



REVOLUTIONIZING HEALTHCARE

with Visual Support

*Enabling AR-powered interactions
for **patients, clinicians and
healthcare suppliers***





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INTRODUCTION

Particularly since the emergence of the COVID-19 pandemic, healthcare is rapidly evolving along with the technology it relies upon. SightCall, an AR-powered visual support platform, empowers countless hospitals, healthcare providers and equipment manufacturers with technology that helps them maintain operational efficiency and connect more easily with patients while improving legacy processes with new data and intelligence. Easy to deploy, it only requires a mobile phone or tablet at minimum, like the millions already in the hands of technicians, patients and healthcare providers. As a result, global adoption is rapidly increasing across the entire spectrum of healthcare.

SightCall was founded in 2008 to reimagine the way businesses communicate and solve problems remotely. Our platform integrates seamlessly into organizational workflows and business intelligence systems, along with ease of use and borderless portability that breaks down as many barriers as possible. As we regularly enhance our technological capabilities, SightCall's mission as a virtual assistance provider is to bring people closer together to solve problems in real-time using the highest-caliber augmented reality and artificial intelligence-driven video calls.

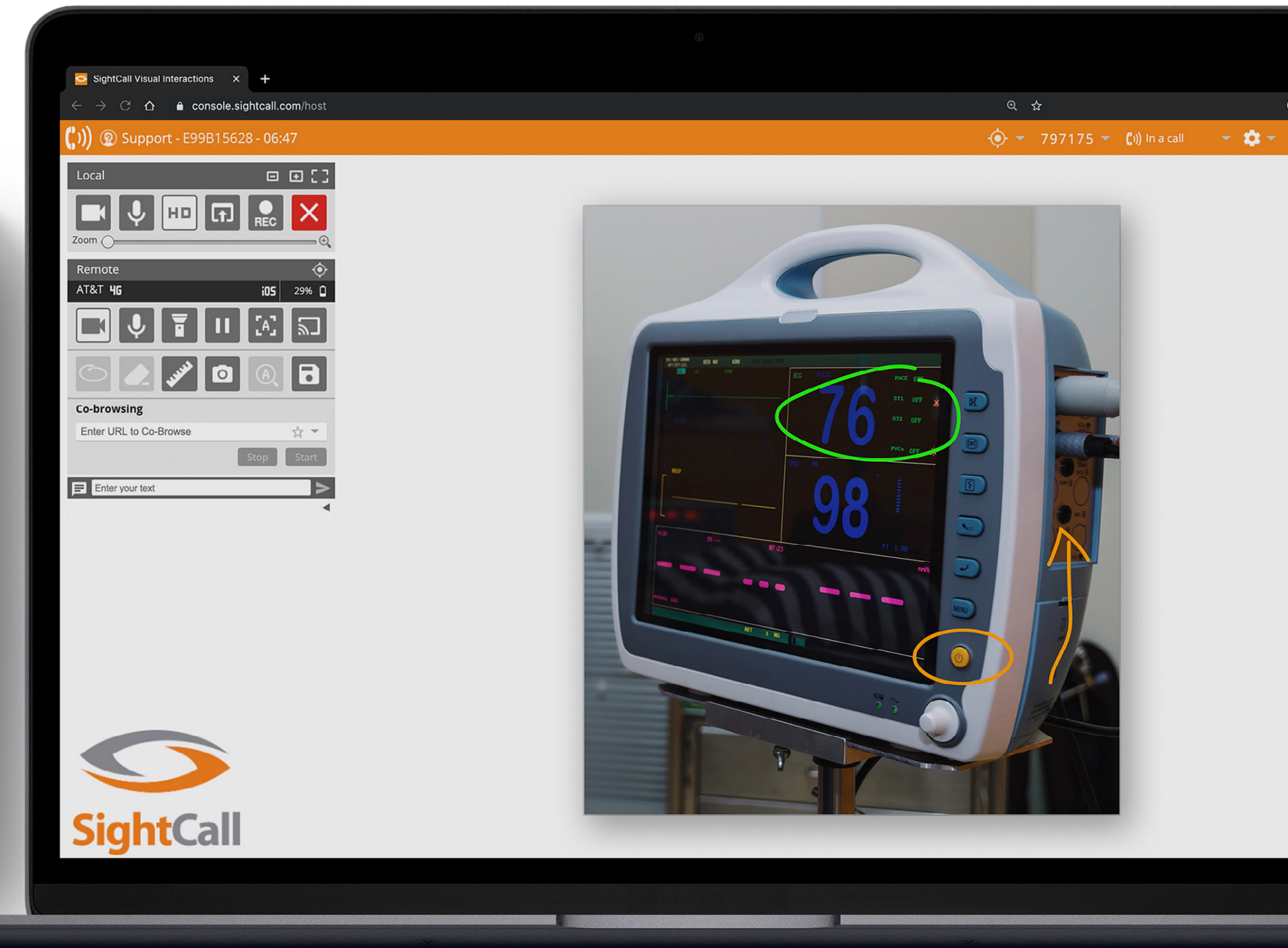
In the following pages you'll read use cases and real success stories for how companies like GE Healthcare, B.Braun, and UnitedHealth Group have used SightCall AR-powered visual support to transform telehealth interactions, patient care, medical device maintenance, pharmaceutical sales and more. Now is the time to join the digital healthcare revolution.

According to a 2020 CDC report,
69% of patients who had a telehealth appointment were managed at home without needing additional in-person care

WHAT IS SIGHTCALL?

SightCall is an enterprise-grade visual support platform equipped with AR and AI tools that enable companies to collaborate, solve problems and collect valuable data and business insights through live video interactions.

We improve company productivity by drastically reducing the time, travel and resources needed to communicate and solve problems. Whether you are assisting a patient with their medical device or guiding a technician through a remote maintenance, our platform helps you deliver a connected experience that improves outcomes.



Healthcare Use Cases



WHERE CAN VISUAL SUPPORT BE USED IN HEALTHCARE?

Although it was traditionally seen as a solution for telehealth, today you'll find live video and AR-powered visual assistance utilized across all branches of healthcare. On the following pages we'll explore a variety of use cases where SightCall has revolutionized provider access, medical device uptime, data collection and more.



Pharmaceuticals



Medical Devices



Life Sciences



Telehealth



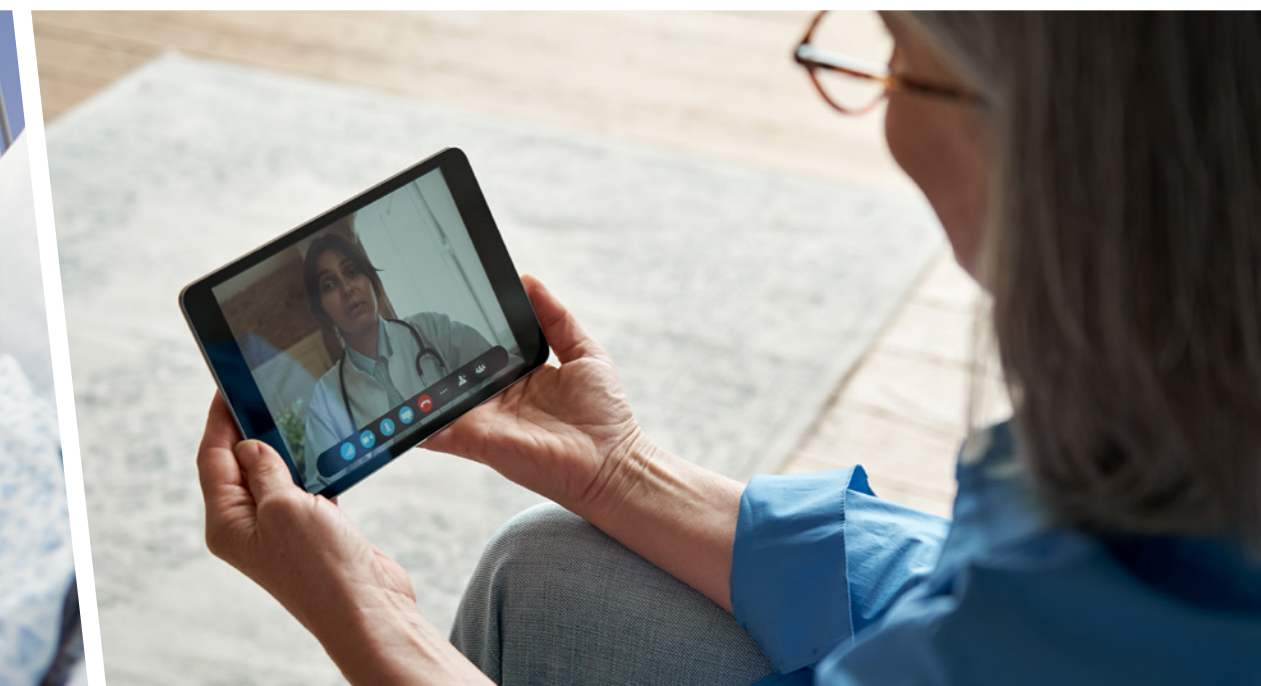
Assisted Living



Biotechnology



Urgent Care



Care Management

INTEGRATED TELEHEALTH APPOINTMENTS

Eliminate waiting rooms, travel and late appointments. Preserve physical distancing, and make scheduling easier for working and parenting patients. Visualize, diagnose and prescribe for a patient wherever they are, using fully-HIPAA compliant video call sessions.

Before SightCall: A physician or nurse practitioner uses a standalone video call platform to perform a telehealth visit. As they examine the patient virtually, taking their vitals and other health information, they need to toggle between the video platform and the patient's chart to manually enter information.

Additionally, providers needed to shift rapidly to telehealth solutions at the start of the COVID-19 pandemic, but frequently had to prioritize speed over optimal HIPAA and data protection compliance in choosing a platform.

With SightCall: Integrated with Salesforce Health Cloud or using a custom integration, SightCall sessions feed patient data back into their electronic health record with no manual entry required. With AR annotation, the clinician can draw on the patient's screen and walk them through self-care or first aid, or read and enter a medicine label into the file. Anywhere they are and regardless of their schedule, help is right at the patient's fingertips.

Both parties benefit from HIPAA compliance for electronic protected healthcare information. Furthermore, the SightCall platform features unique user identification and tracking, automatic log-off from a session after a certain time of inactivity, pin-protected, encrypted call session access and the ability to establish a unique access procedure to quickly obtain necessary patient information in medical emergencies.



Benefits

- Faster access to care for patients, wherever they are and whenever they need it.
- Interactive AR interface for more accurate diagnostics.
- Highest HIPAA, GDPR and CCPA compliance for maximum patient confidentiality and user safety.

TELE-TRIAGE AND VIRTUAL ROUNDS

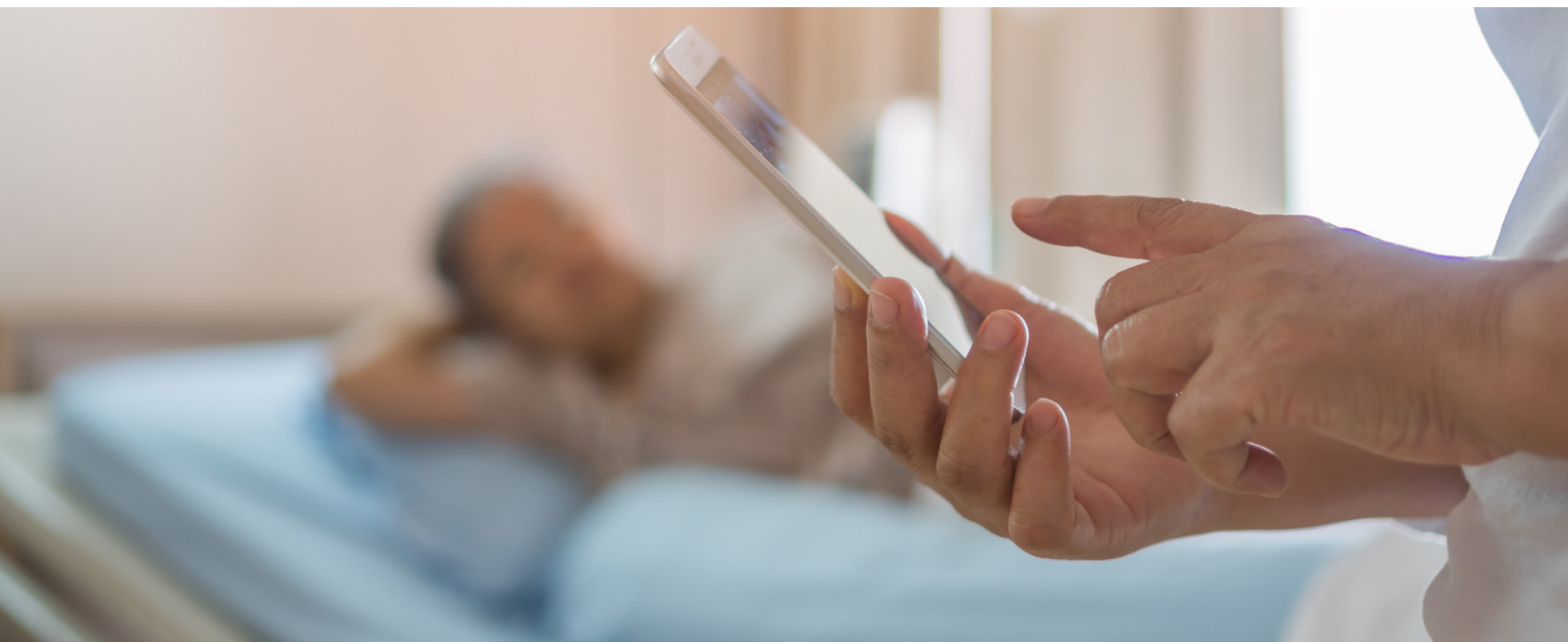
Route patients to the appropriate care more quickly, prioritize the sickest with the most accurate digital screening possible and keep care teams safe as they navigate the risks of a major pandemic.

Before SightCall: Emergency departments and other health teams separate patients with infectious diseases from general patient groups using face-to-face screening. Despite safety precautions, both staff and patients are potentially exposed as a result.

With SightCall: In the same way SightCall is used for normal telehealth visits, sessions are launched to efficiently and safely screen patients from either their homes or a separate area of the hospital, allowing healthcare workers to remain distanced from contagious patients, such as those with COVID-19. There is no limit to where a tele-triage session can be launched, with SightCall optimized to work even in low bandwidth environments.

Before SightCall: Ward rounds in intensive care units had to be conducted in person, even with overstretched staff put at risk by contact with COVID-19 patients. No reliable way existed to set up virtual ICUs.

With SightCall: Most patients have a mobile device, but when they don't, a tablet or other mobile device is placed on an automated cart to perform virtual rounds, without clinicians needing to physically enter the area. Without compromising patient privacy, unique access procedures mean seriously ill patients who cannot initiate a SightCall session can still be monitored by their care teams. These patients can readily communicate with family members in critical moments, and entire care teams can work together with family and patients on care decisions, including palliative care.



Benefits

- A customizable, flexible tool adaptable to the most unique healthcare uses.
- Triage or screen a patient wherever they are – even in areas with limited data availability.
- Launch sessions with critically ill patients through unique access procedures.

HOSPITAL EQUIPMENT MAINTENANCE

Get essential equipment up and running faster, putting providers back on the path of saving lives. Reduce issue troubleshooting, equipment maintenance and repair times through rapid virtual assistance.

Before SightCall: A piece of diagnostic equipment breaks down in a hospital and an in-person technician dispatch is required. The technician may need days to come onsite and it could take even longer for parts to arrive. Multiple truck rolls and multiple technicians touching the equipment can result in the machinery being out of commission for an extended period of time. The end result is revenue lost for the hospital as well as lack of access for patients.

With SightCall: Most work orders are completed in a matter of hours, with a remote expert walking a technician through a solution that returns the piece of equipment to service. The frequency of multiple site visits is greatly reduced, and first-time fix rates are improved. Cost savings are realized from diagnostic equipment being available to more patients and providers after a briefer period out of commission. And less-experienced repair technicians benefit from truly immersive training experiences in the field, with more information retention than would have been provided by a service manual.



Benefits

- Improve customer satisfaction, with increased first-time fix rates.
- Reduction in costs from diagnostic equipment being out of service.
- Immersive training for junior technicians during issue troubleshooting.

HARNESSING DATA TO IMPROVE PATIENT CARE

Tap the boundless potential of patient and equipment data to improve patient care and outcomes. With fully integrated support systems bringing all data into one location, use the insight gained in thousands of virtual visits to enhance future clinical interactions and reach patient groups that need you most.

Before SightCall: A healthcare system's remote visit platform was not fully integrated into its customer relationship management (CRM) software. Telehealth call data was collected and placed into silos, limiting its utilization potential. Limited tracking systems meant it could not be strategically employed by providers.

With SightCall: Providers can pull SightCall data into their CRM dashboard to determine the who, where and why of a patient encounter. Confidential patient data is securely compiled into a single, accessible space, making it available to target immunization and health screening campaigns and provide underserved populations easier access to primary and preventative care.

Some healthcare professionals using SightCall created virtual waiting rooms to manage appointment volume. Within the Salesforce CRM integration, Einstein AI can use the information it has learned about a patient to provide basic answers and advice about care, as well as reducing the time needed for a visit.

Benefits

- A one-stop-shop visual assistance solution that collects, compiles and learns from data.
- Easy access to data that can be used to create health campaigns or improve patient experiences.
- Artificial intelligence (AI) that applies knowledge about a patient to their care experience.



HOME MEDICAL DEVICE CARE, MAINTENANCE, TROUBLESHOOTING

Empower patients to employ home care equipment with minimal assistance, bolstering convenience and quality of life. Provide speedy resolution for setup challenges, use and machine errors. Increase uptake of home therapies by improving patient comfort and ease of use.

Before SightCall: Patients with kidney failure depend on dialysis treatment three times a week, involving extensive travel away from home and complicating their ability to work and spend time with family. While home dialysis machines are available, patients are apprehensive about their ability to use them properly or know what to do when a problem arises.

With SightCall: The SightCall visual assistance platform is preloaded onto a tablet integrated with Salesforce Lightning, fast-tracking patients to a remote physician with full access to their treatment protocols and history. The patient is empowered to complete dialysis at home, at ease with using their machines and knowing answers to their questions and concerns are just a click away. With the ability to dialysate themselves, patients realize better treatment results, less complications and healthier physical appearance and mental wellbeing.



Benefits

- Quicker access to life-saving treatment from the comfort of a patient's home.
- Seamless Salesforce Lightning and other integrations connect patients to same-day resolutions.
- Improve patient's quality of life by giving them the freedom to perform dialysis at home on their own terms

— Success Stories

SUCCESS STORY

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GE HEALTHCARE

GE Healthcare is a global health technology company specializing in the engineering and production of diagnostic machinery – including MRI, CT and X-ray scanners – and offers expert technical services to hospitals, clinics and medical offices to provide post-sales service contracts.

The Client and SightCall: Research suggests an average MRI machine faces about 30 to 60 hours a year in downtime, potentially costing healthcare providers between tens and hundreds of thousands of dollars in lost revenue. With callouts able to be completed in the same day, and equipment back up and running in a matter of hours, customers are able to realize significant cost savings.

GE Healthcare's goal was to shorten the length of time on-site and improve first-time fix rates, reducing the need for multiple trips. They were drawn to SightCall's ease of integration with its ServiceMax system, and its high rate of scalability.



Results

Using SightCall, maintenance turnaround times were shortened to averages of six to eight hours from around three days — with an average call session taking only 40 minutes.

By using SightCall, we ensure that our field teams partner directly with our technical experts, making sure they are part of the repair and troubleshooting network every step of the way. We can virtually place a technical expert next to a field engineer on a site using the interactive video and augmented reality features of this application.

– AMEA Services Operations Manager,
GE Healthcare

HEALTH INSURANCE COMPANY

A health insurance and managed care company with customers throughout the USA uses Salesforce as its CRM software. A leader in the digital transformation of healthcare, it runs a prominent data and analytics firm as part of its company operations. It invests billions of dollars in new technologies each year and has been ranked as a most-admired industry company for several years in a row.

The Client and SightCall: The coronavirus pandemic upended this client's longstanding ways of doing business, with providers unable to see patients in their offices or perform house calls. The client needed to maintain close relationships with patients, including health checks and care touchpoints that frequently took place in medical facilities.

Telehealth and video communications faced significant pressure in the absence of an industry-standard solution. The client's providers used Google Duo until they could transition to a HIPAA-compliant platform to see patients. SightCall offered this and more, including a solution that provided ease of use for seniors and geriatric patients, quick mobilization and time-to-market.



Results

More than 400 healthcare providers went live on SightCall in just five days, with some units of business averaging 80 calls, 15 to 30 minutes long, every day.

Our practice now takes twice the number of calls we saw in the office every day. If anything, I've noticed we've felt even less rushed than before, and patients feel very safe and seen on the video calls.

– Janet, APRN in Phoenix, AZ In-Network Healthcare Clinic

PHYSICIAN STAFFING GROUP

A multifaceted healthcare group with divisions in hospital-based physician staffing, ambulatory surgery and home care with 30 million patient interactions each year, managing the majority through Salesforce. SightCall worked closely with its physician staffing arm, the largest of its kind in the United States.

The Client and SightCall: The client chose SightCall for its E-PPE, employing it through Salesforce Health Cloud and keeping both patients and providers safe. Its healthcare professionals are working remotely to evaluate hospital attendees, check vitals, study diagnostic scans and make important care decisions — all without clinicians physically going into a patient room. Physicians, patients and their family members are able to collaborate and discuss care in a safe, physically distanced way that does not compromise the quality of patient care.

Care providers trusted SightCall for tele-triage in emergency departments, facilitating efforts to separate EDs between general acute care and COVID-19-suspected patient populations. In hospitals with a limited number of intensive care beds, SightCall was used by physicians and medical teams to create overflow ICUs in the ED, performing both initial assessments and ward rounds using automated carts with mobile devices attached.

Results

With SightCall, its physicians have performed more than 400,000 total telehealth calls since the start of the COVID-19 pandemic in spring 2020, including virtual office visits, tele-triage and ICU virtual rounds.



Put simply, your tool has allowed me to keep my team from getting sick and dying.

– Director of Emergency Medicine

B. BRAUN

A leader in infusion therapy and pain management, this medical and pharmaceutical device company uses Salesforce to manage interactions with patients. It develops, manufactures and markets innovative medical products and services to the healthcare industry. Based in Germany, it boasts more than 63,000 employees globally, operating in over 60 countries.

The Client and SightCall: Around 80,000 people in Germany depend on dialysis due to kidney failure. These patients must undergo long treatments at least three times a week, in centers that can be far from home. These treatments complicate the life of the patient and takes away from their ability to work and spend time with their family. While home therapies have long been available, less than 1% of patients use them because they are apprehensive about operating medical machinery without the help of medical professionals.

Patients who dialysate themselves achieve better treatment results, have less complications, feel and appear healthier both physically and mentally. In addition, successful home dialysis provides economic benefits to the patient and relieves pressure on healthcare systems.



Results

With SightCall, B. Braun developed a new home service that empowers patients to receive kidney therapy from the comfort of their home through a tablet pre-loaded with Salesforce Lightning-integrated visual assistance. With one click, they have quick access to a healthcare provider that is familiar with their healthcare history, walking them through treatment, answering questions and providing needed reassurance.

To have the ability of face-to-face communication with an expert helps the patients to feel more comfortable in case of technical problems or unexpected events. SightCall's features and infrastructure guarantee reliability and scalability in other use cases as well.

– Dr. Jan Lessing, Director, Digital Innovation Consulting, B. Braun

Getting Started with SightCall

HOW SIGHTCALL CAN HELP

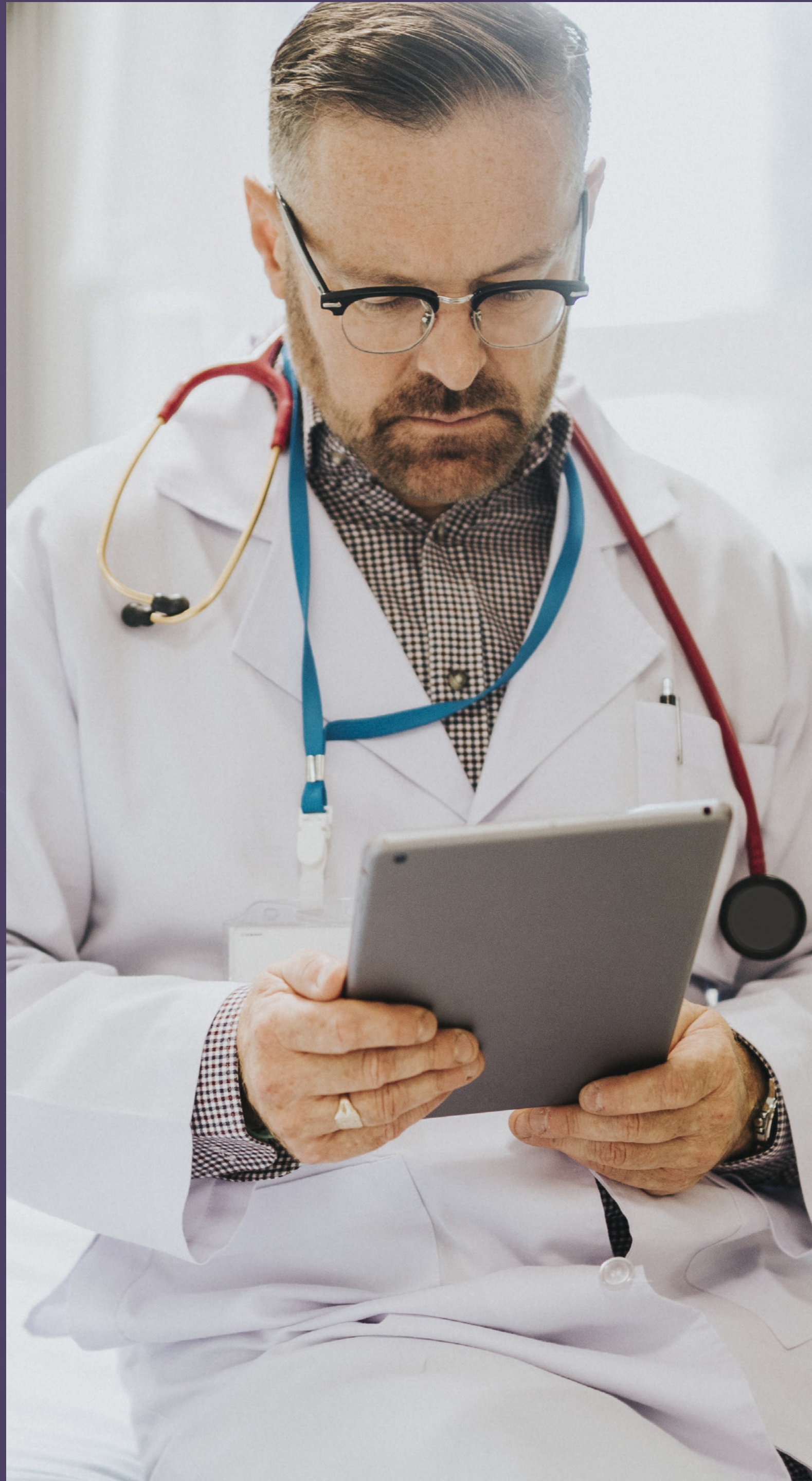
Using SightCall for telehealth, healthcare providers can extend their reach beyond hospital walls to provide excellent care to patients at home or away.

Improve patient access, provide visual assistance for medical devices, enable multi-party care interactions and reduce office visits with video-enabled healthcare.

In the heavily regulated fields of Healthcare, Life Sciences and Medical Devices, customers need a partner that they can trust.

SightCall's AR-powered visual assistance platform enables you to maintain critical business operations while reducing unnecessary physical contact.

- Reduce downtime for medical equipment
- Improve patient access to care
- Assist patients with med devices in the home
- Integrate telehealth into your CRM
- Enable multi-party care interactions
- and more



WHAT SEPARATES SIGHTCALL FROM OTHER TOOLS ON THE MARKET?

While it may be tempting to use existing video collaboration tools like Facetime and Skype, these platforms are not built for specific healthcare purposes. To be truly effective, your tools should integrate into your processes and provide measureable increases in problem resolution and customer satisfaction.

1

Built for Engagement

True AR Visual Support is specifically designed to handle person-to-person interactions where an expert is delivering information to another. Other video products in the market are designed for group collaboration meaning they lack certain capabilities that are needed when dealing with technicians or patients.

2

Secure Connections

Most video collaboration tools are designed for anyone to enter with ease, which leaves gaps in security. SightCall delivers a targeted, encrypted meeting invite to user. No identifying data is stored on SightCall servers, and all users must accept terms and conditions for regulatory and compliance maintenance.

3

Process Integration

SightCall's APIs allow for tight integration into your CRM, FSM or custom ticketing system. Quickly deploy on one of our pre-built integrations with Salesforce, ServiceMax, Zendesk, IFS, ServiceNow and more.

4

Strict Security Compliance

SightCall maintains rigorous processes for the maintenance and management of our cloud platform. This includes internal and external audits for security and privacy requirements. SightCall is SOC 2 Type II Certified and GDPR, CCPA and HIPAA compliant.

5

Customizable Experience

SightCall offers fully brandable apps and SDKs to allow for a completely custom brand experience. We also provide a full set of tools that can be tailored to each use case, making the agent interface simple and clean for maximum productivity.

DEPLOY TO MEET YOUR BUSINESS NEEDS

SightCall delivers maximum value by integrating into your existing processes.

- **Out of the Box**

Deploy immediately with our classic Visual Support app. Invite any iOS or Android user to engage via SMS, email, chat or web.

- **Pre-Built Integrations**

Choose from an extensive list of partners for an experience that integrates into your existing workflows, tickets, and omni-channel processes.

- **SightCall SDK**

Integrate SightCall visual assistance into your existing branded app using our lightweight SDK.

- **Customizations / APIs**

Integrate SightCall into your existing workflows, share critical data between backend systems, and automate functions with powerful APIs.

- **No App Download**

Quickly initiate a call via web browser with WebRTC options.

- **Microservices**

Add SightCall visual assistance to your existing CRM or ticketing system for seamless workflows and unified reporting.

TAILOR YOUR FEATURES TO YOUR USE CASE

SightCall offers over 30 unique features that can be assigned to different use cases making it easy to access the tools you need when you need them.



AI Chatbot

Harness natural language understanding and artificial intelligence to initiate SightCall via chatbot.



Automatic Call Distribution

Automatically route calls to the Agent most qualified to provide support.



AR Annotations

Drop AR instructions and tools over real-world objects to provide exact instructions and reduce errors



Chat Over Video

Engage in chat conversations during live video sessions to improve understanding regardless of environment.



Barcode and QR Scanning

Use optical character recognition to scan barcodes, serial numbers, QR codes and relevant product information to your case file.



Mobile to Mobile

Provide visual assistance from the field by initiating visual assistance from your mobile device.



Geolocation

Collect the exact location of your guest to prevent fraud, ensure accuracy and remove doubt.



WebRTC

Quickly initiate a call via web browser with no app download required.



And More

A VIDEO PLATFORM YOU CAN TRUST

SightCall strives to enable you with the best possible experience in visual assistance. This experience includes the safe protection and processing of patient and user data. From the inception of our company, we have maintained a high standard of compliance, security and transparency in regards to the data that is needed to provide our service, how it is used and with whom it is shared.



HIPAA Compliance



GDPR Compliance



SOC 2 Type II
Certification



CCPA Compliance



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