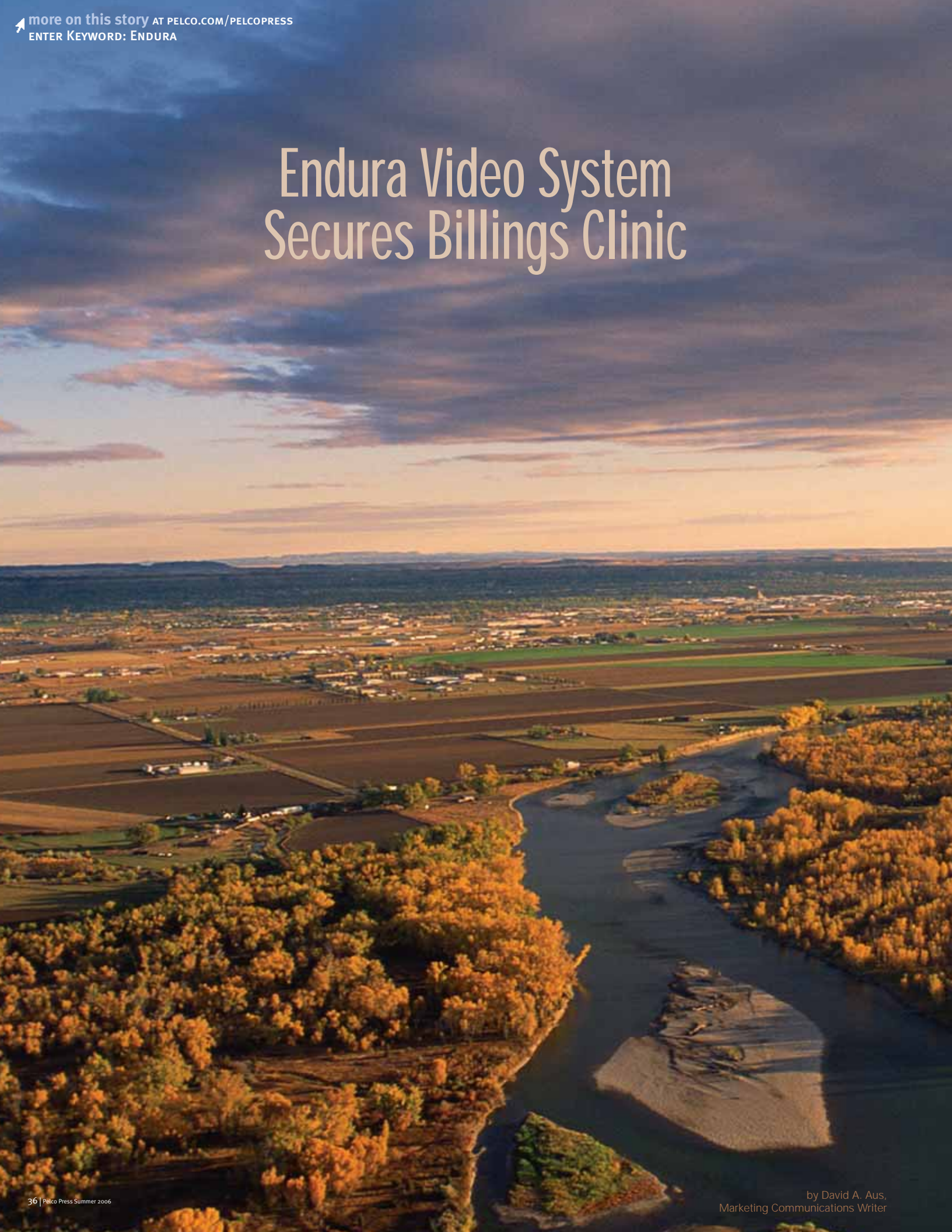


Endura Video System Secures Billings Clinic



Since its settlement in the late 1800s, the city of Billings has been The Star of the Big Sky Country in Montana. Today, with nearly 100,000 residents, Billings ranks as Montana's largest city, serving as a financial, medical, agricultural and cultural center for Big Sky residents. Billings Clinic is the area's largest employer, with a staff of 3,000, a large downtown campus, and a vast regional network of clinics providing more than 750,000 patient encounters each year.

Recently, Billings Clinic leadership undertook an initiative to enhance security. With a busy capital improvement plan underway, they demanded a flexible, scalable, network-based system. They wanted to be able to move, add and change cameras, monitors and other system components, without having to re-deploy cable for every change. Moreover, they sought a strategic relationship with a provider who could deliver a solution to meet their needs today and well into the future. They found what they were looking for in the Endura system from Pelco.



Shared Commitment to Excellence

Billings Clinic is committed to providing the best clinical quality, patient safety and service experience in the nation. Everyone places great value on teams and teamwork for achieving the organization's mission and goals. And this sense of teamwork extends to everything that Billings Clinic does, including its long-term relationships with people like Alan Anseth of integrator Johnson Controls and Bruce Hill of A&E firm CTA, both of whom have worked on projects with the clinic for more than a decade.

"Alan brought Pelco to us," says Mitch Goplen, Director of Facility Services for Billings Clinic. **"In all of our dealings, we look for providers whose principles, values and business ethics are aligned with ours. At the beginning of this project, we weren't just interested in learning if the Endura technology could work for us. We wanted to know: 'Is Pelco the kind of company we want to be in a relationship with?'"**

To answer these questions and more, a Billings Clinic team visited Pelco's headquarters in Clovis, California. The visitors were impressed by everything they saw, from the commitment to quality control, to the obvious pride of everyone throughout the campus, to the 9/11 memorial. Goplen remembers, "Billings Clinic and Pelco met each other at the right time. Both of us are moving toward the future. Our network was an ideal fit for an Endura installation. We knew Pelco would be an outstanding partner, along with support from Johnson Controls and our own network team."



In planning the approach, the project team started with those who are most directly affected by and involved in the video security system – the 17 security officers, led by Ron Berglund of Securitas. Berglund outlined all of his requirements, including what his officers need to see, and how long the system needs to store video.

As with nearly everything they do, the clinic formed a team, consisting of Berglund, Goplen, Anseth and Hill, to determine locations and positioning of the system's more than 60 cameras. In a hospital, extra care has to be taken to ensure that cameras protect patients, staff, and visitors, while preserving patient privacy. "Even though our system offers window blanking," explains Berglund, "we went the extra step of positioning all of our cameras in ways that ensure privacy, even without window blanking."

Some of the biggest challenges in installing the system were not Endura issues, but rather the challenges of running coax cable to remote places in a difficult structure. Once again, a team approach yielded solutions for the trickiest cable runs, building on the combined knowledge of clinic maintenance and mechanical technicians. Installation of Spectra III domes "couldn't have been easier," raves mechanic and foreman Jack Kostecky of Billings Clinic. "The kits are very well designed. Once you install one, you're a master!" Cody Anderson, a Pelco Certified System Technician from Johnson Controls adds, "once we got all the cable runs done, installing Endura itself was very easy. The Endura rack kits are phenomenal."

As far as setting up the installed system, technician Cody Anderson continues, "While I have lots of network experience, before this project I didn't have a whole lot of experience with cameras or with Linux. The Endura certification training, along with the outstanding phone support from Pelco and our own team at the hospital, have made this a breeze. For example, upgrades are a walk in the park. Pelco sends me a disk, I pop it in, boot up, and it's done!"

Benefits of the System

So how is the system working for the people who use it every day? **"Our officers have responded to Endura like kids in a candy store," explains Berglund. They love the Endura keyboard. The system delivers images with amazing speed – there's virtually no delay across**



the network for reviewing video.” Security operator Tony Fread adds, “This has been so easy to learn and use, and the system is so responsive. The shortcuts to viewing patterns are a real asset.”

“Search is easy and fast – much quicker than with our old system,” says Berglund. We now have much more storage than before, and the 2.2Mbps video streams mean that we don’t have to prune video. It’s easy for us to export video for legal evidence, when that need arises. More than anything, though, this system really allows us to take security outside, instead of just inside.” Already, the clinic enjoys improved response time to incidents, reduction in theft, and greater ability to catch potential problems on the fringes of the campus.

The staff at Billings Clinic has welcomed the system. “The security officers have done a great job of explaining the system to staff,” says network manager Daniel LaFrambois. “People understand that the system is here for their safety and security.” Mitch Goplen chimes in, “Architecturally, the system blends in very well – it’s like it’s always been here.” Jack Kostelecky adds, “The culture is changing here; now our staff expects to see cameras. The nurses union recently asked for cameras to monitor the parking lot when they’re leaving late at night.”

More importantly, LaFrambois notes, “The Endura system is helping us achieve our goals of using technology resources in ways that free up human resources for customer service and patient care. If we can monitor more of the parking lots with cameras, that frees up security officers to welcome patients and visitors entering the clinic, so they can get where they need to go.”

But Billings Clinic is just getting started. They want to add more cameras and integrate with other sites. They’re looking forward to implementing intelligent video capabilities, like motion recognition and object recognition. They want to interface with their asset tracking system, to keep track of wheelchairs, gurneys and other mobile equipment. “We like how the system is performing for us, and we would recommend Endura and Pelco to anyone,” explains Mitch Goplen. “Ultimately, we envision the system emerging from a security tool into an operations efficiency tool.”

