

Assignment #3 – Mediasite for UBC's Medical School...an Intreprenurial Adventure

Critical Doctor Shortage in BC's Rural Communities

"A physician trained in a more rural or remote environment is more likely to hang up her or his shingle in a smaller community upon licensing."

-Canadian Medical Association Journal, 2006

Executive Summary

BC's government has committed \$26.7M to develop UBC's Distributed Learning program to double the number of Medical School spaces in BC. The current video conferencing technology is very costly (\$29,000 - \$60,000 per hospital) and has many limitations. I propose a better solution for the program.

I believe that the Mediasite platform by SonicFoundry is the best system for UBC to help it develop its DL program.

Please take a look at the company's website for a video demonstration:

- ▶ Watch the Northwestern University interview #4
- ▶ <http://www.sonicfoundry.com/resources/testimonial.aspx>

-Please note, I can not show a video as I am not authorized from SonicFoundry to do so.

Mediasite is a technology that captures the live lecture. And synchronizes that lecture with PowerPoint and visuals. The presentation is then webcast for live viewing or archived for future use. All that is needed to view the presentation is a computer with Internet access.

Benefits of Mediasite to the Student:

- ▶ Lectures can be watched live or on-demand.
- ▶ Students can review complex material.

Benefits of Mediasite to the Instructor:

- ▶ Easy to use.
- ▶ No restrictions on PowerPoint slides

View Pitch on YouTube:

<http://www.youtube.com/watch?v=Bwk-xEOnDKs>

Benefits of Mediasite to the Program:

- ▶ Ensures all students receive a quality education.
- ▶ Avoids full installation of Video Conferencing rooms in rural hospitals. More hospitals can now host students.

Benefits of Mediasite to the Community:

- ▶ Retain doctors in rural areas.
- ▶ Mediasite creates a searchable database that other groups can use (nursing school, community health organizations, etc.)

