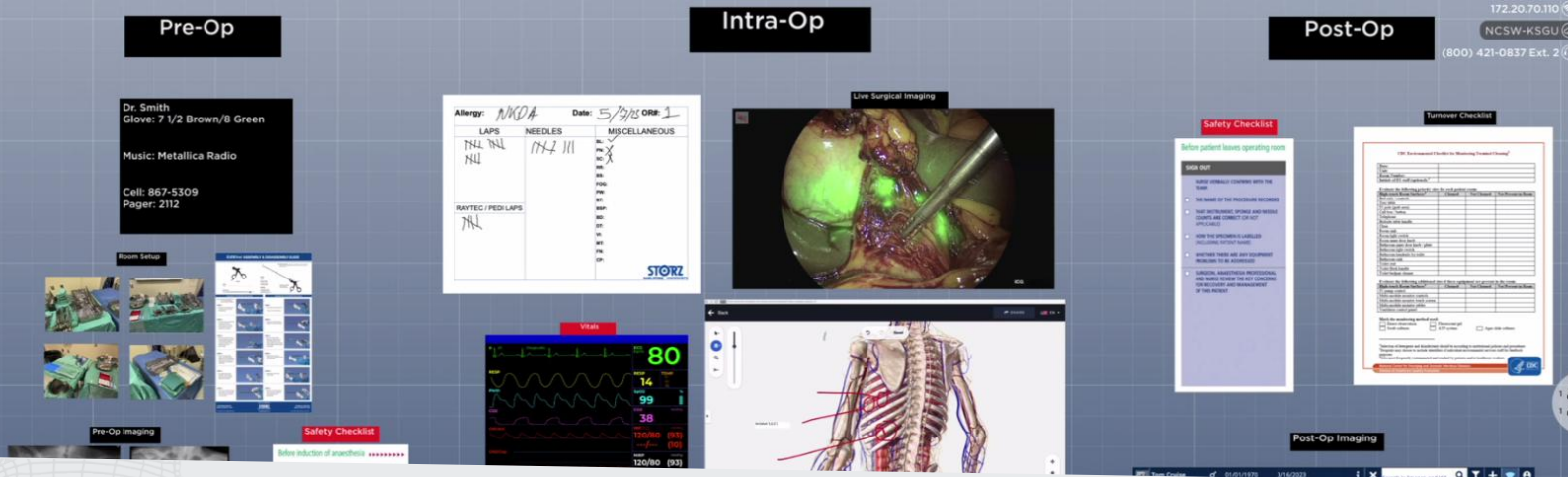
Joe Hahn
Technology Manager, OR1
KARL STORZ

To achieve the optimal CollaboratOR experience inside the OR, an onsite endoscopic specialist supports all KARL STORZ products. This specialist aids the clinical team in content creation on the CollaboratOR. Part of establishing this workflow is preparing the BioDigital Human in the Pre-Op space so the team can see the case list and the relevant 3D models.

“Incorporating BioDigital within the CollaboratOR is a good idea to increase efficiency in the workflow.”

– Joe Hahn, Technology Manager, OR1, KARL STORZ





The focus of including the BioDigital Human to increase efficiency revolved around patient safety and bettering the health outcomes by democratizing the operating room and facilitating greater communication and error reduction.

In addition to driving value in surgical communication, KARL STORZ notes how **integrating BioDigital software in customer demos has been a draw for sales.** The visual attractiveness of the BioDigital Human in the CollaboratOR makes it much more engaging to customers in demos. The utilization of the BioDigital Human has become an integral part of the CollaboratOR ecosystem.

“You can have the most sophisticated technology and the best surgeons, but what matters most is the amount of communication, transparency, and democracy within the OR as a team which greatly impacts the outcomes for patients.”

Connie Padden
Director of Technology Integration,
OR1, KARL STORZ

Choosing BioDigital: The Quality Difference

Several factors influenced KARL STORZ's decision to incorporate the BioDigital Human in the CollaboratOR ecosystem. The visual element and the quality difference between BioDigital and competitors was evident from the start of the partnership. Technical feasibility was a deciding factor, as well as the depth of content on the BioDigital Human. Having it as an HTML based web app and the ease of integration made it the perfect fit for the CollaboratOR.



What's next for KARL STORZ and BioDigital?

Intending to take the CollaboratOR beyond the operating room and into clinics, surgeon offices, and exam rooms has numerous potential case uses beyond clinical communication. The integration of BioDigital technology to the CollaboratOR complements KARL STORZ' strategy to break out of the pre-operative space and into provider-patient education by physicians and surgeons at the point of care, powering conversations on diagnosis and treatment. **This will allow medical teams to communicate more effectively with patients, improving patients' understanding and overall health outcomes.**

The future is bright for KARL STORZ and BioDigital. In addition to the point of care expansion, opportunity is also set around OR documentation and record-keeping of surgical procedures. Meanwhile, the successful partnership between BioDigital and KARL STORZ will continue to enhance patient outcomes and facilitate the workflow for satisfied CollaboratOR customers.



See for yourself how the BioDigital Human can
enhance your Patient and Professional Education.

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