



Case Study

How Baylis Medical Leverages Zoom's UCaaS Platform to Continue Medical Device Development During COVID-19

Since 1986, Baylis Medical has been providing the cutting-edge products and training that medical professionals need to provide the highest quality of care and save lives. As a leader in the development, production and commercialization of innovative cardiology devices, Baylis Medical develops medical devices that help physicians effectively deliver minimally-invasive cardiac treatment to patients.

Baylis Medical also provides medical training and education to healthcare professionals of all experience levels, ensuring they have the knowledge they need to advance their practices and remain current in an ever-evolving industry.

Challenge

The teams at Baylis Medical often leveraged on-site conference rooms for video meetings and collaborative sessions, but recurring issues with their legacy solutions made it difficult to use these rooms effectively.

"When I interviewed for my current position, one of the main pain points that was identified was the collaboration tools in our conference rooms," said Joey Faraone, Director of Technology and Information Services at Baylis Medical. "Our employees couldn't hear each other clearly, and we received complaints that attendees couldn't see presentations on their screens. We also had issues where clients, vendors, or contractors couldn't join our meetings. This was a bad look at a time where the company was growing and becoming a leader in the medical device industry."

Baylis Medical also had various video conferencing solutions in place, and it became clear that the organization needed to standardize its communications.

"We were using an array of solutions - Skype for Business, Webex, and we were also looking at BlueJeans and Microsoft Teams," Faraone said.



Baylis Medical

Founded: 1986

Location: Mississauga, Ontario

Industry: Healthcare

Challenges: Disparate video conferencing solutions, lack of reliability in communications, transitioning to remote work environment during COVID-19

Solutions: Zoom Phone, Zoom Meetings, Zoom Chat, Zoom Webinars

Business benefits: Seamless user experience across phone, meetings, chat, and webinar, frictionless transition to remote work environment, ability to maintain productivity from home

"We use every piece of Zoom we can; we use Zoom Phone on our systems/cell phones, we use Meetings to collaborate. Our clinical team is doing webinars with physicians. Being able to continue to showcase what we're doing virtually has really helped us grow and sustain our footprint on the medical device industry."

- Joey Faraone

Director of Technology and Information Services at Baylis Medical

“But those solutions are so bloated with hardware, we wanted a completely hardware-free approach and really make it about the power of the software.”

As the teams at Baylis Medical made the transition to a work-from-home environment due to COVID-19, the organization needed to maintain operations to continue producing life-changing devices and critical medical training.

“We work in a pretty unique and niche environment in the medical technology industry,” Faraone said. “And there is always that need for companies like us to continue serving our patients and keep going, pandemic or not.”

Solution

Faraone had evaluated Zoom in previous roles, and he knew that Zoom could help Baylis Medical address its video communications challenges.

“I interviewed with Kris Shah, our president, and he asked me, ‘What would you do to enhance our collaborative tools in our meeting rooms throughout the organization and with our clients abroad?’” Faraone said. “I immediately said, ‘Zoom.’ ”

Baylis Medical was quickly sold on Zoom and decided to implement Zoom’s unified communications platform.

“The collaborative tools that Zoom offers went very well with the direction that the company was headed, so we did a full deployment of Zoom,” Faraone said. “At the time of deployment, we had around 500 users. We implemented Zoom over the course of a weekend.”

“That included a full phone system rollout, all of our rooms, and we even introduced call routing and a fully automated call attendant, which allowed us to free up time for our front reception staff. We automated this process across the entire organization.”

Baylis Medical was already using Zoom by the time it moved its employees to a work-from-home

environment in response to the COVID-19 pandemic. By fully leveraging Zoom’s platform, Baylis Medical’s employees made a seamless transition to a remote work environment, using Zoom to connect with internal and external stakeholders and continue to impact their industry.

“We were hit with this pandemic after we deployed Zoom, and we successfully transitioned 500 people to working at home over the weekend,” Fararone said. “We use every piece of Zoom we can; we use Zoom Phone in and out of the office through PC’s or cell phones, we use Meetings to collaborate. Our clinical team is doing webinars with physicians.”

“Being able to continue to showcase what we’re doing virtually has really helped us grow and sustain our footprint on the medical device industry,” Faraone added.

Results

With Zoom’s UCaaS platform, Baylis Medical crafted a seamless user experience and empowered employees to maintain their productivity and while in a remote work environment. As Baylis Medical’s employees begin returning to the office, Faraone and his teams are already thinking of new ways to leverage Zoom.

“We’re just starting to scratch the surface on [Zoom Rooms] Digital Signage. Enabling voice commands is also among the next steps for us. Zoom is also changing the way we onboard new employees, enabling warm welcomes and training has provided us the ability to continue our tremendous growth.”

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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