



New York-Presbyterian Hospital

As the country's premier integrated academic health center, New York-Presbyterian is helping to educate the medical experts of tomorrow. Through its affiliation with the Weill Medical College of Cornell University and Columbia University College of Physicians and Surgeons, today's leaders in the field of medicine instruct and train medical students, while also engaging in innovative research shared through conferences and symposiums.

the challenge

To remain on the cutting edge of medicine, New York-Presbyterian needed cutting edge technology. The hospital provides world-class patient care both in the hospital at large and its many Centers of Excellence – including the newly opened Jay Monahan Center for Gastrointestinal Health – but their large area display equipment did not meet the hospital's needs.

Although New York-Presbyterian performs innovative minimal-access surgery using scopes instead of scalpels, the operating room's 20-inch color TV couldn't pick up enough detail to easily maneuver the scopes and detect potential problems. Moreover, students observing the surgery strained to follow the surgeons' movements on the small screen. In addition, inadequate projectors detracted from the doctors' presentations, both in the classroom and at conferences. Even the doctors' lounge had an outdated TV.

"Keeping current with technology is vital to healthcare," said Jeff Szmulewicz, Director of Biomedical Communication. "It was clear we needed a better solution to maintain our very high standard of care."

"We really couldn't be happier with our new equipment...now our staff can provide even more effective patient care."

the solution

After much research, New York-Presbyterian selected NEC's 50-inch plasma displays for their more than 100 operating rooms. The high resolution of NEC's plasmas, combined with their broad source compatibility, was a perfect choice for the operating room, where precision, brightness, and flexible application are requirements. In addition, the NEC plasmas function silently, so nothing distracts the surgeon or muffles critical medical equipment.

New York-Presbyterian also placed over 100 NEC plasmas and projectors in conference rooms all over the hospital. Also needed were projectors powerful enough to reach hundreds, but precise enough to present complex data – all at a competitive price. NEC's projectors met all of these needs; with NEC's Advanced AccuBlend technology, even the brightest, most far-reaching projectors deliver sharp, rich images.

the benefits

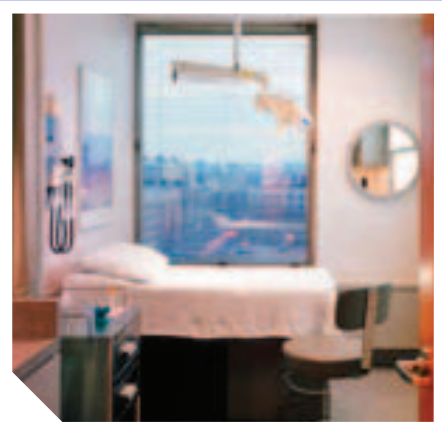
Using NEC plasmas allows New York-Presbyterian to provide patients with the best possible care. The high resolution, bright display, and strong contrast of NEC plasmas produce clear, crisp images and pure hues – even in the uneven light of an operating room. And with the NEC plasmas' comprehensive input panel, doctors can connect the necessary medical equipment to the screen.

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Because of NEC's superior image quality, the surgeons can be more precise during a procedure, which improves results and decreases recovery time for their patients. For New York-Presbyterian, the advanced resolution capabilities of NEC plasmas are more than a good deal – more accurate detection can save lives.

NEC projectors also assist New York-Presbyterian's staff, as well as students. Whether presenting breakthroughs to the global medical community or instructions in the fundamentals of medicine to students, the NEC projectors display intense colors, distinct pictures, and legible text. Automatic setup and one-touch adjustments mean the projectors are easy to use, even for someone more skilled in vascular disease than video equipment.

For New York-Presbyterian, the choice was clear: find a company that puts as much effort into customer satisfaction as they put into patient care. And with NEC, they did.



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